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## Premise

Our development team is working in the field of the creation of special contents for suit for mini 3D cinema company showrooms and the latest generation autostereoscopic screens or big particular 52" screens, where the holographic **3-D effect is appreciated without the use of traditional glasses**.

Our work starts from the fact that the today-user is constantly bombarded with all kinds of audio-visual inputs. Because of this, the user is accustomed to the chaos of media globalization and threatens to overlook or miss the "special message" inside the "continuum" to which he is subjected.

To avoid the audience's visual distractions we implemented a new system for highlighting of the quality's simulations, producing a realism-effect of the animations, movies, interactive elements and special effects, made even more immersive by autostereoscopic final effect.

With this system the materials are simulated with the effect of hyper-realism, mathematical models are painstaking and treated in simulation within the laws of physics, light and gravity. The environmental reconstruction also reaches maximum levels, simulating the natural effects such as rain, snow, wind, landslides, fire, etc... .

This application? involves a kind of results that are not limited to the representation of natural phenomena as perceived by our senses but that go beyond, aiming to explore new forms of communication. The aim is to break down the collective imagination's barriers and capture in a surprising way the audience's attention, producing a deep perception of the event, enriched by a strong emotional increase (in business, that could mean a potential increase of sales).

Our innovation has a strong impact in crowded places, such as exhibition stands, airports, multi-movie theaters, auto shows, banks, government offices, museums, shopping malls, theme parks and so on.

Without special glasses you can see 3-D movies, captions, logos, objects or different environments, produced in form of moving images, with sound and interactive effects, processed in order to get out from the screen, floating in the air.



Because of the immediate 3D usability offered by our screens you not need special staff for glasses deployment and retrieval during the demonstration.