

03/10/2011, Budapest, Hungary

### **Gwangju Mayor Addressing ACE Fair 2011 Audience on HoloVizio 3D Cinema System**

*The HoloVizio 3D glasses-free cinema system, developed by Holografika in 2010, was rented by the organizers exclusively for the event and became one of the major attractions of the Asia Content&Entertainment Fair on 21-24<sup>th</sup> September in Gwangju, Korea's second largest city.*

The visitors interested in the large-scale glasses-free 3D cinema display, showing various 3D content including a live recording of the Mayor of Gwangju, were related with different Asian players of content creation, animation, and 3D business, including the students, exhibitors and visitors of the ACE Fair. This was the world's first public showcase of end-to-end 3D light-field acquisition and displaying, showing that glasses-free cinema enabling technologies are here.



The 3D video and audio recording of the Mayor's speech was made two weeks before the event with a light-field acquisition multi-camera array developed by Holografika. For the audio synch we used a traditional clap; following additional post-processing and the light-field conversion the video file was saved for real-time playback at the exhibition site.



Kang Un-tae, Mayor of Gwangju appearing on the HoloVizio C80 3D display, welcoming visitors of the ACE Fair

The ACE Fair 2011 attracted cca. 50.000 visitors from 45 countries and was a major opportunity for Holografika to first introduce the glasses-free 3D cinema concept on the Asian market.

The C80 glasses-free 3D cinema system has a 3,2m x 1,8m reflective holographic screen to create stunning 3D images and videos that appear behind and in front of the screen with a continuous horizontal motion parallax. The 3D projection engine is based on compact LED projection optical cores optimized for the purpose, delivering an exceptional 1800 Cd/m<sup>2</sup> on-screen brightness. 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 content demonstrated included CG 3D images, videos and interactive 3D applications.

Holografika is working to provide both camera-recorded and 3D/3D converted wide base-line Light Field content for future glasses-free 3D cinema in the framework of various [EU projects](#).

The C80 system 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.

See (2D) [video](#) illustrating the system.

About Holografika:

Holografika Ltd. is a Hungarian 3D display company developing proprietary holographic technologies and HoloVizio™ 3D 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 visualisation solutions. It can also serve as a basis for future 3D television, free of eye-fatigue, headache, or any side effects frequently encountered when 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 HoloVizio 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. The company is also 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)

About the ACE Fair:

The 6th ACE Fair (Asia Content & Entertainment Fair), the official annual event and the cultural content industry's primary gathering, was held on September 21(Wed) ~ 24(Sat), 2011 in Kimdaejung Convention Center, Gwangju, Korea.

ACE Fair is the global event for buying, selling, financing, licensing and distributing cultural content across all platforms. Also ACE Fair provides one of the largest cultural content trade markets in Asia by offering excellent opportunities to showcase cultural contents to Asia's key decision makers.

Find out more:

[http://www.acefair.or.kr/?mid=en\\_acefair2010&PHPSESSID=94c8820424dd1f168d2742994c881ada](http://www.acefair.or.kr/?mid=en_acefair2010&PHPSESSID=94c8820424dd1f168d2742994c881ada)