



# MAGNETIC



## DIGITAL MEDIA SOLVED

---

### Toshiba Display Systems Joins Magnetic's Enabl3D™ Partner Program

New York, NY (PRWEB) May 6, 2008—Toshiba (Toshiba) [Display](#) Systems, Valencia, CA and Magnetic Media Holdings Inc. (Magnetic), New York, ([www.magnetic3d.com](http://www.magnetic3d.com)) today announced that Toshiba has joined Magnetic's Enabl3D™ Partner Program. Magnetic will 3D enable Toshiba's commercial grade HD monitors with their patent pending 3D solution in their [digital signage](#) products. Toshiba joins two other LCD manufacturers that have recently chosen Magnetic's Enabl3D™ technology to modify their digital signage to show 3D content.

The companies will feature its Enabl3D™ technology on digital signs in three monitor sizes (32", 42" & 47") at Toshiba's booth (C4137) at next month's Infocomm Convention ([www.infocomm.org](http://www.infocomm.org)) June 18<sup>th</sup> - 21<sup>st</sup> at the Las Vegas Convention Center. By joining the Enabl3D™ Partner Program, Toshiba can now offer their customers a brand new [digital signage](#) product that plays both traditional 2D video content as well as exciting new 3D content where images appear to "pop" more than a foot off the screen (no 3D glasses required). Magnetic's Enabl3D™ software is even capable of rendering 2D and 3D content at the same time on a single monitor using the available split screen templates.

Toshiba is the latest LCD manufacturer to enter the 3D arena using Magnetics Enabl3D™ technology in an effort to offer their customers a cutting edge solution that addresses the digital signage industry's need for a more impactful digital advertising medium.

"We are very excited to have joined Magnetic's Enabl3D™ Partner Program and look forward to the huge market opportunity that this has opened up for Toshiba virtually overnight. Having Magnetic handle the development of 3D enabling our displays was a logical and cost efficient choice for Toshiba. Had we attempted to develop our own 3D solution, it would have taken a tremendous effort in terms of R&D and the dedication of a significant amount of resources," said Brett Armstrong, National Sales Manager, Toshiba Display Systems. "Through the Enabl3D™ Partner Program we were able to skip the process of R & D as well as product development and jump right into selling the product. Working with a company like Magnetic is part of a new initiative for us at Toshiba which is to partner with quality companies who have new display technology that can be integrated with our current product offering. We are extremely pleased with Magnetic's 3D solution and feel they have done a terrific job on the integration. The images are clear and crisp and really deliver that 3D "POP" that makes the medium so engaging. I for one was truly impressed with how traditional 2D content appeared on the 3D displays; when it was playing you wouldn't even know it was a 3D monitor!"

**"We are pleased to have Toshiba join our Enabl3D™ Partner Program," said Magnetic's President and COO James Zahakos. "They have great products and were extremely supportive in the development process. We know that this new product offering is going to be a huge hit and we look forward to joining Toshiba at InfoComm next month."**

The Magnetic Enabl3D™ Partner Program encourages both hardware manufacturers and software companies alike to join so they can become part of the global 3D revolution and be ready for the next visual format after HD. This is the first step towards the long awaited future of glasses-free [3DTV](#) content being delivered to the home.





# MAGNETIC



## DIGITAL MEDIA SOLVED

---

For more information on Magnetics Enabl3D™ program please contact: James Zahakos at 212.747.0770 Ext. 101

### **About Magnetic Media Holdings**

Headquartered in New York City, Magnetic is an end-to-end solution provider of 3D Digital Media products and services. The Company has developed a technology that modifies standard manufacturers' LCD's displays and content management software, enabling them to show 3D video content which can be viewed without the aid of any special eyewear.

[www.magnetic3D.com](http://www.magnetic3D.com)

### **About Toshiba Display Systems**

Toshiba [Display](http://www.toshibadisplays.com) Systems manufactures markets and sells high-quality, high value DLP and LCD systems. Headquartered in Los Angeles, California, the company's trusted and dependable digital signage solutions are widely used in command and control, transportation, corporate, medical, security and high-end retail environments. [www.toshibadisplays.com](http://www.toshibadisplays.com)

### **Contacts:**

**Business Development & Sales**

**Magnetic Media Holdings, Inc.**

**Mike Egan**

**Senior Vice President, Sales & Marketing**

**26 Broadway – Suite 963**

**T: 212-747-0770 Ext. 103**

**E: [MikeEgan@magnetic3D.com](mailto:MikeEgan@magnetic3D.com)**

### **Investors:**

**Brian Miloski**

**Caris & Company**

**1250 Broadway, Floor 27**

**New York, NY, 10001 USA**

**T: (917) 464-1582 New York, NY 10004**

**E: [bmiloski@cariscompany.com](mailto:bmiloski@cariscompany.com)**

