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Goat & Yeti brings 3D tools and knowledge into the hands of Independent Filmmakers and Photographers

Beam-splitter rig creates award-winning content on indie budgets

Portland, OR: Today, Goat & Yeti, LLC, a creative media company, released the Robert Rig, a dual-camera beam-splitter for Independent Filmmakers and Photographers supported by a suite of 3D tutorials covering everything from shooting, to post, to building a 3D theater.

A three-year research and design process lead to Beta versions of the Robert Rig in use in 12 countries and top 3D awards including the Lumiere from the International 3D Society and Best of Festival from the L.A. 3D Film Festival. The Robert Rig is designed for use with DSLR, Point-and-Shoot, Compact HD and 4K cameras, as well as select camcorders.

"The Robert Rig was built to make 3D accessible to a new set of filmmakers and photographers," says Lead Designer, Jesse Blanchard. "Now, we're not just putting a great tool in their hands, we're guiding them through every step from shooting, to post, to displaying their content in full-color 3D.'

Goat & Yeti kept price-point down and usability up by:

- Enforcing strict design measures including a symmetrical design and a unique axis-isolation calibration method.
- Creating reversible camera mounts to accommodate everything from small point-and-shoots cameras to Red Epics and Scarlets
- Designing the Robert Rig as small as possible, anticipating cameras would continue to shrink.

About Goat & Yeti: Goat & Yeti is a creative media company based in Portland, OR. Founded in 2011 by filmmaker Jesse Blanchard, whose work has been recognized by Drew Barrymore, Neil LaBute, and George Romero, Goat & Yeti produces original photo and video content for clients including: Adidas, WILL Leather Goods, and Pendleton Woolen Mills. They have a strong focus in 3D creating original S3D content, tutorials, and the 3D Beam-splitter Rig, the Robert Rig.