

Playboy to feature 3-D centerfold

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"It's definitely eye-popping," Hennessey said of the 3-D centerfold featuring 2010 Playmate of the Year Hope Dworaczyk.

"There's a wine glass that she's holding and when you stand back with the glasses on that comes right out at you," the spokeswoman told AFP.

"You really feel like you're, so to speak, in the pictorial with her."

A pair of 3-D glasses like those that helped the film "Avatar" shatter box office records will be included with the issue of the magazine which hits US newsstands on Friday.

Playboy's first 3-D centerfold comes about six months after the magazine ran a photo spread featuring a cartoon character -- a scantily clad Marge Simpson from the hit television show "The Simpsons."

"We're constantly trying to do new creative, innovative things to engage our readers," Hennessey said. "But I don't think we'll be having 3-D centerfolds in every issue."

Playboy founder Hugh Hefner said he "wanted to create a 3-D pictorial for the very first issue of Playboy, but didn't have enough money to include the 3-D glasses.

"I think Playboy fans will enjoy seeing our Playmate of the Year's true form," Hefner added in a statement.

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