

# Cleveland Ballet Places Soliddd Glasses-Free 3D Posters at Center of Promotional Campaign

NEW YORK, May 5, 2015 /[PRNewswire](#)/ -- When Ohio-based Cleveland Ballet ([www.clevelandballet.org](http://www.clevelandballet.org)) wanted a way to promote itself and stand out from the crowd, they turned to Soliddd Corp. ([www.soliddd.com](http://www.soliddd.com)), the creator of *truly lifelike 3D™*. Soliddd's patent-pending glasses-free 3D imaging technology was deployed in posters that perfectly fit the innovative ballet company's goals.

"We are striving to be reckoned with as a cutting edge professional resident ballet company," said Michael Krasnyansky, Ph.D., Chairman of the Cleveland Ballet. "Soliddd's 3D technology is poised as the newest thing in printing. Like the Cleveland Ballet, Soliddd is a fierce competitor in the market. Our ethic is as equally relentless to succeed on a professional platform. Our collective passion has parallel goals. Ballet is a remarkable art form worthy of stopping, taking a breath, holding your hand to your heart and saying, 'Wow, that's incredible!' Whether it's art on stage or art in 3D, when it takes your breath away, you know people will remember."

Using a photograph of 10 ballerinas on pointe by Jonathan Koslen of New Image Photography ([newimagephotography.com](http://newimagephotography.com)), Soliddd transformed the 2D image into a glasses-free 3D image with profound perceived depth. The posters allow viewers to see far beyond the perspective offered by normal 2D photography, to understand the relationships in space between dancers and to see more of the artistry of each ballerina, as though the viewer were observing the live scene at the barre.

Soliddd lenticular glasses-free 3D lenses enable greater depth with higher perceived image resolution than any other lenticular lenses, and also feature unique, smooth-surface clarity.

The demanding print work for the Soliddd posters was accomplished by Duggal Visual Solutions ([www.duggal.com](http://www.duggal.com)) of New York City, a globally recognized commercial and fine art photographic and print provider. Their work can be found in the permanent collections of major museums, galleries and private collections.

"Cleveland Ballet is a young company with seasoned experts at its helm," said Christine Krause, Cleveland Ballet Marketing Chair. "Soliddd 3D glasses-free printing is a young technology based on over a century of previous 3D autostereo technologies. The likeness of our companies played perfectly to its use. Our expectations as to the public's reaction to the 3D posters were exceeded in every way possible."

"Cleveland Ballet is using our unique autostereo technology both to get immediate viewer attention and to hold and engage the viewer with intriguing art that can't be made any other way," said Neal Weinstock, CEO of Soliddd Corp. "Unlike any other type of glasses-free 3D print, Soliddd's technologies deliver crystal clear images with more depth than any previous system. It's the perfect medium for getting and keeping attention."

The 3D posters have been used to promote upcoming events for the ballet company. Passersby have been mesmerized by the images, allowing Cleveland Ballet representatives to begin conversations about the company. As part of a cohesive marketing effort, the poster image was also used as front cover of the company's performance playbill in 2D.

## About Soliddd

Soliddd ([www.soliddd.com](http://www.soliddd.com)) makes *truly lifelike 3D™*. By applying advanced physics and optics, Soliddd has broken through what others thought were technology barriers—barriers that had limited so much of today's 3D to unrealistic, stacked, clunky, and even painful images. Soliddd is creating a wide-ranging set of 3D technologies, from capture to display, that shatter today's image of what 3D is and what 3D cannot be.

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