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Experience a new dimension with Absolute 3D Visions (Spectacle without Spectacles) - India's first ever glasses free 3D displays

India's Absolute 3D Visions has developed an airport digital-signage network using glasses-free 3D screens, and is looking to deploy its technology in other areas like OOH and retail sectors.

/24-7PressRelease/ - Coimbatore, India, July 02, 2008 - 3D viewing is nothing new. In fact it is as old as the human race. Artists have long appreciated man's ability to see in three dimensions. The cave paintings in France and Spain, for example, shown that even 15,000 years ago, artists were trying to express perspective.

In some of the paintings, those artists used the natural contours of the walls to show the bulk of the animals. Still, the prehistoric cave painters and artists that followed them were basically working on a two- dimensional display. But finally things are about to change , as Absolute 3D Visions comes up with India's first ever glasses free 3D screens, that don't require special glasses to view the 3D effect.

Now, Absolute 3D Visions is aiming to free the medium from the confines of special glasses with the country's first ever 3D screens that do not require special glasses to view the 3D effect.

VS Veerasami, CEO, Absolute 3D Visions, said, "Absolute 3D Visions has developed glasses free 3D screens and aims to sell the application to the OOH advertising and point-of-sale fraternity across the world. Our technology immediately grabs the attention of the visitor and gives them an extraordinary and entertaining 3D experience. Apart from that, we have also created an end-to-end solution, including 3D content creation software tools and 3D displays that enable you to show animated content video. What's more, our screens can still show 2D video content in high definition."

"Actually, what Absolute 3D Vision is doing is nothing less than making technology conform to the real world. Our goal is to achieve what all artists, since the cave painters, have long dreamed of: giving human beings a viewing experience that does full justice to our ability to see in 3D. Decades after it was first envisioned, 3D has finally arrived in India. Our company has recently installed India's first ever 3D displays at the Coimbatore airport, where a total of 10 42-inch units have been placed at both the domestic and international terminals", Veerasami added.

However, the technology benefits notwithstanding, price of the technology still remains a key point for it to be omnipresent and attain the go-ahead from markets such as India. Addressing this issue, Veerasami said, "Looking at the Indian market, we have decided to come up with 3D digital screens that are only 50 per cent more costly than the normal high definition LCD screens. But we aim to further bring down the cost of the screens in the near future by setting up a plant at Coimbatore, which will be able to produce approximately 500 3D screens per month."

Absolute 3D Vision offers a range of auto-stereoscopic 3D displays for professional applications. Veerasami explained, "The slanted multi-view lenticulars lens technology leads to full brightness, full contrast, and true colour representation. Moreover, it allows multiple users to view 3D content at the same time within a large comfort zone."

The Group is also looking for deployment of its technology in other locations apart from airports (in India) as well as tie-ups across the world. "Our company is targeting locations such as Metro railway stations, and multiplex cinemas in cities across India", Veerasami said, adding, "We are in discussions with some major advertising companies for tie-ups, so that we can establish a digital signage network for 3D screens in cinema theatres and multiplexes across India. In future, we also aim at establishing new market opportunities in Brazil, the Middle East, Malaysia and South Africa."

About Absolute 3D Visions

Absolute 3D Vision offers a range of auto-stereoscopic 3D displays for professional applications. The displays ranges from 22" to 57". Absolute 3D Visions also provide 3D content for all types of 3D displays at a lower cost.