



Glasses-Free 3D

Company Introduction

FORGET EVERYTHING YOU THOUGHT YOU KNEW ABOUT 3D

About

- Headquartered in New York City
- Leading provider of autostereoscopic “glasses-free” 3D displays, applications, and creative services to a broad range of industries
- Founded in 2004 with roots in 2D Digital Signage
- Focused uniquely on glasses-free 3D since 2007
- Portfolio of over 100 licensed patents
- Specialized in DOOH, POS, Event and Experiential Marketing
- Clients include the NFL, History Channel, Brown-Forman, Engadget, Condé Nast, and IBM
- Strategic partnerships with Avnet, Dynasign, BML-Blackbird, and James Industries



Clients

Enabl3D™ Technology



Magnetic 3D's proprietary Enabl3D™ technology modifies flat panel displays, enabling them to show 3D content that includes both off-screen “pop” and an immersive perception of depth without the need for any special eyewear.

Products and Solutions

Enabl3D™ Displays: Allura™ Series

Premiere glasses-free 3D product line

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



Enabl3D™ Video Wall Applications

Thin Bezel 46" glasses-free 3D video wall in various configurations



Enabl3D™ Software

2D/3D content powered by Fuzion



Seeing is Believing

- Glasses-free 3D technology has been in development by Magnetic 3D and its partners since 2007, with a focus on innovating the digital signage and marketing industries:
 - Magnetic 3D's technology provides a superior viewing experience over the competition, and remains backwards compatible for seamless playback of 2D and glasses-free 3D content



2D Display



Glasses-Free 3D Technology
(Enabl3D™)

**Since seeing
/S believing,
we bring the 3D
to your office
so you can see it
for yourself.**

Life is Better in 3D for Southern Comfort



California: A one-month trial for Southern Comfort at Ralph's in California yielded an over 181% increase in sales for the brand over the same time period last year.

Chicago: The Southern Comfort Campaign ran for a 90-day trial in the greater Chicago area.

Over 70% of the shoppers in this retail environment elongated their shopping experience because of the glasses-free 3D display:

- ✓ 61% watched for over 15 seconds
- ✓ 19% watched for over 30 seconds
- ✓ 20% watched for over 60 seconds

The network of stores using the Magnetic 3D display had a rate of sale over 20% higher than the rest of the designated market.



* Independent media evaluation done by Precision Research Company in June 2011. Interviews took place in 6 of the 15 promotional accounts in the greater Chicago area.

** Source: Southern Comfort's "Winning at the POP" presentation, July 2011.

More Winning Case Studies



- Participating accounts grew Woodford Reserve depletions by a total of 116% during the November/December timeframe and were collectively up 84% on Woodford Reserve FYTD
- In comparison, these accounts outpaced the growth of the Off-Premise General Market (+40.1% FYTD)

OCT-JAN 2012 - Ten account locations in Chicago and surrounding areas
Source: Brown-Forman Internal Reporting, 2011



- Over 1.5 million combined impressions (eye-tracker) over 4-week run period
- Average of 10 seconds of stationary viewing time (dwell time)

MAY-JUN 2009 - Three display locations in Manhattan, NY
Source: Avnet Software Reporting for Magnetic 3D

Marketing Channels and Opportunities

3D Digital Retail
Merchandising



3D Digital
Signage Networks



3D Digital
Billboards



3D Events and
Experiential
Marketing



Strategic Services and Capabilities

With the help of a full-service team comprised of talented individuals, Magnetic 3D can easily customize each of its services to meet your brand's needs:

Environments

We design and build high-quality custom environments, start to finish, or provide screens for use in existing product displays.



Campaign Management

We can provide as much campaign management as you require. We are with you every step of the way, from concept to execution.



3D Content

We can convert your 2D print and TV content into glasses-free 3D, or modify your glasses-based 3D assets into glasses-free 3D.

Research and Reporting

We provide a number of reporting and research services and also offer services like facial recognition software for qualitative client data capturing.

Contact Us

Magnetic 3D

26 Broadway, Suite 963

New York, NY 10004

212.747.0770

*Thank you for your interest in our
glasses-free 3D technology!*

