

REALCEL,

A global leading manufacturer and solution provider in

Glasses-free 3D Display

Profile

2014-2015



REALCEL Guangzhou Realcel Electronic Technology Co., Ltd.

www.realcel.com www.ViewPoint-3D.com

Content

1. REALCEL Profile
2. Technology Introduction
3. Operation
4. Product Profile
5. Application Area
6. Successful Cases



REALCEL Profile

REALCEL is a leading global glasses-free 3D display manufacturer and solution provider.

On the foundation of independent innovation, Realcel combines its outstanding knowledge in the area of optics, electronics, software development, manufacturing process design, content creation, dedicated to developing world-leading glasses-free 3D technology and products, to create immersed 3D visual life without need of bulky 3D glasses.

Realcel's mission is to provide a leading edge glasses-free 3D displays and solutions for commercial sector such as advertising & media, exhibition & events, education and scientific research, game & entertainment, virtual simulation, by means of producing a various of sizes, presenting an extraordinary 3D visual experience.

With open pragmatic attitude, Realcel welcomes and invite global partners to endure collectively and contribute to the succession of 3D visual life!

Glasses-free 3D Technology Introduction

No need for special glasses

No need for special glasses to enjoy a stunning 3D effect.

Stunning 3D effect

Using cutting-edge glasses-free 3D technology to create and deliver stunning pop-out images.

Wide viewing angle

3D viewing angle up to 120°.

High brightness

Using advanced lenticular lens technology, for loss-free brightness.

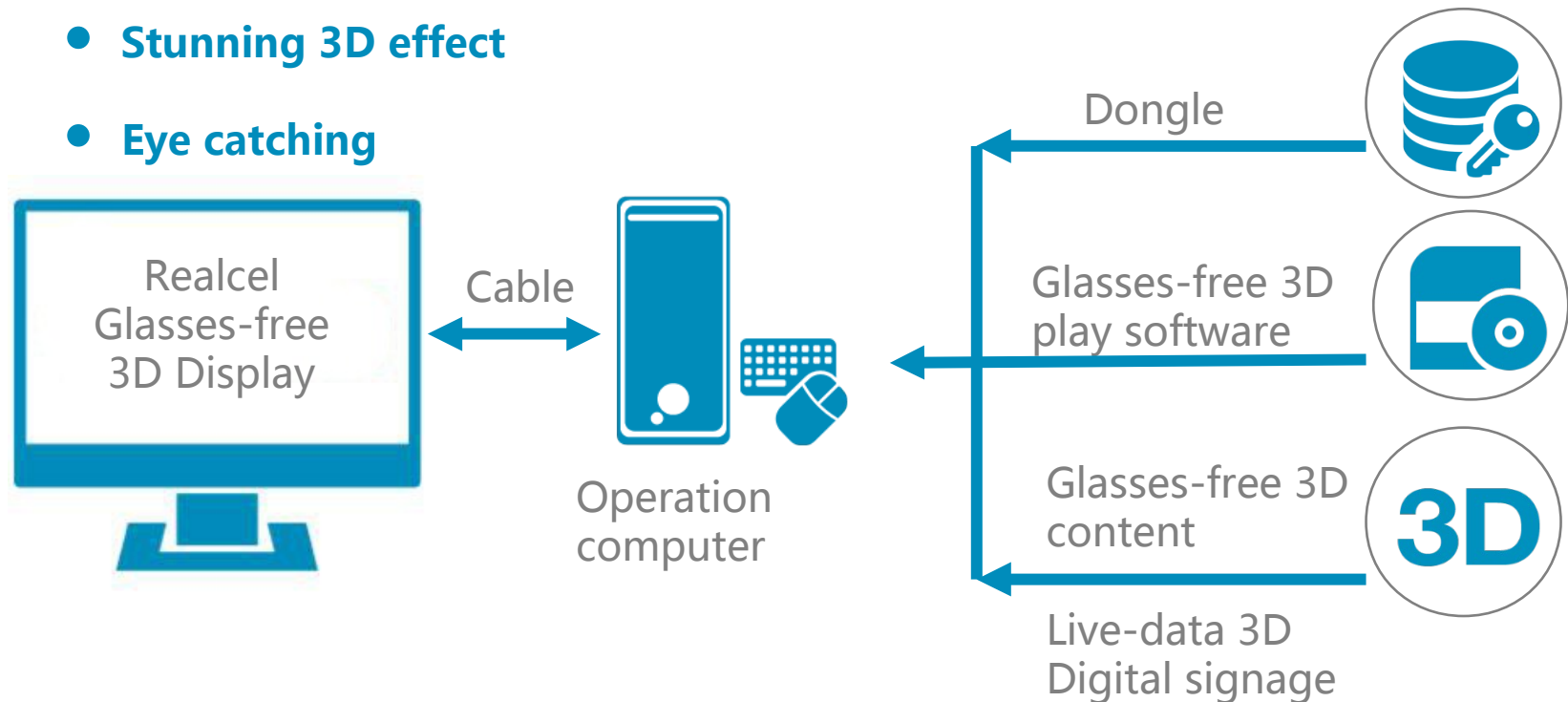
Excellent compatibility

3D media player supports various 3D formats, including 2 views (side-by-side, top-and-bottom view formats), 8 views, 9 views.

ViewPoint-3D design & player software solves the problem of live-data 3D digital signage with instant autostereo output.

Operation

- Easy operation
- No need for special glasses
- Stunning 3D effect
- Eye catching



Operation diagram

Product Profile

Glasses-free 3D display **FULL HD**

- **Lenticular lens technology**
- **Various Sizes available**
- **Customizable**

R231A601 **23"**

R322A601 **32"**

R402A601 **40"**

R462A601 **46"**

R552A601 **55"**

R822A601 **82"**



Product Profile

Glasses-free 3D display **4K/Ultra HD**

- Lenticular lens technology
- 4K/Ultra HD
- Higher image quality
- Better viewing comfort

R582A602 **58"**

R842A602 **84"**



Product Profile

Glasses-free 3D video wall
FULL HD



Super narrow bezel gives better viewing comfort

Bezel size: Approx. 0.3 cm

High brightness

Using lenticular lens technology, without brightness loss.

Excellent compatibility

Support various 3D formats & includes live-data 3D digital signage software.

Other sizes are customizable

R462A601VW-2x2 (2x2, panel 46") **92"**

R462A601VW-3x3 (3x3, panel 46") **138"**

Product Profile

Glasses-free 3D **LED wall**

Unique technology

The world's first

- Various sizes are customizable
- Wider application area
- Better viewing comfort
- More stunning 3D effect
- Support various 3D format
- Live-data 3D digital signage



Product Profile

Glasses-free 3D **player software** **Easy to use**



Operation system : WINXP/WIN7/WIN8

Support various 3D formats

Support side-by-side view, top-and-bottom view, 8 views, 9 views.

Support various video storage formats

Support avi, mpg, mp4, mkv, ts.

Support both 3D video and 3D picture

Support further development

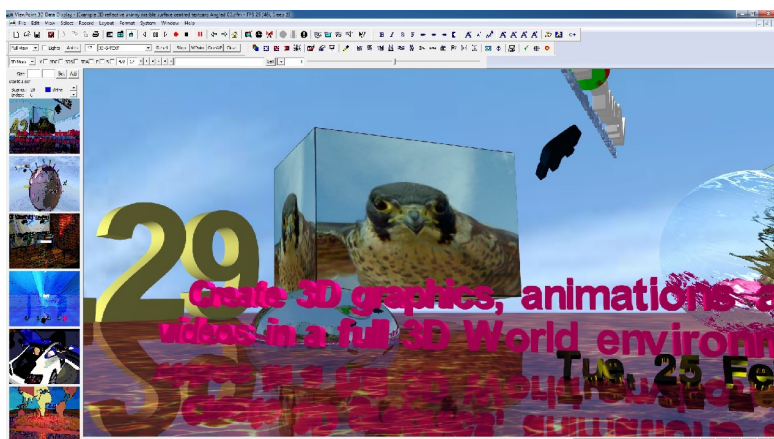
SDK is available for further development.

Customization is available

Supply customized service, such as automatic on-off, automatic full screen playback, 365 days/24 hours playback with guard-free, Marquee subtitles, run in Embedded System, etc.

Product Profile

Glasses-free 3D **digital signage**



www.ViewPoint-3D.com

Operation system : WINXP/WIN7/WIN8

ViewPoint-3D Live-data Solution

WYSIWYG 3D Design editor

3D content can be rapidly created to maximize the effect of the 3D pop-out effect. Unique live-data updates to 3D.

Supports interactive pop-out 3D

Gesture recognition for amazing pop-out 3D interaction experience.

Supports all video storage formats

Incorporate video up to 4K in 3D content, including live TV streams.

Status reporting via FTP/Email/SMS

24x7 Embedded Solution

Support further development

Readily extended for specific application.

Application Area

Commercial area

Exhibition & Event

exhibition,
show,
museum,
science museum,
art gallery,
VIP room,
waiting room,
showroom
.....



Advertising & Media

shopping mall,
supermarket,
chain store,
department store,
airport,
metro station
.....



Virtual Reality

3D game,
virtual simulation,
digital city,
augmented reality
.....



Education & Research

school teaching,
Technical training,
University research
.....



More

.....
.....
.....
.....



Successful Cases

Exhibition & Event

Hunan Science and Technology Museum
Yunnan Science and Technology Department
Anhui Family Planning Commission
Shanghai Institute of Design
Nanjing Museum
Dalian Zhenao Science & Technology Park
Guangzhou Yunfeng Jade Museum

Education & Research

Sun Yat-sen university
Xiamen university
Unilumin Group
Vtron

Advertising & Media

Hengda Real Estate
Derier Jewelry
General Buick Auto
Wanda Plaza
Nissan Auto



Thanks

European Distribution & Support

Office: +44 20 8144 3150
Mobile: +44 7983 100 006
Contact: Julian Evans
info@viewpoint-3d.com

US Distribution & Support

Office: +1 215 240 6030
Contact: Mike Hawthorne
info@viewpoint-3d.com