

Press conference to reveal new dimension for World Cup

The British Academy of Film and Television Arts in central London will be the venue for the joint FIFA Sony press conference on Thursday, 8 April 2010, that will unveil the plans for filming various FIFA World Cup matches in 3D.



Niclas Ericson, FIFA director of TV, Hiroko Saito, deputy GM global sponsorships at Sony Corporation and David Bush, marketing director at Sony Professional Europe, will unveil details of their undertaking to film 25 World Cup matches in 3D and to share this new entertainment experience with viewers around the globe.

It will be the first time ever for the FIFA World Cup to be filmed in 3D.

The press conference will start at 11am (doors open at 10.30am) on Thursday 8 April at the British Academy of Film and Television Arts, 195 Piccadilly, London W1J 9LN.

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