



Explore
the

future

XR|3D Digital Signage

Glasses-Free



About

3D Global GmbH

About 3D Global

High-End Glasses-Free XR | 3D Display-Technology – made in Germany

We provide Extended Reality XR | 3D Digital Signage displays for retail, DOOH & live-marketing.

Headquartered in southern Germany 3D Global enables greater access to the world's 3D content with an industry-leading, end-to-end product line of glasses-free 3D (autostereoscopic) display solutions ranging from desktop 13,3" single-view monitors to 100" 3D multi-view displays in landscape and portrait format, as well as glasses-free 3D video walls.

The company's prioritised platform of modified LCD displays features a precision engineered, optically-bonded 3D lens and custom electronics which enable 3D video capabilities without the need for 3D glasses or VR/AR headgear.

Our mission is to launch a new era of autostereo 3D experiences on a global level.

At 3D Global, we focus on innovative products that revolutionize the way people see the world. Our cutting-edge 3D display and system solutions are based on our patented 3D filter technology.

3D Global is a market leader in 3D technology with nearly 15 years of know-how and experience in autostereoscopic displays, software and content production techniques and is fortified by more than 100 patents.



Revolutionising digital signage

- Glasses-free 3D leader in digital signage, pro-AV and content
- A “window” into the metaverse to bridge the physical and digital world
- Versatile platform to deploy “holographic” 3D content anywhere
- Digital signage for hospitality, DOOH, retail and beyond
- In-house creative team + growing suite of creator tools, apps and integrations to produce 3D experiences



XR | 3D Display Technology

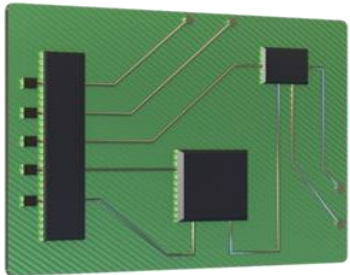
The display wear the glasses – not the viewer

XR | 3D Display Technology

The display wear the glasses – not the viewer

Precise optics & alignment: Our innovative XR|3D displays are based on our patented 3D filter technology and enable a breathtaking, naked eye true 3D experience.

Media player



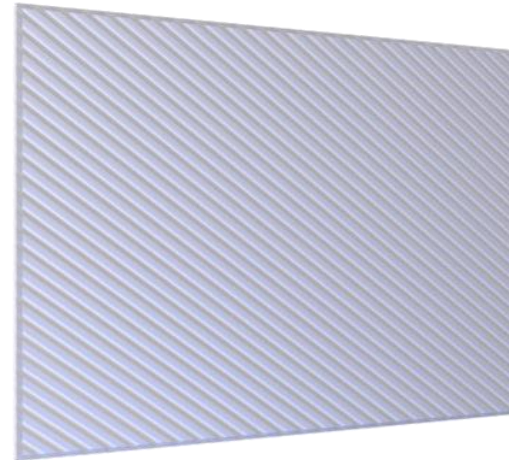
Android player that plays 3D content using a custom 3D render engine

Custom LCD monitor



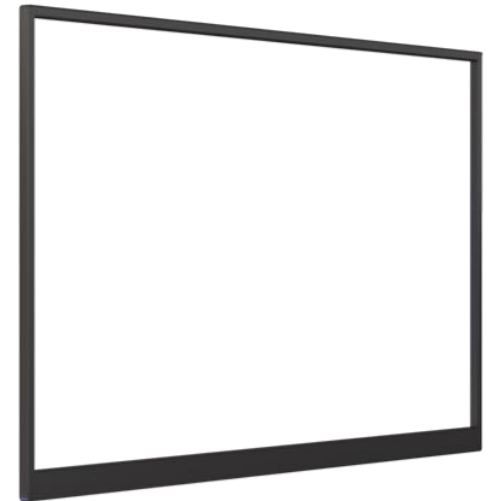
Custom built, industrial-grade LCD display

3D lens



3D lenticular lens that is optically bonded to the LCD

Display frame

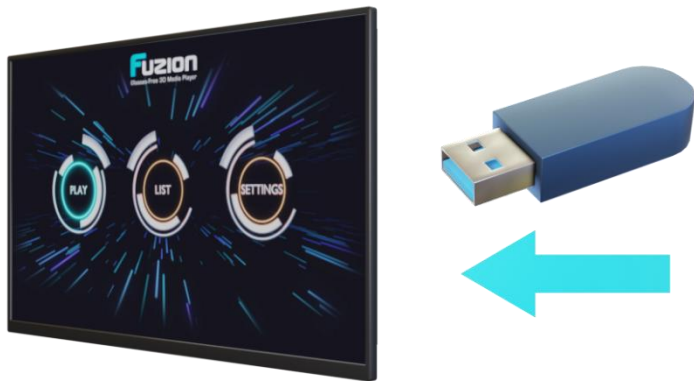


Outer frame of the display

XR | 3D Display Technology

Player – Network ready – Plug'n Play

**3D digital signage
with android**



Wildfire DS displays are delivered with our Fuzion glasses-free 3D media player, custom built for 3D digital signage applications. Upload content directly from a USB device and launch Fuzion.

Network ready



Wildfire DS displays are network ready for use with various CMS platforms. CMS can be run on the embedded Android player or via an external computer using HDMI.

**Plug-and-play
via HDMI**



Wildfire DS displays can be used with an external computer to display a wide range of 3D content. This includes video and real-time playback.



Advantages of XR | 3D Signage

More attention through spatial holographic 3D effects

Advantages of XR | 3D Signage

XR|3D create long-lasting customer experiences - compared to traditional media

Today, a single person consumes up to 10,000 advertisements every day. Only around 1% of these 10,000 advertisements become aware by the viewers.

With glasses-free XR|3D displays and holographic 3D effects not only make digital advertising more eye-catching for your target group, they also provide fascinating impulses in just a few seconds to effectively make your advertising message stand out from the crowd with a lasting impression and anchor it in the viewer's real world.

From directly promoting products with tantalizing 3D ads to delivering immersive artwork for the perfect ambiance, XR|3D displays and content boost the power of suggestion by connecting with consumers on a deeper and more memorable level. 3D provides the ability to say less while communicating more with glasses-free 3D visuals that speak volumes about your product.

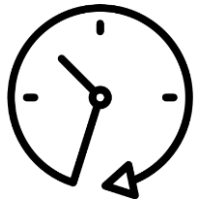
-
- Elevate brand perception with stunning visuals
 - Visually communicate product attributes & dimensions
 - Extended real-time and recall with "Wow factor"
 - Spatial holographic 3D screen-out and depth effects attract more attention and inspire your target group sustainably and with a lasting impression
 - Grab consumer's attention
 - Strategic placement for maximum impact

Advantages of XR | 3D Signage

Glasses-free 3D delivers unparalleled engagement compared to traditional media

Numerous studies prove

3D - and especially naked-eye 3D increases the attention on digital signage content as an eye-catcher with a guaranteed stopping factor!



2000%

More attention



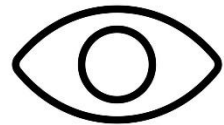
300%

Greater retention



180%

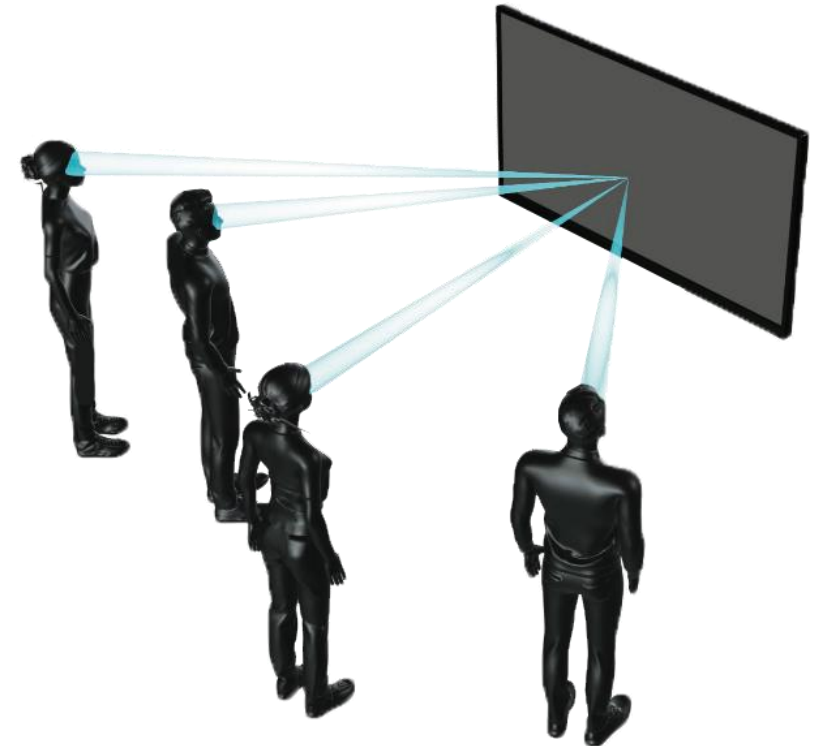
Greater sales conversion



70%

Elongated viewing

Multiple Users



Similar to a holographic effect - multiple viewers enjoy the same 3D viewing experience at the same-time.





Areas of application

XR|3D Signage attracts maximum attention on digital contents

Areas of application

XR|3D Signage attracts maximum attention on digital contents

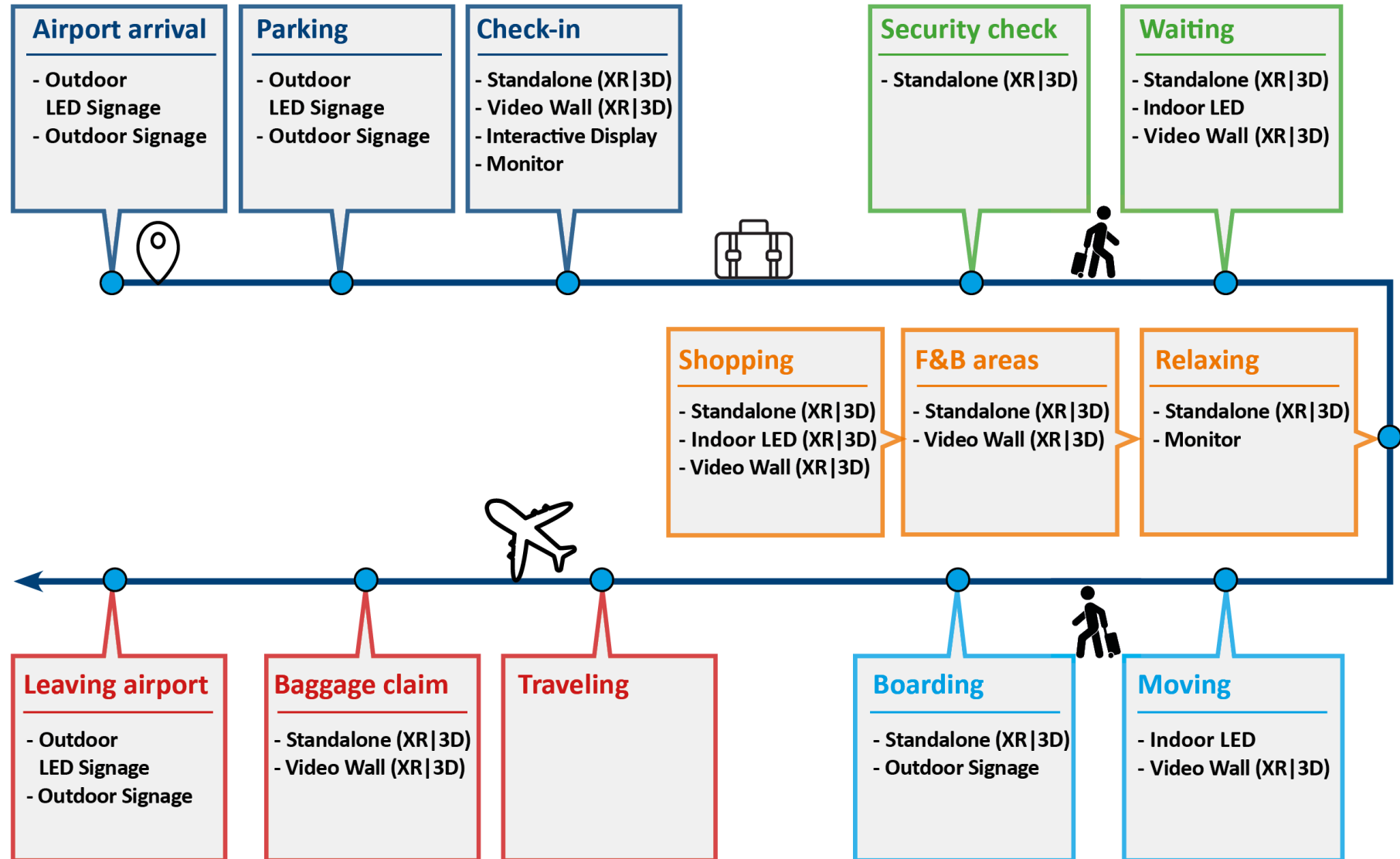


SMART attraction, SMART promotion & SMART information:

- Retail
- Point of Sale (POS)
- Point of Interest (POI)
- Public Facilities
- Quick Service Restaurant (QSR)
- DOOH Signage
- Corporate Signage
- Trade shows & Events
- Showroom
- Product-Launch/Brand event
- Hospitality/Entertainment venues
- Movie theaters/Casinos/Hotels

XR | 3D Digital Signage

Areas of application: Mood-sample „airport“





XR | 3D displays

Stand alone systems – landscape & portrait

Wide range of XR | 3D hardware

XR | 3D digital signage displays (Stand-alone) – Wildfire series

Our XR | 3D Displays provide the ability to seamlessly mix and play 3D and 2D video content or produce real-time experiences. A key benefit to our displays is that content literally POPS off the monitor like a hologram floating in 3D space.

Landscape displays

4K glasses-free 3D, 16:9 orientation

XR | 3D Wildfire 28", 4K

XR | 3D Wildfire 55", 4K

XR | 3D Wildfire 85", 4K

XR | 3D Wildfire 43", 4K

XR | 3D Wildfire 65", 4K

XR | 3D Wildfire 100", 4K

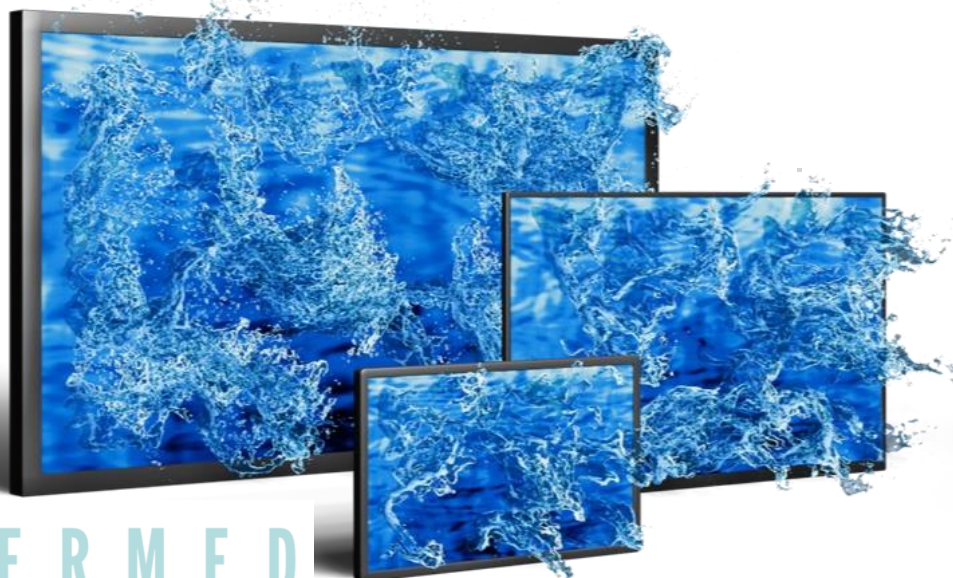
Portrait displays

4K glasses-free 3D, 9:16 orientation

XR | 3D Wildfire 49", 4K

XR | 3D Wildfire 85", 4K

XR | 3D Wildfire 100", 4K



Wide range of XR | 3D hardware

XR | 3D digital signage displays (Stand-alone) – Wildfire Series

Introducing Wildfire 3D, state of the art – automatic, real-time stereo (glasses) to autostereo (no glasses) conversion embedded within the display. Any 3D application with side by side or tiled content can be connected to our Wildfire 3D displays for instant immersion in a glasses-free XR | 3D experience. It's the ideal solution for digital signage, professional AV, medical, military, interactive, and visualization applications.

4K resolution (8.3 Million Pixels)

Wildfire displays come built with stunning 4K resolution for a more detailed 3D image.

Multiple sizes (8 different models)

There are a wide range of display sizes available. From small 28" monitors up to large format 100" displays.

3D conversion (3 content formats)

Real-time conversion technology accepts various 3D formats and translates them to glasses-free 3D in real-time. Formats include side-by-side, 9-tile and 2D.

Orientation (120 degree viewing angle)

Wildfire displays come in both landscape and portrait orientations.





XR | 3D video wall systems

Multiple configurations

Wide range of XR | 3D hardware

Ultra large format XR | 3D video walls – Empreza series

Multiple combined landscape displays – based on 43" or 55"

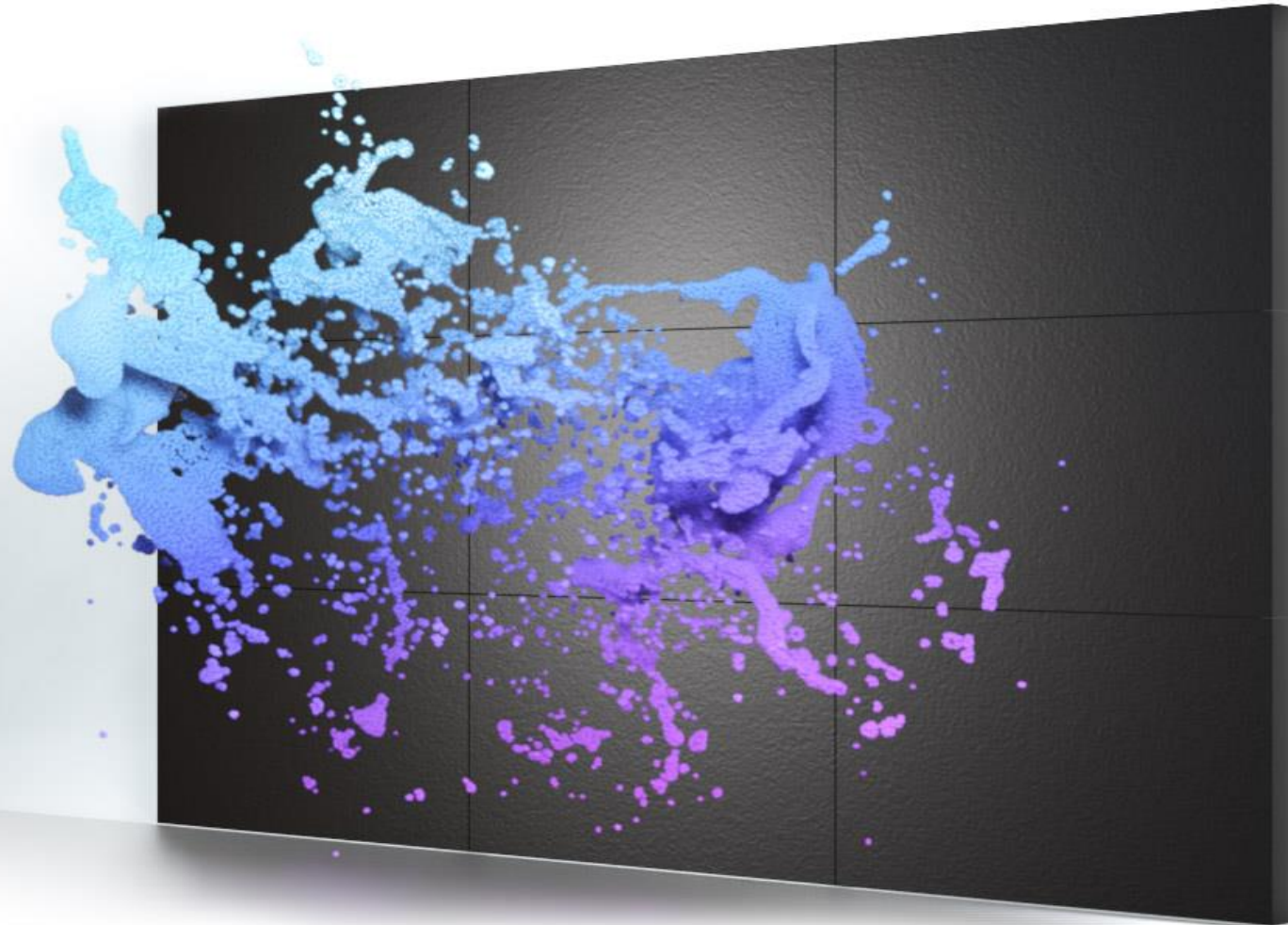
4K, glasses-free 3D, 16:9 orientation

Popular configurations:

- XR | 3D Empreza series 2x2 x 43"
- XR | 3D Empreza series 3x3 x 43"
- XR | 3D Empreza series 4x4 x 43"
- XR | 3D Empreza series 5x5 x 43"

Popular configurations:

- XR | 3D Empreza series 2x2 x 55"
- XR | 3D Empreza series 3x3 x 55"
- XR | 3D Empreza series 4x4 x 55"
- XR | 3D Empreza series 5x5 x 55"



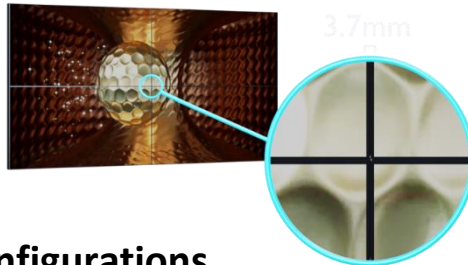
Wide range of XR | 3D hardware

Ultra large format XR | 3D digital signage video walls – Empreza series

Go big or go home! 3D Global makes large format glasses-free 3D viewing a reality with super-narrow bezel video wall solutions. Discover our bundled solutions with plug and play operation powering multiple displays from a single video wall controller.

Super narrow frame (1.85 millimeter frame)

Empreza displays come with a super narrow bezel design that is only 1.85 mm thick.



Multiple configurations (3 different sizes)

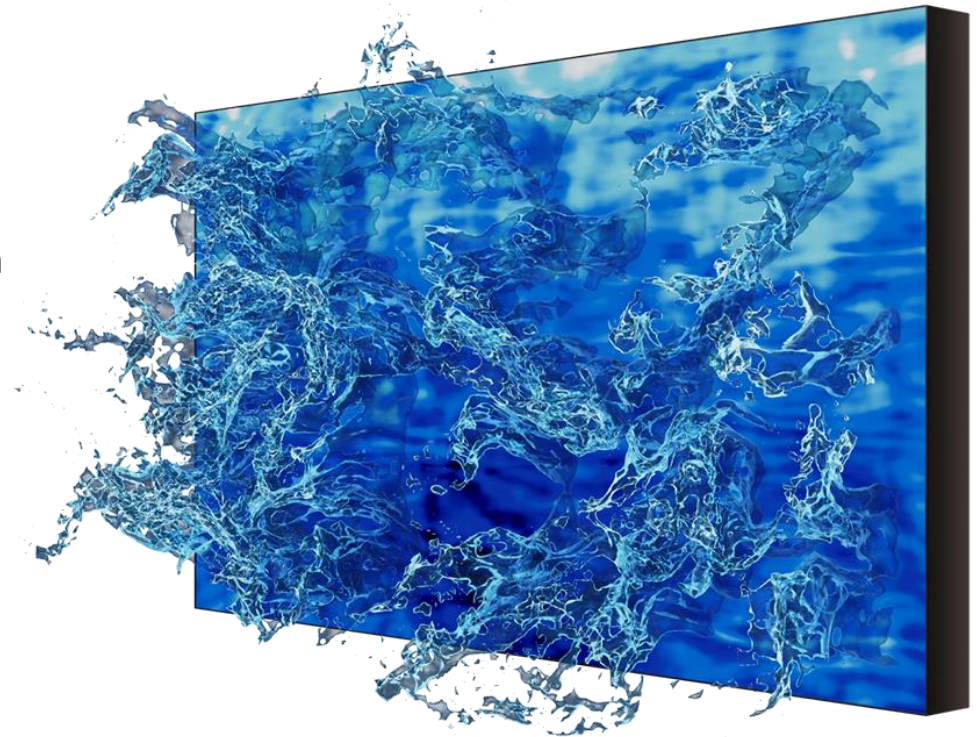
Empreza displays can be tiled to create various video configurations from 3x3 to 5x5.

3D conversion (3 content formats)

Real-time conversion technology accepts various 3D formats and translates them to glasses-free 3D in real-time. Formats include 9-tile, side-by-side, and 2D.

Scaling (120 degree viewing angle)

Automatically scales to your video wall size.



Wide range of XR | 3D hardware

Ultra large format XR | 3D digital signage video walls – configurations

Empreza video walls offer a scaled-up image that is not possible on a single 3D display - even one as large as our 100"! As the size of the wall increases, so too does the offscreen pop effect.

Popular configurations



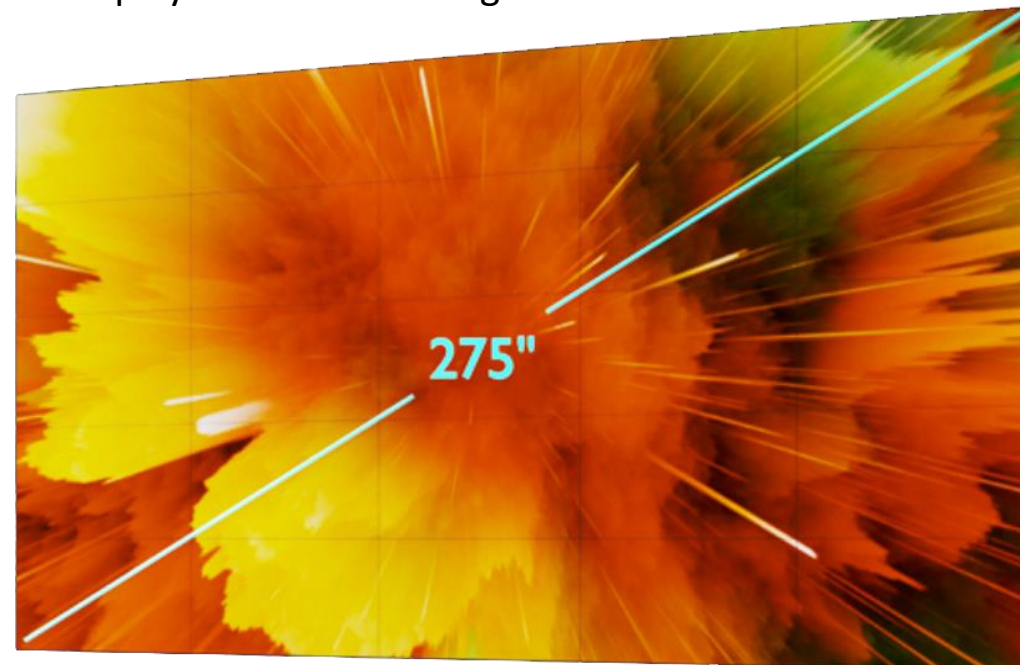
100"
Display



3x3 x 55"
Video wall



4x4 x 55"
Large format video wall

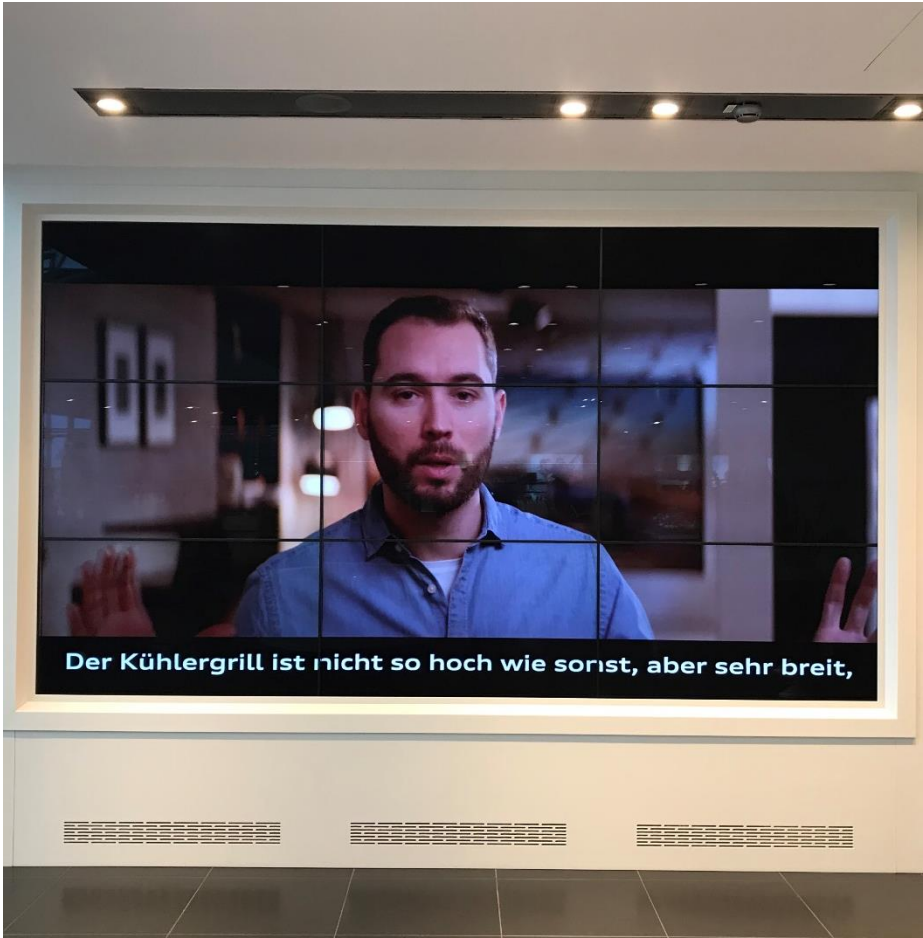
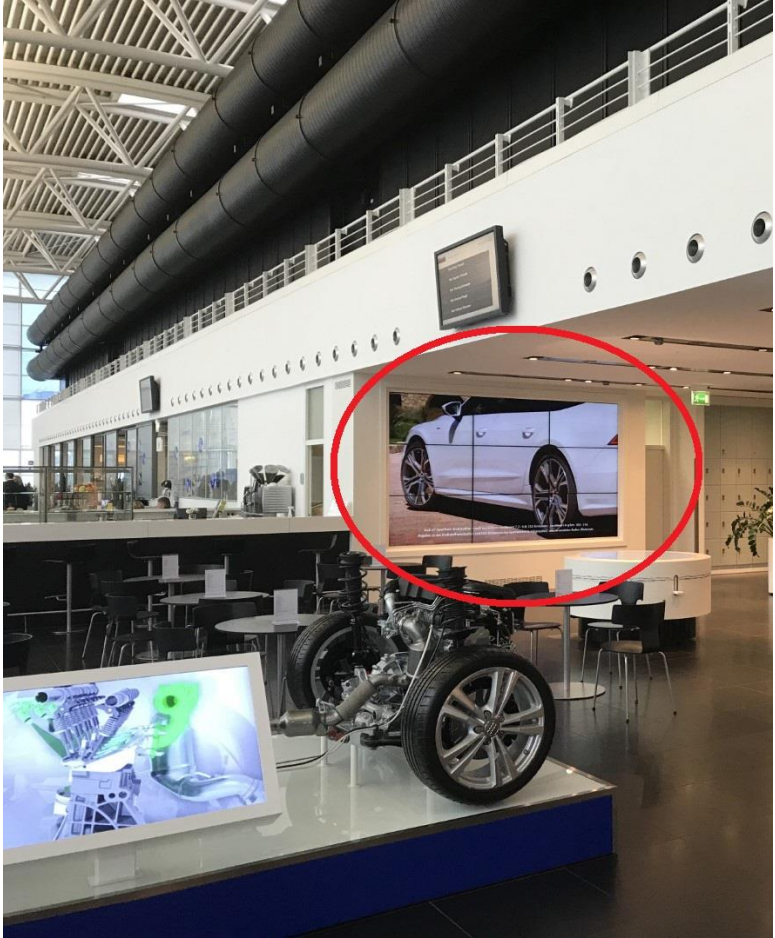


5x5 x 55"
Ultra large format video wall

RAJASTHAN



Installation and service at Audi Headquarter



Installation for IKEA at Paris-Gare-de-Lyon railway station



REAL3D HoloStage

Magical moments through real XR|3D holograms



REAL3D HoloStage

Creating magical moments through real XR|3D holograms for expos, retail & events



Elevate your brand with REAL spatial 3D holograms

3D holographic displays offer a new and unique way of creating marketing activations, as you can promote your products in a completely unique way with seemingly “free-floating” 3D holograms that explain details, features, and unique selling points.

Whether you are looking to elevate your:

- in-store marketing in retail,
- stand out at a crowded expo,
- or create a unique brand activation,

the range of XR|3D holographic displays is built to generate attention that resonates with today’s consumer, who increasingly lives beyond the reach of classic advertising.

We offer a wide range of sizes from 13,3” to 65”.



Graphic Source: Realfiction

REAL3D HoloStage

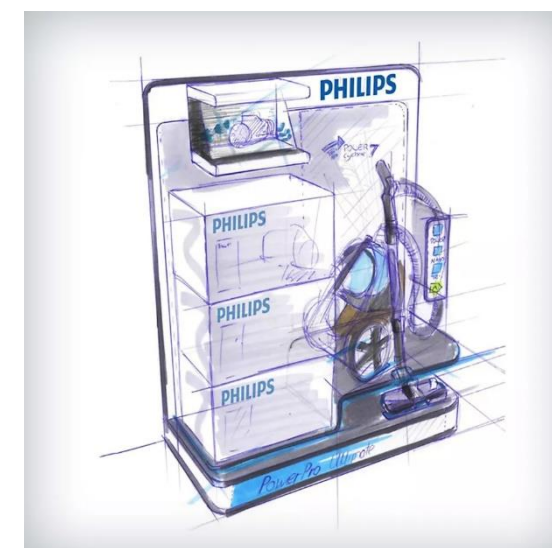
Creating magical moments through real XR|3D holograms for expos, retail & events



Custommade spatial XR|3D hologram display

The holographic Real3D HoloStage display is designed in every way to create a lot of attention around a certain campaign or product launch, either as stand-alone or part of a series. It has one large tilted pane of glass securing room for your product inside the display and granting a large surface for showing your holographic content.

Combining a physical item inside the display with the vivid three-dimensional content catches anyone's eye and makes the viewers curious.



Multiply the magic of mixed reality

- Sync multiple displays and create visual experiences like nothing else.
- Completely enchant your audience by making the 3D holographic content flow seamlessly across all your displays, adding a whole new dimension to your branded space.
- Place your displays side by side in a shop window to increase foot traffic
- Built-in your displays as an integral part of your retail concept in store, to highlight special products or campaigns
- You can even place the 3D holographic displays staggered or on top of each other at your event space or trade show booth, to generate attention and awareness

REAL3D HoloStage

Product features

4K resolution

Our displays come built with stunning 4K resolution for a more detailed 3D hologram image.

High-end glass optics

Provides vivid brightness and clarity for your holographic content.

Customizable colors & sizes

When ordering 20 displays or more, we offer a variety of customization options in colors & sizes

Light & built-in audio

Our displays come with built-in lightening. When ordering 20 displays or more, we offer a variety of customization options for example built-in audio or light control





Multiple services

Everything you need to get from A ... to XR | 3D digital signage

Multiple services

Everything you need to get from A ... to XR|3D digital signage

XR|3D content creation



Premium content services & production

Content production service of animated 3D commercials, product demos and more. Portfolio of 2D, S3D, AS3D, rights-cleared video content



CMS content manager



Patented software

Cloud content management system for enterprise video-centric digital signage networks. Build and manage 3D playlists, program & target content, push to media players



Media players with 3D compatibility



Plug' n Play

Display-integrated 3D media players - Android, BrightSign, LG and more



XR|3D displays or video walls



Multiple hardware

„Stand alone“ XR|3D displays and ultra large format video wall systems (landscape or portrait format)

Multiple services

CMS content manager – software, network & expert service support

Cloud content processing



High quality, multi-resolution automated transcoding. Super fast upload speeds with unlimited content storage. Support for all content formats incl. 2D/3D/4K/HDR, images, feeds, HTML pages

End-to-end content management



Intuitive, easy-to-use drag and drop UI. Dynamic targeting engine with advanced scheduling and day-parting. Embedded campaign and inventory management applications. Robust monitoring, automated alerting and proof-of-play reporting. In-app content creation

Multi-screen network delivery



Simultaneous delivery to networked media players, web and mobile devices. Support for BrightSign, Chrome Android, webOS (LG), Tizen (Samsung). Azure CDN integration for fast content distribution to the edge

Expert services & support



Concierge services managed by industry experts includes everything from network design to installation to support

Multiple services

XR|3D content creation & services

We make it easy for all customers to embrace glasses-free 3D digital signage!

Our experts provide dedicated – and even interactive visualization solutions from the initial idea up to the creation of effective 3D content.

3D branding & storytelling



3D animation including logos, branding, messaging and products

2D/SBS3D → XR|3D content conversion



2D to 3D conversion from green screen and existing images and video assets

Virtual production / interactive live action



Interactive experiences, Holograms, Games

Create your own 3D content



Create custom glasses-free 3D content using our plugins for Unity, Unreal, Cinema 4D and Blender

Multiple services

XR|3D content creation & services – Video samples

Content Formats:

2D
Traditional content

Side-by-Side (Half)
Compatibility & convenience

Multiview (Tiled)
High fidelity, maximizes 3D volume

Pre-rendered

Logos, Animations,
Commercials, Artwork

Real-time

Experiences, Holograms, Games

Live-footage

Conversions, composites, Live Feeds





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