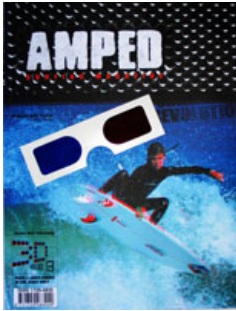


## Surfing in 3D



AMPED, a surf magazine, has just released their summer issue and South African readers will be able to experience 3D photos for the first time. The entire photo feature of the magazine has been converted into 3D images, and with the 3D glasses on (which come with the magazine) you feel like you're part of the action.



"We're constantly looking for ways to keep our publication fresh and exciting and to keep the youth stoked on it!" said Peter Nicholson, editor and co-owner of AMPED.

"It's been a great project to work on and to see the photos come to life," said Johann Bergh, art director and co-owner of AMPED. "Surf photography is such an amazing art form and it's been unreal to be able to give it a whole new dimension."

According to Nicholson, "After the 'The Meltdown' DVD project in the Sept-Nov issue we had to apply a lot of thought to how we were going to follow up such a successful project, but when Johann came up with the 3D idea we knew it was a winner!"

AMPED has announced that it will be moving from quarterly to bi-monthly in 2006. "We have seen such incredible growth this year, and there is still so much to cover and material that needs to be included that we see the move to bi-monthly as an obvious one. It's another step in the right direction and we want to be providing our readers with magazines more frequently. We need to keep fuelling the stoke!" said Nicholson.

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