



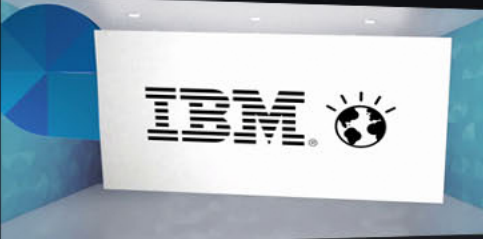
# Glasses-Free 3D

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

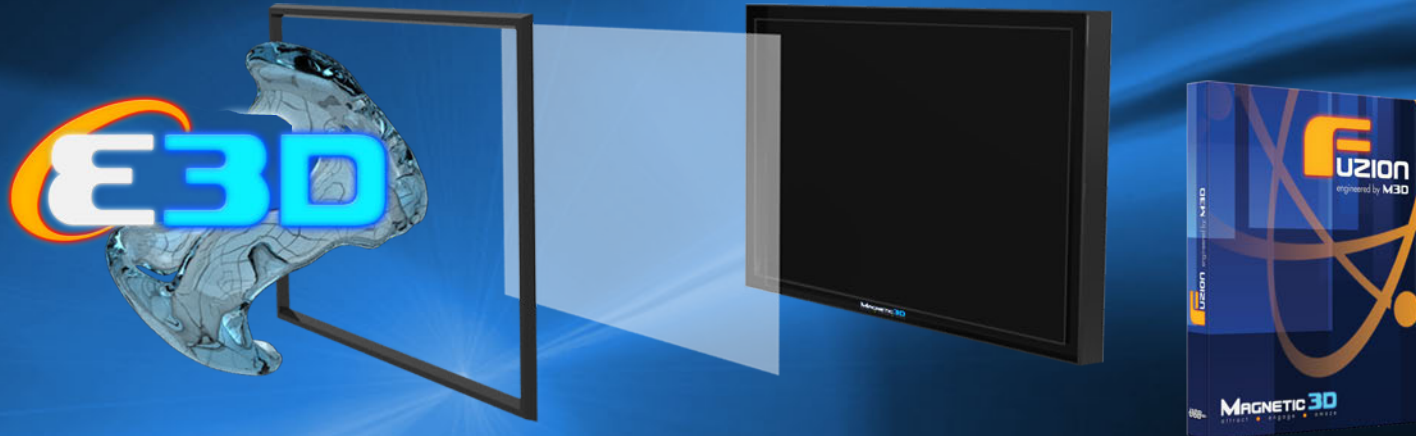
Glasses-Free  
3D Content

Display  
Bezel

Enabl3D™  
Lens

Industrial  
LCD

Media Engine  
and Software



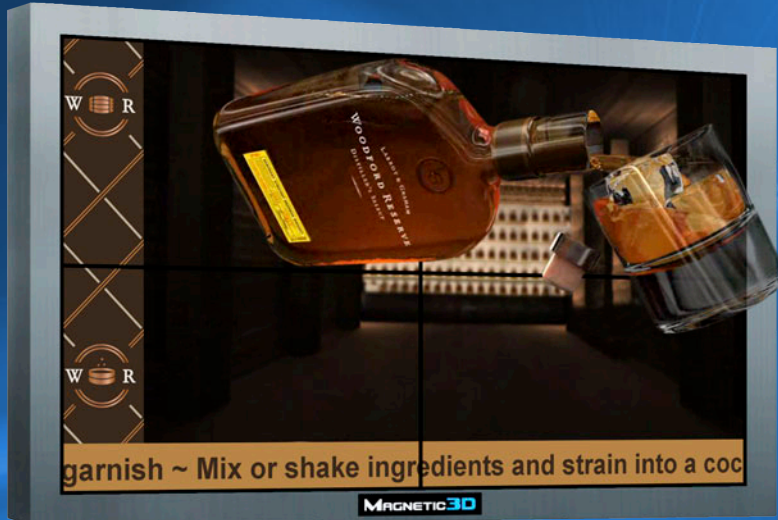
Magnetic 3D's proprietary Enabl3D™ technology modifies flat panel displays, enabling them to show 3D content that includes both off-screen "pop" and an immersive perception of depth without the need for any special eyewear.

# 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  
*is* 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 campaign for Southern Comfort at Ralphs stores in California yielded a 181% increase in sales for the brand over the same time period the previous year.

**Chicago:** The Southern Comfort campaign ran for 90 days 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.

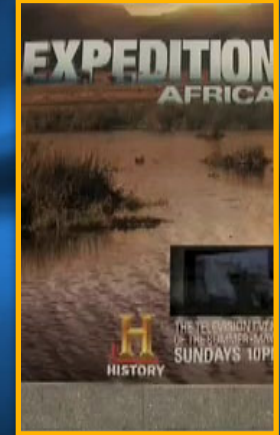
\*\* Source: Southern Comfort's "Winning at the POP" presentation, July 2011.

# More Winning Case Studies



- Participating accounts grew Woodford Reserve depletions by a total of 116% during the November/December 2011 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 2011-JAN 2012: Ten account locations in Chicago and surrounding areas  
Source: Brown-Forman Internal Reporting



- Over 1.5 million combined impressions (eye-tracker) over four-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 such as facial recognition software for qualitative client data capturing.

# Contact Us

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

