

Glasses-Free 3D

Industry leader since 2007

Allura™ Series

Premiere glasses-free 3D product line



Available sizes: 22", 32", 42", 46", 57"

FORGET EVERYTHING YOU THOUGHT YOU KNEW ABOUT 3D



- Experiential marketing with glasses-free 3D
- Unparalleled customer engagement
- Captivating point of sale solution
- 2000% increased dwell time
- 300% greater recall
- 20% to over 100% proven lift in sales
- 90% have seen nothing else like it
- 84% say 3D ads are “entertaining”
- 80% tell their friends about it
- Custom designs available

“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,
Ogilvy & Mather



Case Study: Southern Comfort

The Southern Comfort Glasses-Free 3D POS Campaign ran for 90 days in the greater Chicago area and won a 2012 DSE Content Award, distinguishing it among the most innovative and compelling content created for Digital Out-of-Home.

- During a 3-month promotion in 15 stores, the kinetik 3D POS solution provided a 27% lift in sales
- 70% of shoppers extended their shopping experience as a result of the 3D campaign; over 20% spent over a minute at the display
- 43% of shoppers intended to purchase the product within 30 days

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.

