

Belgian newspaper issues 3D edition

March 9 2010



An inhabitant of Neufchateau, Belgium reads "La Derniere Heure". The Belgian daily offered its readers a new perspective on the world Tuesday with a 3D edition complete with special glasses.

A Belgian daily newspaper offered its readers a new perspective on the world Tuesday with a 3D edition complete with special glasses.

All the photos and adverts in La Derniere Heure's special edition were treated to give them the three-dimensional effect when viewed through the different lenses of the kind well-known to <u>3D</u> filmgoers.

"The goal was to make the whole paper 3D," said the French-language paper's chief editor Hubert Leclercq, who said it took two months to prepare the special edition, which had a higher than normal print run of 115,000 copies, for the newstands.



"We hear about 3D cinema, <u>television</u> and video games, so we took up the challenge," said Leclercq, adding that he was unaware of any other paper in Europe producing such a paper, though there had been 3D images in the press before.

"This is a trial, there's no further (3D) plans for the time being," he said, admitting that the need for the special specs and the sheer costs involved made it difficult to popularise the technique.

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