Ultimate Stopping Power

3D WOWzone - 132-inch 3x3 multi-screen 3D display wall

Philips' 3D WOWzone is grabbing people's attention with stunning 3D multimedia presentations. It is ideally suited for high impact messaging in larger public spaces at events, exhibitions, reception areas and theme parks. Thanks to the size and immersive 3D effects of the multi-screen display, the viewer becomes part of the 3D experience.

Immersive 132-inch 3D display wall
• Instantly grabs viewers' attention
• Viewer becomes part of the 3D experience with exciting 3D effects
• Eye-catcher creating breathtaking 3D experiences

High-impact messaging tool designed for large indoor spaces
• Designed for high-impact sales promotion and infotainment applications in indoor spaces
• Typical target applications include events, trade shows, exhibitions, hotels, casinos, corporate headquarters
• Ideally suited for any venue in which highlighting of brand and/or product awareness is key

Complete end-to-end system solution
• Fully operational system
• Including 3D displays, mounting rig, media computers, control software and dedicated 3D content creation tools
• Local operations partner deployment model

Autostereoscopic display
• No need for special 3D glasses
• Multiple users experience 3D at the same time
• Large 3D viewing zone

Multi-view lenticular technology
• Full brightness and full contrast
• True color representation
• Autosensing between 2D and 3D mode

WOWvx 2D-plus-Depth format support
• Future-proof 3D format standardized in MPEG
• 3D application performance and distribution bandwidth close to 2D
• Declipse support for enabling true look-around effects

3DTV VISION

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3D WOWzone System Solution

Technical Specifications

Physical Characteristics
- Diagonal size: 132-inch (335cm)
- Dimensions(cm): 299(W) x 256(H) x 30(D)
- Weight: approx. 450kg
- Robust aluminium frame, black bezel and aluminium cosmetic fronts
- All hardware components mounted on rear-side of WOWzone system

Connectivity
- Ethernet connection for controlling play-out and configuration software
- 3-phase electric power system, approx. 3 kW power consumption
- Power supply: 3x 120 V 60 Hz, 230V 50 Hz

3D displays
- 9x 42-inch Philips WOW 3D multi-view autostereoscopic lenticular displays
- Optimal viewing distance: 3 - 12 meters
- 3D perception: wide comfort zone
- Image diam. per display: 42 inch (107 cm)
- Net resolution per display: 1920 x 1080 x RGB (HD)
- Aspect ratio: 16:9
- Display colors: 16.7 M colors
- Brightness: 500 cd/m2
- Contrast: 1500:1
- Response time: 8 ms
- Input format: 2D-plus-Depth in 3D mode
- Front screen protection: glass protective sheet

Hardware
- 9 fully configured PCs controlling play-out for all 9 42-inch WOW 3D displays
- 1GBit ethernet switch
- 1 spare PC included

Installation mounting options
- Wheel-based frame for mobile installation
- Wall-mount option on request

Supported video content
- 2D-plus-Depth WOWvx single layer content
- Support for WOWvx Declipse content
- 2D video content

Software Tools
- Control and play-out software tools
  - WOWzone Configurator
  - WOWzone Compositor
  - WOWzone MediaPlayer

2D-plus-Depth format
- Flexible 3D format for compatibility with both 2D and 3D displays and infrastructure
- WOWvx 2D-plus-Depth format standardized in MPEG

WOWzone system deliverables
- Fully operational WOWzone system, incl. hardware and cabling
- Software tools included
- Demo video content included
- Service manual included

Product highlights

3D WOWzone
The Philips 3D WOWzone is a large 132-inch multi-screen 3D display wall, grabbing people's attention with stunning 3D multimedia presentations. The WOWzone is the perfect eye-catcher creating breathtaking 3D experiences with fascinating out-of-screen effects.

The 3D WOWzone drives brand and product awareness in larger public spaces at events, exhibitions, reception areas and theme parks. Thanks to its size and the immersive 3D effects of the multi-screen display, the viewer becomes part of the 3D experience; the viewer enters the WOWzone!

As part of the WOWvx product range, the 3D WOWzone offers amazing and entertaining large-scale 3D effects and you don't need special glasses to enjoy it. In addition to 3D video content, it can show 2D video content in high definition as well.

The Philips 3D WOWzone is a complete end-to-end solution, which is typically deployed along with a local operations partner.

3D system solution
The WOWzone can be applied in a broad range of applications, since it can be operated in both 2D and 3D mode. The system solution is designed for maximum reuse of content/concepts from the 2D world.

The key enabler for this is the flexible WOWvx 2D-plus-Depth format, which allows decoupling of content creation and content visualization. This enables applications, in which different 3D display screen sizes and designs can be applied in the same system. The flexible 2D-plus-Depth 3D data format allows easy creation or adaptation of applications and content for the WOWzone display wall.

Philips autostereoscopic 3D displays support the unique Declipse image format. The Declipse image format enables a true look-around effect along with the 3D visualization. Furthermore, easy creation of 3D overlays is provided by applying the Declipse format.

The WOWvx 2D-plus-Depth format is standardized in MPEG for supporting 3D video. It is compatible with existing compression tools, where the additional bandwidth of the depth is small.

Low integral cost of ownership
Philips 3D displays and content enabling software are designed for maximum reuse of content and concepts from 2D. Key enabler is the 2D-plus-Depth format that allows easy 3D content creation with standard tools and content distribution using existing infrastructures.

The Philips 3D WOWzone is a complete end-to-end solution including 3D displays, mounting rig, media streamer computers, control software and dedicated 3D content creation tools. Philips defines the project specifications together with the end customer.

Typically Philips will also involve a local partner in the region, responsible for installation, operation and content management for the 3D WOWzone. 3D content will be developed with Philips 3D content creation tools.