

The Hollywood Reporter reveal that Sony Picture Entertainment has today issue a letter to theater owners in the US stating that they will no longer pay for 3D glass, beginning in May 2012, in a move which is likely to see other studios follow suit. This is already fairly common in countries like the UK, where the majority of major cinema chains no longer offer up free 3D glasses, instead asking customers to pay for a pair they can take home with them and bring back next time... if they want to. "This is an issue that has to be resolved between us and our exhibition partners. We are trying to give them a very lengthy lead time in regards to the change in policy," Sony worldwide president of distribution Rory Bruer said. The site also report that studios like Sony often spend upwards of \$5 - \$10 million on glasses for

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