

**A Joint Proposal
to the Department of Public Information/NGO
Section & Planning Committee of the United Nations
by
ANDXOR Corporation & The Light Millennium
Date: September 2007, New York**

Is there a difference between looking at any African footage on malnutrition, water absence, diseases etc. and being physically in the place where the images were filmed?

The answer is YES.

Anyone who visit Africa (as an example) and went back to the so called civilized world, brought back feelings and impressions that will remain in their minds, forever. These sentiments open the hearts of the travelers creating a new state of mind that will change their life; they will have a new vision, help, actively participate and encourage others to share their feelings and support.

We need to change the way million of people are using the world resources.
We need to preserve and share the resources for a better common living.
The difficulty is creating a larger audience that is willing to understand, feel and help.
We need to allow more people to visit those places, to see and feel.

How can we achieve to transport those impressions and feelings in a shorter time, less expensive and more effective manner?

How we can allow multiple people to have the experience without asking them to spend their money and time for a trip?

How can we do it faster and with a wider range of action?

Today Stereoscopic Video Technology allows you to see and feel as if you were located in the same place of the cameras.

Ortho-Stereoscopic technology allows seeing exactly with a human eye perspective without alteration or camera image modification.

You will see people and objects around you as if you were exactly there.

You will hear and see in a three-dimensional way, you will be immerse in the scenes.

It will become a virtual voyage on any place in the universe without moving from your seat.

The impressions and the emotions can be captured and will remain impressed in your brain and hearth for longer time allowing positive reactions in terms of help and funding.

The UN should promote internally and externally the use of this technology to achieve optimum results for any project of humanitarian nature.

Seeing is believing, but being inside and completely immerse in the images is participating.

The UN should take this an incredible advantage that will lead to a better and faster way for funding retrieval and development of new projects.

The new and fast growing availability of 3D Cinemas will allows this project to be seen by a multiplicity of people of all races and ages. Considering also schools and libraries distribution will give to the children and students a better understanding of what they have, what they are wasting and how should they take care of the planet for their future as well as the willingness of giving to other people with less possibilities.

PROPOSAL

This is a joint proposal by **ANDXOR Corporation** and **The Light Millennium** to create a **Stereoscopic Movie on Human Rights**.

ABSTRACT

We will produce 40 minutes footage in Ortho-Stereoscopic to allow a true three dimensional vision and an incredible immersive participation of the viewer.

We will create a movie regarding the “Human Rights”, the basic rights and freedoms to which all humans are entitled (from liberty to children abuse, from freedom of expression to education) and in particular could include Darfur and Karabakh/Azerbaijan.

The footage will be very useful to the UN campaigns in terms of the viewers support and awareness.

DESCRIPTION

The project goal is to create an intense and dramatic 40 minutes movie on Human Rights.

The footage will be filmed with special stereoscopic cameras.

The footage will be in digital full High Definition.

The movie will be played at the UN/DPI-NGO 61st Annual Conference and after in all the new stereo ready theaters.

By the end of the year 2007 more than 1500 movie theater will be able to play the footage using the existing and already installed Stereoscopic Technology.

We will also create a DVD Blue-Ray format to be distributed together with stereoscopic glasses and ready to be played also using standard television.

The distribution of the DVD Blue-Ray will use schools and libraries programs.

We will organize the projection in multiple festivals and public shows.

How to distribute and deliver the footage?

Two years ago (2005) there were only 85 movie theaters stereoscopic-ready, while today more than 1200 Stereoscopic Digital Cinemas are ready to show Stereoscopic films, and by the end of the year 2008 we will count more than 2500.

The target should be having a movie played in collaboration with the movie theaters organization and the UN itself.

Also a DVD / Blue Ray disc can be distributed together with inexpensive paper glasses to play and view the stereoscopic content in any standard TV or the new Stereo HD TV.

There is no better way of advertising than transporting (even if virtually) the people in the place. Everyone will experience three-dimensional images immersion as never before.

With Stereoscopic and especially Ortho-Stereoscopic Vision all the above can be achieved today.

Contacts: **Raffaello Galli**
raffaello.galli@andxor.com
+1 (917) 683 1780
www.andxor.com

Bircan Unver
bircanunver@lightmillennium.org
+1 (718) 441 8811
www.lightmillennium.org

We are looking for funding to realize this project and create awareness to help UN and other project to succeed.