

FORGET EVERYTHING YOU THOUGHT YOU KNEW ABOUT 3D

3D Without Glasses

Allura™ Series



46"



42"



32"

MAGNETIC3D
attract • engage • amaze

www.magnetic3D.com
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- Stunning 3D without any special eyewear
- Immersive perception of depth
- Captivating off-screen 'POP'
- Unparalleled customer engagement
- 2000% increased dwell time
- 100% lift in brand awareness / unaided recall
- 90% have seen nothing else like it
- 84% say watching 3D ads is "entertaining"
- 80% tell their friends about it
- Proprietary Enabl3D™ technology
- Industry leader since 2007

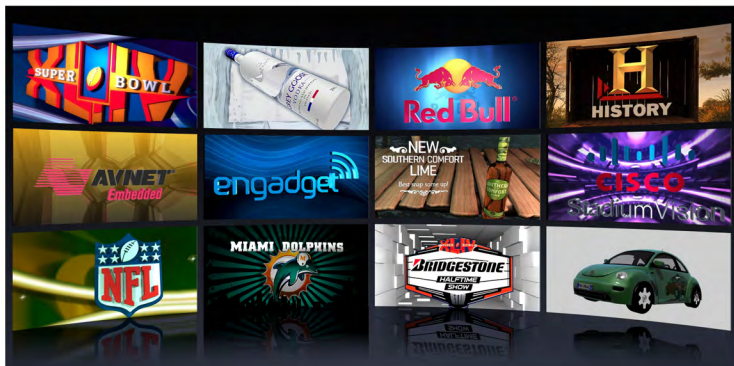


"Magnetic 3D's displays and 3D content are simply captivating. Glasses-free 3D provides an excellent way to grab the consumer's attention and engage them on a deeper level."

*John Boese,
Director of Digital Innovation at Ogilvy & Mather*

"Our VIP Super Bowl guests were amazed at the glasses-free 3D technology and the high definition clarity of the displays. We are truly transforming the way our fans experience the game."

*Tery Howard,
SVP/CTO for Miami Dolphins & Sun Life Stadium*



Case Study: Southern Comfort



The Southern Comfort Campaign ran for a 90 day trial in the greater Chicago area. Below are the results of an independent media study done in month 2 of the campaign by an independent research company:

- Over 70% of the shoppers in this retail environment elongated their shopping experience because of the autostereoscopic display; over 20% spent over a minute at the display *
- 24% of the shoppers had a more favorable impression of the brand *
- 43% of the shoppers intended to purchase the product in the next thirty days after viewing the display *
- In a two-month trial, the network of stores using the Kinetik 3D display had a rate of sale over 20% faster than the rest of market (ROM), and sales were up in these stores by nearly 13% when the ROM was down 15% - a net increase of 27% **



* Independent media evaluation done by Precision Research Company in June 2011. Interviews took place in 6 of the 15 accounts using the promotion in the greater Chicago area. ** Source: Southern Comfort's "Winning at the POP" presentation, July 2011.