

EON ICrystal™

3D Interactive Experience without Glasses



What is EON ICrystal™?

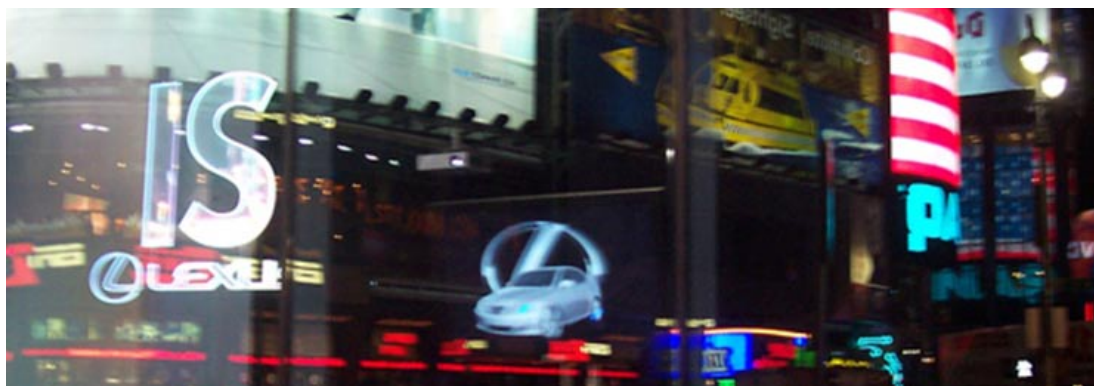
Bringing products to life was just the beginning. The user can now experience smart interactive 3D content, float in space without a screen and any glasses, while interacting by simply using a 3D mouse.

The industry demands an easy to use system for immersive 3D interactive solutions. However, existing approaches always need additional viewing aids like head mounted display, shutter glasses or tracking systems.

The image source is based on standard flat panel technology of which the image is seen upon a nine optical layer glass panel. Objects will appear to float in space.

Add depth lighting, shadows, and movement to the objects and they will look 3D and solid in form. For the maximum 3D effect, the background seen through the display should be several feet behind the display and dark in color.

EON ICrystal provides a richer, more intriguing, more informative, and more entertaining end-user experience. It can be used for high impact in-store messaging for advertising or sales promotion using EON's real-time photo realistic products.



“With EON’s holographic display solutions and content development, we were able to communicate on a new level in our ongoing Lexus marketing campaign. The excitement this program has generated in over half a dozen major U.S. locations is unprecedented. EON’s 3D has helped differentiate our branding in a fun and entertaining way.”

Jennifer Weinberg, project leader for Team One

EON ICrystal™

Real Time 3D Floats in the Air without a Screen



Why use EON ICrystal™?

EON ICrystal is revolutionising the immersive 3D interaction experience. It is just like a scene from the futuristic movie "Minority Report" where large transparent display screens were interactive by simply pointing a 3D mouse from a distance.

EON ICrystal brings the world to you in-depth as smart interactive objects appear to float in space, without any apparent screen - pushing the boundaries of digital experience closer to reality.

EON ICrystal has been utilized around the globe for events and conferences, tradeshow, in sales showrooms, and for engineering, medical, and scientific visualization.

"We all dream about creating a product that re-defines the way that people look at reality such as telephone, TV, internet. EON ICrystal is such a product. It blurs the line between reality and digital - going beyond previous technologies such as IMAX movies, flat screens, web 3D or head mounted displays. It realises all virtual reality dreams while making the experience easy, accessible and cost effective."

Mats Johansson, President of EON Reality, Inc.

Key features

- Stunning 3D appearing computer generated and video floating objects
- Requires only one field of a computer animated object to appear 3D
- Objects in picture appear to float in space
- Utilized for engineering, distance learning, and as a powerful presentation display
- Can be configured for telepresence, showing life-size people



EON Reality, Inc.
39 Parker, Suite 100
Irvine, CA 92618 USA
Phone: +1 949 460 2000
Fax: +1 949 460 2004
E-mail: sales@eonreality.com
www.eonreality.com

EUROPE
EON Development AB
Datavägen 6B
SE-436 32 Askim
Sweden
Phone: +46 (0) 31 748 43 34