

26/07/2012, Budapest, Hungary

### **The HoloVizio C80 Glasses-free 3D Cinema System for the first time in the US at Siggraph 2012**

Holografika will show the HoloVizio C80 Glasses-free 3D Cinema System for the first time in the US at Siggraph 2012, Emerging Technologies (Los Angeles Convention Center, Concourse Foyer, ET-21).

Making the next step in 3D beyond stereo, to overcome the known limitations and inconveniences of glasses systems, Holografika is pushing proprietary light-field technology to produce natural 3D view. The C80 glasses-free 3D cinema system has a 3,2m x 1,8m reflective holographic screen to create stunning 3D scenes, videos, that appear behind or in front of the screen, with continuous parallax in the entire field-of-view, where viewers can even look behind the objects.

The 3D projection engine is based on compact LED modules optimized for the purpose, delivering an exceptional 1800 Cd/m<sup>2</sup> on-screen brightness, which is unique for LED projection systems as of today. The HoloVizio C80 is a front projection optical arrangement that can fit various cinema rooms and easy to upscale. The 60 Megapixel system is controlled by Holografika's Cinema PC Cluster.

The 3D content on the show will range from 3D images, CG or live 3D videos and interactive 3D applications. For animation studios short sequences of real 3D animated movies will be demonstrated as a proof that the new cinema technology is already here.

Holografika is working to provide both camera-recorded and 3D/3D converted wide baseline light-field content for future glasses-free 3D cinema in the framework of various EU projects.

In the current Emerging Technology demo, the work developed in a collaboration with Fraunhofer HHI in the MUSCADE European FP7 project will be presented: a generic method for capturing and rendering live 3D footage for 3D displays.

The system in exhibit features several innovative components: a professional-grade multi-camera assistance and calibration system, a real-time depth estimator that produces convincing depth maps, a real-time and generic depth-image-based rendering (DIBR) engine that is suitable for generating imagery for a range of 3D displays. It demonstrates 3D image generation and display based on sparse multi-camera input. The system's generic multi-view-plus-depth (MVD) representation can serve as the future 3DTV format, in line with MPEG's efforts in 3DTV.

Tibor Balogh, CEO said: "We were amazed on the viewers excitement of the 3D cinema in Europe and Asia, the visually striking effect of the large glasses-free 3D image. As for the home platform, the advent of glasses-free 3D television and home theaters are foreseen, this will set the course for the future cinema technology. Hollywood is pioneering in the 3D cinema move, this is the right place for the US debut of HoloVizio Cinema for the guys here."



#### About Holografika:

Holografika Ltd. is a Hungarian 3D display company developing proprietary 3D technologies and HoloVizio™ displays. Holografika offers a high-end solution for the glassless, true 3D visualization. The patented light field technology provides a natural 3D view in a wide FOV with a continuous horizontal motion parallax unlike other 3D visualization solutions. It can also serve as a basis for future 3D television, free of eye-fatigue or headaches, frequently encountered while watching other 3D technologies.

The company's current product line includes monitor-type 3D displays for professional markets such as medical, CAD, security and gaming. Large-scale 72" 3D displaying systems for collaborative applications in oil&gas exploration, telepresence, simulation, entertainment, like theme parks. The company also offers 45" kiosks for promotion, event rental and digital signage.

The Hologvizio platform in development covers the range from the card-sized 3D mobile platform up to the glasses-free 3D cinema with several meters diagonal holoscreen, (see [video](#) (in 2D) ) that can also be applied with different interactive 3D applications in edutainment, location based entertainment, virtual reality systems and sport simulators, e.g. screen golf , etc.

The company is working on 3D camera systems and 3D light field format for end-to-end 3D systems. Holografika was selected as Red Herring Top 100 Europe and WEF Technology Pioneer, the HoloVizio technology has got several awards from the EU and Hungary.

Find out more: [www.holografika.com](http://www.holografika.com)