



Technology that Captivates

Real3Ddisplay® is a leader in 3D technology, provides innovative and creative 3D marketing services representing one of the most significant leaps forward in autostereoscopic (no glasses) 3D experiences on the market today.

Through its Design Center, Real3Ddisplay can develop multiple solutions and applications for the gaming industry, delivering an impressive and indescribable immersive experience.



Why 3D Works

1. No other signage works as well as 3D.
2. 3D stops and astounds your audience and delivers a lasting and effective message.
3. Glasses-free 3D separates you from all other competitors.
4. Real 3D Displays are a cost-effective way to drive traffic and branding.
5. 3D sends a unique and clear message via next-generation technology.
6. Brand your company as a pioneer of the new 3D standard.

Frequently Asked Questions

1. Can I alternate 2D and 3D content on the Display?

Yes - our technology is based on LCD panels, so you can play regular 2D content or specific 3D content that has been generated from 8 points of view.

2. How does the Display do that, is it hardware or software or both? How is the content created?

The combination of hardware and proprietary software creates this 3D effect. The content is created in a standard software application such as Autodesk Maya, 3DS Max, then rendered into 8 different views through a proprietary script, and condensed into an .AVI file through Mix8. As far as hardware, our displays have a proprietary lenticular lens applied to them that deliver the 3D effect.

3. What is the Real3Ddisplay Design Center? What services do you offer?

The Real3Ddisplay Design Center creatively addresses and opens new markets for a myriad of applications and solutions leveraging our best-in-class autostereoscopic 3D technology. We provide a full range of services to take your 3D projects from concept to final execution. Our services combine superior content creation and technical solutions to deliver an immersive 3D experience.

4. Can I purchase a custom size Display?

Yes. Real3Ddisplay provides premium content creation and technical services. We work with you to design your 3D project. Different display sizes can be available depending on order sizes.

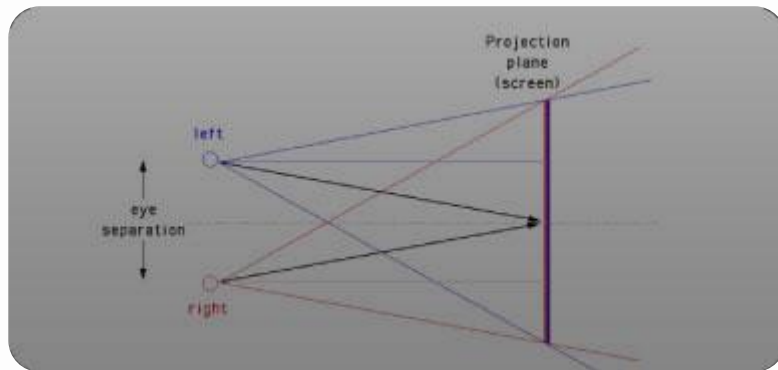
Next Generation 3D displays -
Without glasses



Technology Overview

Real3Ddisplays are equipped with an array of lenticular lenses that cast different images onto each eye. Each lens magnifies a different point of view for each eye because it is viewed from slightly different angles. This results in a state of the art visual stereo effect. Real3Ddisplay technology supports both 2D and 3D content in full HD resolution (1920 x 1080p). Real3Ddisplay takes a 3D generated file, using files from applications like 3DS Max, Maya, Lightwave, XSI or even standard video content and feeds it through a script that renders the content to 8 different camera views.

Real3Ddisplays use 8 interleaved images to produce the autostereoscopic 3D effect. The eight images can be created by a variety of methods, but they must represent 8 views of the 3D scene created by

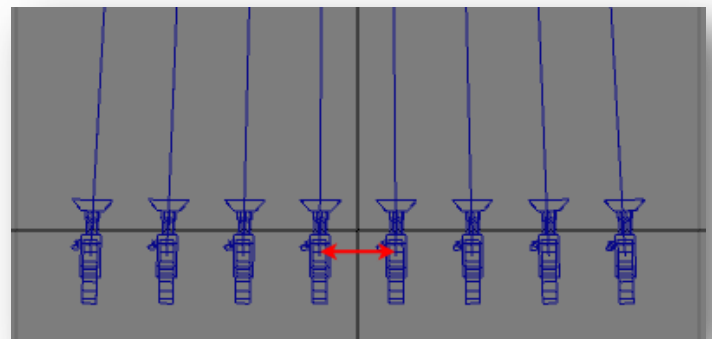


the Off-Axis Projection Method. Off-Axis Projection requires the use of asymmetric camera viewing cones as can be seen in the figure below. The left cone is in blue, the right in red.

Real3Ddisplays are based on standard Full-HD LCD displays, carefully chosen for the compliance of their LCD panel.

How it works with Your Content

Each pixel on the panel is actually the combination of 3 sub-pixels, colored in red, green and blue. Real3Ddisplay displays use an array of cylindrical lenticular lenses to generate 3D content to screen. We then take your content, split it into 8 separate fields of display, then bring those perspectives together using our Mix 8 Software to one view per frame, uncompressed.



The 8 cameras are separated from each other by the average distance between the left and right eye. Typically this is taken as 2.24" (5.69 cm).

Your content is ready to astound your audience.

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