



3D display for promotion



HoloVizio shines in a trade-show (GITEX, Dubai) with its stunning 3D picture quality and brightness

"Historically, 3D displays have typically featured some sort of trade off in image quality so that they were never as good as their 2D counterparts. Recent developments in 3D displaying have demonstrated this not only possible but reasonably cost effective."

Insight Media, 3D Technology and Markets, A Study of All Aspects of Electronic 3D Systems, Applications and Markets, 2007

HoloVizio 240P

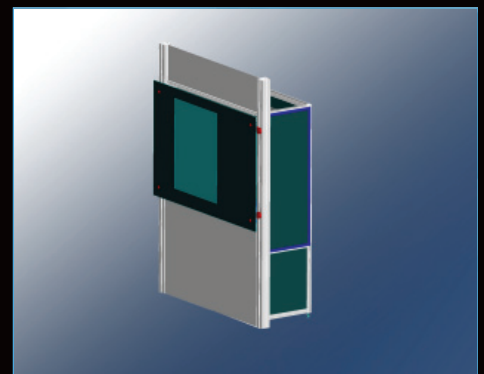
Why HoloVizio is true 3D?

User benefits of Holografika technology in 3D display solutions:

- Continuous motion parallax, which provides "look-behind" capability
- Large field of view supports more viewers, and collaborative use
- No fixed viewer positioning required, viewer can freely move in front of the screen
- No optical contradictions, no side effects, discomfort, disorientation in longer, everyday use
- Stable 3D image which doesn't "jump" between views in the horizontal perspective
- Reference points do not move if the viewer is moving and are exactly there where they seem to be (the 3D object position does not depend on the viewers' position)
- No head tracking necessary (no latency or accuracy problems)
- The 3D view can be seen in the entire field of view, no invalid zones
- Any kind of objects or 3D views can be visualized with correct occlusion, vs. wire frame, translucent images only, offered by certain technologies
- Ability to display any type of 3D information and to use different OpenGL based 3D software solutions
- 2D compatibility. No need to switch between 2D and 3D view
- Full frame rate motion and real-time interactivity
- Proper brightness, good visibility under normal lighting conditions



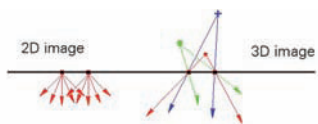
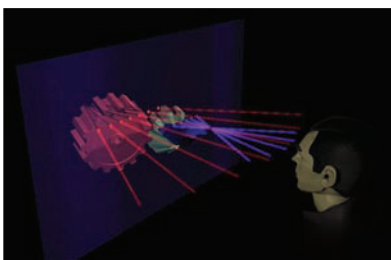
Best Exhibit Award for the 3D cinema installation at ICT Lyon



Alternative layout for trade show environment

The 3D displaying technology that works

The holographic 3D display system developed by Holografika overcomes the limitations of the current 3D displays, reconstructing natural 3D images to a number of viewers in a reasonable field of view, with walk-around possibility without any restrictions.



This is a high-end solution compared to other technologies and fulfils all the requirements of real 3D displaying simultaneously.

Stunning 3D images for your customers

- *Easy to adopt to various installations*
- *Custom designs*
- *Vivid LED colours*
- *Years long life cycle*
- *Digital signage HoloVizio system*
- *45" vertical screen format*
- *Light-weight mechanics*
- *24/7 operation*
- *Easy interfacing to existing software environments**



HoloVizio 3D display catches eyes on exhibitions

Shiny, vibrating, visually packed exhibitions and tradeshows give hard time to show designers when asked to create something new and appealing to passers-by. It is a very important investment factor that visitors should be able to distinguish booths from the neighbors' and competitors'. Latest lighting, sound and display technologies can be combined to create unique feeling and atmosphere to the stand, but still, viewers sometimes feel, there is something missing from the setup, the booth looks pretty much average.

But how about adding a new dimension to big displays by using a HoloVizio 3D display? Sure, the glassless 3D vision and the 3D objects "hanging" in front and behind the screen should do the trick. Well, this is something that the Hungarian Investment and Trade Development Agency (ITD Hungary) voted for when selected HoloVizio 3D display as a main eye-catching attraction on GITEX exhibition in Dubai on the Hungarian booth.

ITD Hungary, the trade and development agency responsible for promoting Hungarian companies in the world has faced the challenge of presenting also the country image on a compact sized booth. By integrating a custom made HoloVizio 3D display into the booth design, the screen was able to grab attention with its vivid 3D displaying capabilities and interaction possibilities. Company logos and 3D models of famous Hungarian buildings, and even the world-popular Rubik's cube were shown in "natural 3D". A cordless remote commander connected to the HoloVizio 3D display allowed the attracted viewers to immerse into play with the 3D objects.

It was possible to play back different 3D contents and animations on HoloVizio 3D displays or switch from a 3D model of a car to a CT based 3D rendering of a tooth within seconds, hence following a serpentine sales discussions with live 3D feedback on the screen.

Product name

HoloVizio 240P

Aspect ratio

Custom

Screen size

45" (~1138 mm) diagonal, landscape format
710 mm × 890 mm

3D resolution

11.5 Mpixel

2D equivalent resolution

600 × 800 pixel

Input

Gigabit Ethernet

Signal cable

CAT6 Ethernet cable

Compatibility

PC & WorkStation

Viewing angle

50° horizontal

Colour

16 Million brilliant LED colour (24 bit RGB)
115% NTSC

Brightness

1000 cd/m2

Power network compatibility

50 Hz ... 60 Hz

Nominal voltage level(s)

230/400 V, 115/200 V

Power Consumption

3.3 kW

Operating temperature

+0°C ... +25°C

Relative humidity

Max. 80% / 50%

Usage type

Indoor

Footprint requirement

1.5 × 1.5 × 1 m (built into stands)

or

1.5 × 0.7 × 2 m (standalone, see picture on left)

*Tested software with HoloVizio systems:

HoloVizio is compatible with applications based on the following common OpenGL-based visualization libraries:

OpenInventor, Inventor, Coin3D, OpenSceneGraph, AVS/Express.

CAD models ArchiCAD, AutoCAD, Autodesk Inventor, Alias StudioTools, CATIA, CoCreate OneSpace, DesignCAD, Pro Engineer, Rhino, SolidWorks 2007, Unigraphics

Models from modeling software 3ds Max, Blender, Bryce, Cinema4D, LightWave 3D, Maya, Softimage XSI

Other software Shell 123DI, Visual Molecular Dynamics, 3D Slicer, EON Viewer, Milkshape3D