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Magnetic's Enabl3D™ Makes Giant Splash at InfoComm 2008

Magnetic Enabl3D™ Displays Draws Major Attraction at InfoComm 2008

InfoComm 2008

NEW YORK--(BUSINESS WIRE)--Magnetic Media Holdings Inc. (www.magnetic3d.com), New York, announced today that it will showcase several new glasses-free 3D LCD Displays. "Magnetic's Enabl3D™ solution is really starting to take off," said Brad Bent, the Company's Chief Technology Officer. "With Toshiba, NEC and Samsung each showcasing the technology at InfoComm this year, we feel quite confident that Magnetic Enabl3D™ is the apparent choice for 3D [auto-stereoscopic](#) Displays."

The Company will be debuting two new products that were developed in partnership with Toshiba, who officially joined Magnetic's [Enabl3D™ Partner Program](#) on May 1st, 2008. The 32" and 42" 3D-Enabled™ displays will be featured in Toshiba's booth (C4137) at the Las Vegas Convention Center. Magnetic will offer special show pricing on both units as part of a bundled solution that will feature the company's industry-leading and versatile Enabl3D™ PC and Media Player. "Magnetic is offering a one-time InfoComm special for system integrators and resellers who want to find out what the 3D buzz is all about," said Mike Egan, SVP of Sales and Marketing for Magnetic. The show special is designed to allow integrators and end-users the chance to get our 32" Enabl3D™ bundled solution for as little as \$3,995.00 or go for the larger package which features a 42" for \$5,295.00 in a effort to help drive 3D into becoming a mainstream commercial AV product.

In addition to new hardware offerings, Magnetic is pleased to announce the addition of yet another Enabl3D™ Partner, Fifth Window Media, a Canadian based company that specializes in delivering interactive digital signage advertising applications in sports bars and arenas throughout Canada.

"We are pleased to have successfully integrated with Magnetic and its [Enabl3D™](#) software. It gives both companies the ability to now deliver a more engaging advertising message to their customer locations in 3D," said Jeff O'Brien, Vice President of Sales for Fifth Window. The companies are also demonstrating their software integration on Samsung's Enabl3D 570DX display at InfoComm 2008 and plans to cross market each other's solution to their clients.

By joining the Enabl3D™ Partner Program, display manufacturers and software providers can now offer their customers a brand new 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 displaying 2D and 3D content at the same time using the available split screen templates and features easy integration using Active X control. 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 3D content being delivered to the home.

For more information on Magnetic's 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, enabling them to display 3D video content which can be viewed without the aid of any special eyewear.

[About Toshiba Display Systems](#)

Toshiba Display 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.

About Fifth Window Media

Fifth Window headquartered in Mississauga, Ontario, provides high traffic locations with interactive digital signage services designed to generate new revenue streams. (via advertising)

Additionally, Fifth Window Media solutions come equipped with interactive applications designed to and increase overall traffic and build customer loyalty.

Fifth Window Media interconnects these high traffic locations through proprietary technology, and remotely manages all the content displayed in each location. Whether an advertising campaign is being targeted at one location, a cluster of locations, or a complete national network, Fifth Window Media provides the best solution. www.fifthwindow.com.

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