



THREE D HOLOGRAMS PVT. LTD.

**THE WORLD IS 3D
WE MAKE YOU EXPERIENCE IT!**



***Immersive
brand experience...***

THREE D HOLOGRAMS PVT. LTD.

Offers 3D System Solutions one-stop. The core competence includes, 3D Hardware Solutions, 3D Content Creation, and 3D Consulting. Three D Hologram's vision is to bring glasses-free 3D visualization to a broad range of users by delivering sophisticated, intelligent and complete 3D System Solutions.

- Full-service installations for 3D advertising networks
- Consulting and development services for 3D Display applications
- End-to-end service for 3D Digital Signages (e.g. in hotels, airports, museums, malls, cinemas etc.)
- Brand / Product Activations.
- Hardware buyout / Rental module.
- 2D / 3D Content Production.

What is 3D Technology ?

When we speak of 3D Technology we talk about stereoscopic vision or Stereo 3D (S3D), which gives a volumetrically impression - not just flat as a drawing or a regular picture or film. We perceive the volume and distance of objects as our eyes see the world from two slightly different horizontal positions and our brain creates a spatial - three dimensional - impression. Regular picture and videos which are captured with just one lens show only one perspective to both our eyes and therefore appear flat. Similar as if we would close one eye. With 3D Technology it is possible to show two slightly different perspectives (one to each eye) to give our brain the necessary information for a volumetric-three dimensional mpression.

How does AS3D Technology work ?

3D Technology uses optical filters to show slightly different perspective views for each eye at the same area (Display or projections surface). While common 3D Stereo uses glasses to separate the views through different filters for each eye, auto-stereoscopic 3D (AS3D) uses special optical filters attached to the screen showing the different perspectives directly in proper relation to our eyes. Therefore no special head-ware is required and many people can enjoy 3D images and videos instantly. In addition glasses-free or naked-eye 3D Displays often use up to 9 views to allow head movement without losing the 3D sight. The backdraft however is that auto stereoscopic 3D Displays have repeating zones in which the 3D effect is reversed - the so called "flip over point". A proper position and distance to the 3D Display is required, but usualle as find.



3D HARDWARE SOLUTIONS



CLD-DISPLAY SERIES™™™

- Completely new and patented 3D display technology.
- Based on a multi-layer optical element (CLD = Chromatic Light Deflector)
- Is marked by good image quality and high brightness and with that is especially suitable for very bright environments such as super markets and shopping centres. (is up to 4 times brighter than regular barrier displays)
- Available standard sizes: 55 cm / 22"; 101 cm / 40"
- 8 view system
- Large freedom of movement



chromatic light deflector



PB-DISPLAY SERIES

- Based on well known and proven parallax-barrier
- Available standard sizes: 21 cm / 8.4"; 55 cm / 22"; 81 cm / 32"; 101 cm / 40"; 165 cm / 65"
- Crisp and sharp image quality
- 5 & 8 view system
- Large Viewing Angle (about 120 degrees)

3D-Displays from 8.4" to 65" for sale and rental

Development, customization and integration of 3D-Displays

Development, customization and integration of 3D-Video Wall

COMING SOON.....

Play DirectX based 3D Games on a completely new level of realism!

No matter if it's a game or a professional 3D application: the included realtime driver automatically detects suitable programs and optimizes them for the use with VisuZ CLD. Manual changes can also be stored as profiles.

Watch your Blu-ray 3D movies as lifelike as never before!

The bundled driver software enhances the 3D Blu-ray playback capabilities of PowerDVD® with an automatic Stereo to Multi-View conversion for VisuZ CLD

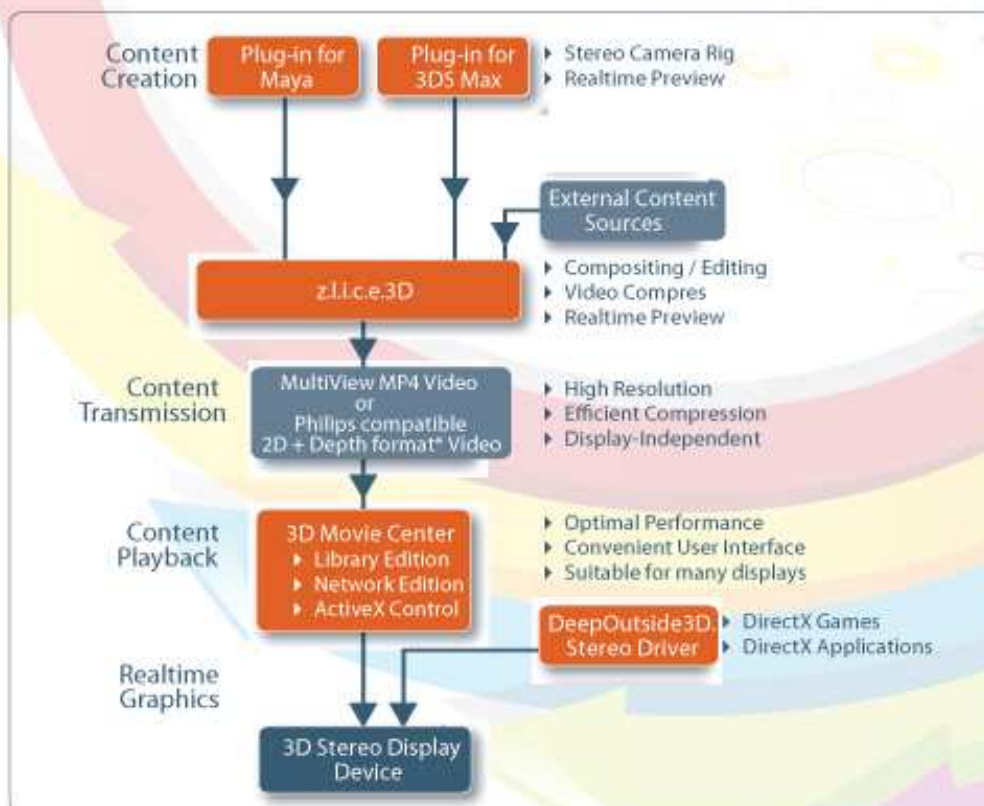
Microsoft
DirectX **Blu-ray 3D™**



3D AUTOSTEREOCOPY CONTENT CREATION

Content production for Auto-stereoscopic 3D is done "in house" by Three D Holograms Pvt. Ltd. To cater each and every need of the client, we have a full fledge team of Animators, Compositors and FX Artist with a good background of commercial art and advertisement; collectively we all are capable of delivering the toughest jobs in the industry in the given timeline.

- Converting 2D digital material into Stereoscopic 3D.
- Converting Stereoscopic 3D to Multi views (Autostereoscopic 3D)
- 2D Tvcs adaptation to 3D CGI/VFX compatible for 3D Media platform.
- High/Low Poly Modeling, VFX, Character Animation Dynamics & Fluid Simulations for any content production as per requirement.



3D GAMING SOLUTIONS



DeepOutside3D.Z - Stereo Driver

DESCRIPTION

The VisuMotion DeepOutside3D.Z Stereod-Driver enables the user to play common 3D games on Stereo as well as Multiview 3D Displays. The driver represents a middleware that plugs between an application and the graphics card.

The basic principle of the 3D driver is, that all 3D application do not only create a 2D image in the graphics card, but also use a depth buffer which contains all depth information of the final image. The DeepOutside3D.Z Stereo driver captures both the 2D picture as well as the depth buffer and creates a scene that instantly can be displayed on a Stereo or Multiview 3D display.

FEATURES

- 3D real-time conversion of Direct3D application for Stereo and Multiview-3D-Displays
- Very high performance especially on Multiview 3D displays

TESTED APPLICATIONS

- Racedriver GRID
- Crysis DirectX 9 version
- GTA IV
- GTA San Andreas
- Google Earth
- Virtual Earth
- Ratatouille
- Kung Fu Panda
- Adobe Reader 3D
- Virtools Viewer
- Pure



SERVICES WE PROVIDE

3D LCD Hardware (Glasses free)

3D LCD comes with Shuttle PC, UPS and valid software license

3D LCD Technical Specifications:

Various sizes (21", 40", 65") LCD monitors, with the option of CLD (chrometic light deflector) or Parallax Barrier Technology, Full HD (1920x1080) Compatible .

Shuttle PC Technical Specifications:

Desktop Tower, AMD Phenom II X 2, Intel Desktop Board DG 41 TY, 2GB RAM, 250 GB HDD, NVIDIA Graphics CARD 1gb 9600GT, DVD RW, Key Board, Mouse, Speakers (two Channels) .

Software with Valid License:

Movie Centre Library LifeTime licensed, Windows XP Licensed copy, Norton AntiVirus Licensed.

OPTIONS AVAILABLE AS HARDWARE BUYOUT OR RENTAL MODULE



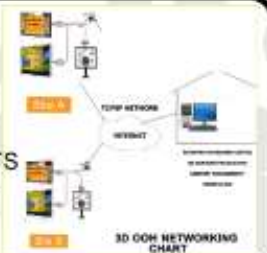
Display Solution:

Standing KIOSK with internal stand to accommodate equipment. Secure and ventilated to protect against overheating. Easy to assemble and user friendly .

Network Management Solution:

Enabling remote playback, scheduling and content management.

This would enable timely playback of ADVERTS along with tracking and generating log reports as proof to be provided to the client.



Services and Support

- Hardware Installation at selected retail outlet or property
- KIOSK fixing and management
- Play back scheduling and trouble shooting
- Regular monitoring of 3D LCD functionality & maintenance
- Content Production for AS3D
- Per Day Renting for you Exhibition, Event, Product Launch, Fashion Show, Conference etc.
- 3D media Enabled POP/POS for Retail instore Application in Hyperstores or Malls etc.

We offer the following services for the potential clients:

- Full CGI (Computer Generated Imagery).
- Logo Animation.
- Character Animation.
- Dynamics (Fluids and SFX).
- Motion Graphics.
- Promo Packaging.
- Compositing / Rotoscopy / Wire Removals
- 2D to 3D Conversions



OTHER CONTENT PRODUCTION SERVICES:

- Storyboard writing for 3D TVCS or other production
- Suggestions on the format of the 3D TVC (3D CGI)
- Ideas and concepts for best and impactful results
- Complete new 2D or 3D TVC production
- Sound recording, Casting, Video shoot and other services.
(Any other specific requirement can also be provided as per requirement and budget.)





3D HARDWARE SOLUTIONS

3D GAMING SOLUTIONS

3D CONTENT CREATION



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