

# 3D ADVERTISING MARVEL

AVAILABLE



GLASSES FREE  
AUTOSTEREOSCOPIC 3D DISPLAY

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FOR THE MOST  
EFFECTIVE ADVERTISING AND ATTENTION  
GETTING 'WOW' FACTOR





## 3D ADVERTISING PLATFORMS

For the ultimate, most effective, targeted communication of advertisers message, deploy Dmedia hardware and software to reach out to your audiences in Malls, Stores, Public spaces (Airports, Railway Stations, Bus Stations) and hospitality areas.

The "Wow Factor" of our 3D state of the art 50" Screens capture viewers attention, as its glasses free and shows depth and images coming at you to be able to communicate your strategic message for your unique brand recognition and activations.

Best to be deployed in Malls, Large Stores, Airports, Railway Stations. Dmedia has 40 units available to deploy in a week's notice. It can convert your existing 2D content into 3D content and juxtapose 3D logos on it within days of deployment.

# BASICS OF THE NEW 3D APPROACH BY

## X3D – 50" DISPLAY AD

The autostereoscopic X3D – 50" Display AD uses as its core system the X3D Filter. The filter array is an optical element developed by X3D which results in selective propagation direction for the image information displayed on the screen. The filter is permanently attached to the front of the screen. The screen displays an image which is combined from at least eight views of a scene.

Due to the filter array structure and the structure of the displayed image which contains image information from several perspective views of the scene, both eyes of an observer see substantially different views of the scene.

Multiple observers may watch and enjoy 3D images on the X3D Technologies 3D Display with great freedom of movement in front of the display and without viewing aids such as cumbersome glasses or a helmet.

Because of the large number of filters in combination with the light emitting image elements, any observer can perceive a fully coloured and brilliant 3D image throughout a large observing space.

The 3D – Display X3D – 50" Display AD is driven by a PC in SXGA-resolution (1280x768 Pixel).

## VIEWING 3D IMAGES

Using the X3D – 50" Display AD, a number of observers can see a brilliant spatial image simultaneously without the support of any additional viewing devices.

For the best 3D viewing it is recommended that the screen being mount at approximately the observers 'eyes height'. If there are bothersome light reflections visible on the display's screen, the display may be tilted (not applicable for desktop mounting).