

Amsterdam, September 9, 2011

Holografika demonstrated true 3D content with its HoloVizio 3D glasses-free display system at the European Broadcasting Union stand on IBC 2011

On IBC 2011 international media technology exhibiton, held from 9-13 September, 2011 in Amsterdam, visitors could see real 3D dynamic content in a wide FOV with a continuous horizontal motion parallax for the first time. It was part of the introduction of MUSCADE, a European integrated project. HoloVizio displays provide more realistic 3D view than other glasses-free, multi-view display systems, do not cause eye-fatigue and more viewers can enjoy the 3D scene simultaneously.

The MUSCADE, a European R&D project with a total budget of 11 million Euros, aims to develop a complete 3D chain. It is based on the cooperation of 12 partners, among them we can find important European companies and institutions such as EADS Astrium, Fraunhofer Institution (GER), Technicolor, SES Astra, Telecom Italia, RAI, Disney Research and EBU.

For more information please visit:

www.holografika.eu

<http://www.ibc.org/page.cfm/Action=Exhib/ExhibID=1294/PageOption=CompanyProfile>



The HoloVizio 240P system on the EBU stand at IBC 2011