

The lack of content for glasses-free 3D screens solved by Stereobank and Dimenco

Stereobank, the major stereoscopic 3D stock footage library, and **Dimenco**, the leading technology company in stereoscopic content conversion for auto-stereoscopic (glasses-free 3D) screens, announced today that they are joining forces to make the largest 3D content library finally available for the Glasses-free 3D business.

3D Content is not an issue anymore

Paris, March the 26th - Stereobank's vast library of 3D stock footage is now available for Auto-stereoscopic 3D screens (no glasses needed) thanks to Dimenco's conversion services. It opens a wide range of new applications for the Glasses-free 3D Digital signage business. The comprehensive library includes a wide range of 3D footage about food, sport, lifestyle, wildlife, aerials, exotic world locations, slow-motion, ... available without delay. 'Watching this footage on a 3D screen without glasses was like looking at the world through a window. Stereobank's 3D footage is definitely adapted to any 3D screen technology.' Morgan David de Lossy from Stereobank.

Stereoscopic to Autostereoscopic conversion

Auto-stereoscopic displays, in comparison with glasses based displays (2-views), require multiple viewing points to create a non-glasses based 3D experience. To realize this, Dimenco has developed proprietary software tools to extract from stereo accurate depth-maps. These can be either sent to auto-stereoscopic displays that have integrated the Dimenco Rendering Core (2D-plus-Z) or render multiple viewing points (5-28) and make this content available to any auto-stereoscopic display available in the market.

Dimenco, as the leading European content conversion company (2D to Stereo and Stereo to Auto-Stereo), concludes that the best result shown on an auto-stereoscopic display is created by using native stereo-content converted to auto-stereoscopic content. "Our unique partnership with Stereobank makes their extensive library of 3D content available for any auto-stereoscopic display, providing the market a sensible and cost-effective way to provide an immersive 3D experience without the need to wear special glasses." says Maarten Tobias CEO of Dimenco.

Specific 3D footage for Digital Signage campaigns

Finding the right creative 3D footage for a stunning Digital Signage campaign is now easier than ever. Dimenco and Stereobank's experts guide customers through a wide range of 3D clips with a spectrum of 3D specs able to fill any need. From HD to 4k at frame rates ranging from 23.98 fps to 2000fps and the possibility to shift parallaxes from existing content clips to playback on any 3D display size.

Experience glasses-free 3D screens at NAB 2012

Meet Stereobank's team on booth L108 at the NAB show in Las Vegas 16 -19 april 2012, watch the coolest 3D footage without glasses on one of the best Autostereoscopic displays of the market.

About Stereobank

Stereobank, founded in 2010, is a stock footage marketplace dedicated to stereoscopic 3D video. the founders, experts in 3D and with complementary profiles are Morgan David de Lossy, a successful stock producer, and Benjamin Carlu, an engineer with expertise in online video processing. Stereobank started as an exchange platform for Stereoscopic 3D rushes between professional stereographers. In less than a year the company became the major 3D stock footage library fulfilling the recent need of the media industry for high quality 3D content.

More information can be found at: www.stereobank.com

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