

## Press Release:

# Couchmans helps Can Communicate net Wimbledon 3D Deal with Sony

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Couchmans LLP, the leading specialist sports law firm, has advised 3D production specialists Can Communicate on their ground-breaking 3 year deal with Sony to provide 3D footage of the Wimbledon Championships. The deal will see Can acting as technical production partner for Sony with the companies producing live 3D feeds of the men's and women's finals and the men's semi-finals.

The feed will be broadcast live to cinemas and broadcasters globally, offering fans a unique opportunity to experience Wimbledon and tennis in an exciting and engaging way. Can has recognized expertise in filming sports events in 3D, with recent highlights including the FIFA World Cup 2010 and the French Open at Roland Garros in the same year.

Couchmans' partner Nick White commented, "Broadcast and audio-visual production technologies and techniques are ever-evolving and we are always very pleased to advise pioneers such as Can Communicate on these important and high profile deals."

Can Communicate partner Chris Dyer said, "Couchmans know sport inside out and are trusted and valued advisers. Their commercial, rigorous and responsive approach is exactly what we need from our lawyers."

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## **Note to Editors**

**Couchmans LLP is a commercial law firm based in London offering specialist legal advice to the sports, sponsorship and media industries internationally. The leading independent legal directories say the following about the firm:**

*"The UK's leading sports boutique"* (Legal 500)

*"If you want someone who knows the sports business inside out, these are the guys to call"* (Chambers & Partners)

*"Formidably strong line-up ... the firm dominates the commercial side of the sector"* (Legal 500)

*"A phenomenal sports practice ... there is clear, blue water between Couchmans and rival boutique sports firms ... the firm acts for some of the best known names in the sports industry"* (Legal 500)

*"The premier sporting boutique ... extremely commercial, increasing the value of every deal with the knowledge it brings"* (Chambers & Partners)

*"Remarkably successful at a time when other firms have been looking to exit the sports market ... winning business model"* (Legal 500)

*"The achievement of this firm is incredible ... the country's number one sports boutique"* (Chambers & Partners)

Website: [www.couchmansllp.com](http://www.couchmansllp.com)

**Can Communicate began business in the summer of 2002 and work on behalf of major organisations such as FIFA, The IOC, The FA, adidas, Coca-Cola, Cisco, HSBC, Lloyds TSB, Sony, Virgin F1 and Visa. It is one of the few companies in Europe geared to offer clients full spectrum, end-to-end solutions in 2D HD and 3D film production. Since 2005 CAN has been investing in 3D, in terms of technology and capacity and has emerged as one of Europe's leading independent 3D production companies with in-house camera rigs and stereoscopic 3D edit suites.**