

# 3D AND NEW GENERATION OF OUT OF HOME MEDIA FOR BETTER IMPACT

*Alioscopy, a leading French manufacturer of 3D glasses-free displays, and DiGital Content Technologies (DGCT), a Singapore start-up specialized in Out Of Home (OOH) media projects, share their view on 3D and new generation of OOH media.*

**A**lioscopy is a leading French manufacturer of 3D glasses-free displays. The Paris based company, created in 1999, develops, manufactures and markets a range of groundbreaking glasses-free (auto-stereoscopic) 3D displays (24", 42" and soon 47"), and provides an array of services ranging from content creation, training and support, to 3D software development.

### 3D: a rising trend

Film productions have been multiplying in recent years and are likely to challenge 2D films in theatres in the future. In fact, studios regard 3D as a means to attract audiences and to fight piracy. 3D television should follow a similar trend when auto-stereoscopic 3D displays eventually enter private homes, as they will free TV viewers from the necessity of wearing 3D glasses as well as providing them with an improved image quality and viewing comfort.

3D glasses-free displays find a natural outlet on the out-of-home display market, for communication, marketing and advertising applications. In a trivialized image environment, 3D content has an obvious attraction power. It creates awareness, retains viewer's attention and provides a novel viewing pleasure. It is expected that this added impact generates greater Return On Investment.

### Recreating Lifelike Depth Onscreen

Three dimensional perception is a sensation produced by the brain, when fed by a combined number of

pieces of information: differentiated left and right eye vision, perspective, cast shadows, relative displacement of objects in space, etc. Stereovision is the dominant feed therefore most 3D display devices rely on two stereoscopic images forming a stereo couple. This is how 19th century stereoscopes operated and also how today's 3D movies are shown in theatres. Special glasses discriminate which of the two images will be seen by each eye.

Alioscopy displays do not require wearing glasses. Instead of showing 2 images at a time, the display shows a film mixing 8 slightly offset views of a scene. An optical component, known as lenticular array, is fitted very accurately onto the display. Since both eyes address the display from different angles at all times, they constantly see two different images. The brain therefore recreates a perfect three-dimensional sensation.

### Alioscopy expands in Asia

In 2009, Alioscopy has deployed 50 x 42" 3D screens in Shenzhen and Guangzhou airports in China in partnership with TCL. The year has also been marked by a multiplication of events where customers like L'Oreal or Singtel have created new dedicated 3D content to be displayed on Alioscopy screens during internal or public events. Alioscopy brings a new customer experience to the target audience.

### DiGital Content Technologies: Audience measurement and Out Of Home (OOH) Content delivery

DiGital Content Technologies (DGCT), a Singapore start-up created in 2008, has been working in a variety of OOH media projects. DGCT is putting the final touches to the development of its ADOOH platform. ADOOH is a generic OOH man-

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agement platform, with content distribution, scheduling, and a full campaign management solution, integrating reporting function to provide 'Proof Of Play', 'Proof of Viewership' as well as 'Proof of engagement' for interactive media. ADOOH introduces a rule based system allowing micro-targeted advertisement.

DGCT is also bringing the leading Vidireports product from the French startup Quividi to the Asia region. Vidireports is a camera based audience measurement solution that provides accountability for the out-of-home media. Quividi provides OTS (Opportunity To See), number of viewers, attention and presence time. The system can also determine in real-time the gender and age group of the audience. More than 10 live pilots are currently running in the region.

Lately the largest operator in DOOH network, Taiwan, with more than 3000 screens in convenience shops, has started to deploy the Quividi system for the past few months.

### Alioscopy and DGCT: Natural partners on the OOH Media market

When the two companies met in Singapore, they realised that they were addressing the same market with complementary products. Alioscopy screens brings a cutting edge audience attraction technology, whereas Quividi brings a way to measure and qualify the media.

During CommunicAsia 2009, both companies showcased under the Singapore IDA booth for the first time

a fully integrated solution. 3D content was distributed and displayed on Alioscopy screen using ADOOH player. Integrated with Quividi audience measurement, the player could measure the audience, but at the same time the solution was demonstrating its ability to target viewer in real time.

Based on its experience in measuring audience for OOH network, DGCT would classify networks in two different groups: *Passing-by* or *Waiting Area* networks.

*Passing-by* networks are high traffic low attention, low interaction networks. Content is mostly advertisement

and every message must be concise, fast. *Passing by* networks usually generates 1-2 seconds of attention and good location can generate more than 10 000 OTS per days. *Passing by* networks are usually located in corridors, alley and malls.

*Waiting Area* networks are lower traffic with higher attention level. Con-

tent must be interesting to generate attraction. They usually generate several hundred OTS per day but attention level usually reach more than 10 seconds. *Waiting network* are placed in location like waiting rooms, lift lobbies, F&B places, airport lobbies, POS/teale queues (supermarket..). Interactive content could more easily be used and audience engagement can be highly valuable.

When ADOOH will address those two topologies of networks, Alioscopy 3D Screens are definitely a perfect match for *Waiting Area* networks.

### The next steps

Based on those assumptions, Alioscopy Asia and DGCT are preparing a formal study to provide refined understanding on the impact of 3D media for the *Out Of Home* arena.

A reputable global media research company will provide a methodology mixing Quividi captured based attention data combined with traditional onsite survey. Beside the accrued attention level, Alioscopy would expect to get a better understanding of the impact of their technologies on recall, and brand recognition. **FOCUS**

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Left page: 3D glasses-free display;

Top: Partnership with TCL at Shenzhen's Airport;

Bottom: Quividi audience measurement.

