

Philips introduces the 3D WOWzone multi-screen wall



Philips 3D WOWzone

Philips is introducing the 3D WOWzone, a large 132-inch (335 cm) multi-screen 3D wall, designed to grab people's attention with stunning 3D multimedia presentations. By creating a 'spell-binding' 3D experience, marketing professionals can use this eye catcher to increase brand and product awareness in larger public spaces at events, exhibitions, reception areas and theme parks.

The out-of-screen 3D effects fascinate viewers and holds their attention for longer than standard 2D images, thereby making 3D a valuable marketing tool. No glasses are needed to view the Philips 3D WOWzone and it gives marketers an element of surprise that leaves their target audience with an amazing and entertaining 3D multimedia experience.

Philips WOWzone multi-screen 3D wall consists of nine 42-inch Philips 3D displays in a 3x3 display set-up. The viewers literally become part of the action in the huge immersive 3 x 2 meters 3D experience space: the WOWzone. The WOWzone creates a new breed of high-impact 3D multimedia presentations in a flexible configuration as one single large 3D display or by displaying dedicated content on the individual screens.

The 3D WOWzone is the latest addition to Philips professional 3D display range that is based on Philips WOWvx technology. A new generation of 3D content creation tools for WOWZone applications enables multimedia creators to express their creativity in true 3D on the WOWzone. What's more, the fully automated dual mode allows the user to display 3D content as well as 2D high-definition content.

"Brands need to be distinctive in their communications and marketers need to use innovative tools that match their brand-identity," says Jos Swillens CEO of Philips 3D Solutions. "Philips WOWzone enables them to charm and enchant their customers and strengthen their positive brand attitude".

Philips WOWzone is a complete end-to-end solution including 3D displays, mounting rig, media streamer computers, control software and dedicated 3D content creation tools. The WOWzone is available today on a project basis and will be commercially available from Q1 2008 onwards.

Philips will demonstrate the WOWzone 3D wall for the first time at the IFA 2007 in Berlin Germany from August 31st to September 5th.

Source: Philips

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