



## Press Release

# Intensity3D to debut under the dome at Euromax

*7thSense and Sirius 3D join forces to showcase complete, DCI-compliant 3D solution*

Copenhagen, Denmark, 2 June 2009 – The forthcoming Euromax conference will see the launch of Intensity3D, a radical new concept in multi-dimensional video projection. Intensity3D combines the best in digital cinema and curved screen technology to provide new levels of image quality on a curved screen.



Developed by creative design house 7thSense in conjunction with Danish-based systems integrator and production services provider Sirius 3D, Intensity3D integrates a DCI-compliant playback server, 7thSense's Delta stereoscopic media server, and two digital cinema projectors (one image laid over the other) to produce a geometrically correct, extremely bright image up to 24m wide. This allows content producers to show both 2D and 3D footage to its best effect, and takes the end-customer experience to a completely new level.

Intensity3D uses a patent-pending, real-time image mixing algorithm that creates an encrypted path for content producers to access, meaning that the images created by its unique architecture are not just uniquely bright and clear, they are also protected from copying. The creation of such a secure workflow also opens up the possibility of a new business model, with venue operators saving costs by sharing secure libraries of 2D and 3D clips across multiple sites.

The venue that hosts this year's Euromax conference is Copenhagen's Tycho Brahe Planetarium, which is also upgrading its systems to the Intensity3D standard.

"We are delighted to be showing Intensity3D formally to the industry for the first time at Euromax," says 7thSense co-founder and director Ian Macpherson. "The conference brings together some of the world's most influential and creative giant-screen theatre operators, 3D film producers, distributors and marketers, and we will be using the newly upgraded Tycho Brahe Planetarium as a showcase for what our system can do."

To demonstrate the benefits of the system, the Intensity3D team will screen a range of 3D films and documentaries, as well as new entertainment content such as 3D Entertainment's Dolphins and Whales

and nWave's Fly Me to the Moon. Steen Iversen, founder of Sirius 3D, has been working with Tycho Brahe for a number of years, having originally been the Planetarium's technical manager.

"Ever since Tycho Brahe became the first theatre in the world capable of projecting digital 3D onto the dome in 2006, we have been working to increase the size, resolution, and brightness of the dome projection to unprecedented levels, while maintaining the robustness and ease of maintenance of the system," Iversen explains.

"The installation of Intensity3D is the culmination of this research, and it is fitting that in this, the International Year of Astronomy, people of all ages will be able to benefit from the system's fabulous imagery at Tycho Brahe, as they explore our universe and increase their knowledge of it. Together with our partners at 7thSense, we believe that many more Intensity3D installations will soon follow so that this experience can be shared by audiences all over the world."

*The next Euromax conference takes place on 14-15 June 2009 at Tycho Brahe Planetarium, Copenhagen, Denmark.*

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#### About 7thSense

7thSense is a creative design house with expertise in electronics, software and systems design. The company markets their own Delta Media Server product line and provides 3<sup>rd</sup> party product design and consultancy to its customer base. 7thSense' founders have created several patented real-time products including distortion correction hardware, motion control, graphics, modelling, media integration (video walls) which are often used in the world's most interesting and challenging of video and audio environments.

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