



For Immediate Release

Dimenco showcases best in class real-time conversion for non-glasses 3D displays

Dimenco enables 3D Stereo and 2D content for non-glasses 3D displays

Unique algorithms transfer 3D Stereo and regular 2D content into a stunning 3D experience without the need for special glasses.

Eindhoven the Netherlands, 9th of January 2012: Dimenco, the leading technology company in the field of auto-stereoscopic displays – non-glasses 3D displays, announced today that it will present its new Dimenco Rendering Core Premium for non-glasses 3D displays at CES 2012, January 9, at the Bellagio Hotel, Las Vegas.

Until now, auto-stereoscopic (no glasses 3D) displays were depending on specially prepared content and would be mainly used in professional industries, such as advertising, visualization, and interactive applications. The reason for this is all non-glasses multi-view 3D displays are dependent on multiple views, ranging from 5 to 28 view points, instead of a single (2D) or stereo (3D with glasses) view.

Dimenco Rendering Core

Last year Dimenco previously introduced its Dimenco Rendering Core, which works with the Dimenco interface format (2D+Z) giving both content creators and end-users full real-time control of the viewing characteristics (amount of depth, viewing distance, offset) and simplicity of content creation. For this reason this Rendering Core was chosen by the Philips Signage Division (MMD) in 2011 to integrate in their 3D displays without glasses.

This year Dimenco introduces the Dimenco Rendering Core Premium, which now enables the conversion of single (2D) and stereo (3D with glasses) content to play on auto-stereoscopic (non-glasses 3D) displays that have this Core integrated. “a consumer would never accept that it cannot experience its existing 3D content on a non-glasses 3D display” says Pieter de Jong co-founder and project manager real-time conversion of Dimenco. “we have seen that technology must be simple, understandable and have stunning quality, our real-time conversion is the logical and best solution for this”.

The stunning quality of the Dimenco Rendering Core has also already been acknowledged by the Philips Signage Division (MMD). The Dimenco Rendering Core will be integrated within all Philips Commercial Signage 42” and 55” non-glasses 3D displays and can be enabled via a special software

tool for E299,. Dimenco is further open to offer its Rendering Core as Chipset or IP-core to other display manufacturers that are interested.

About Dimenco

Dimenco is an independent company, which was founded in 2010 by a group of ambitious people that all share the same passion for 3D technology. The company offers end-to-end 3D solutions which includes 3D displays, components, rendering solutions, software and 3D post-production services, including content conversion and depth enhancement. Furthermore, they provide consultancy services to several leading industry players. Dimenco acquired a 3D technology license from Philips, enabling them to commercially use and further develop this technology. More information can be found at: www.dimenco.eu

Message for journalists and editors (not for publication)

More information can be given by Maarten Tobias, CEO of Dimenco.

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