



Easy 3D generation from live action video content in 2D and stereo

Experience your content in a new dimension

Bring all your content alive in 3D. WOWvx BlueBox, a full service 3D tool suite, enables creation of stunning 3D content along with efficient conversion of video live action in 2D and stereo content into WOWvx 2D-plus-Depth format. It's simply 3D in box.

Unmatched 3D conversion support for live action video content

- Turn 2D and stereo videos into 3D with unmatched efficiency
- Support full range of 3D content creation including live action and animated content
- WOWvx 2D-plus-Depth format suited for complete range of 3D screens

WOWvx Spacer - Easily convert any live action 2D and Stereo content into 3D

- Efficient conversion of live action 2D and Stereo content into 3D
- High automation rate, only minimum user interaction required
- Export into WOWvx 2D-plus-Depth format

Enhanced 3D content creation capabilities by intuitive depth compositing

- Multi-layer depth compositing from variety of imported sources
- Supporting live action videos, animated 3D objects, logos and WOWvx videos
- Support and immediate 3D pre-view 3D capabilities

WOWvx Compositor - multi-layer 3D depth compositing

- Composite multi-layer 3D video effects in depth
- Import 2D videos, 3D objects, logos and WOWvx files in depth
- Composite into WOWvx 2D-plus-Depth format

Intuitive and easy to use

- Intuitive 3D content creation tools
- Easily embedded in established workflow
- Effective graphical user interfaces

3D service solution

- Rental model for combined BlueBox hardware/software solution
- Content does not leave facility – no content outsourcing
- Access to full range of 3D content creation services

State-of-the-art server architecture

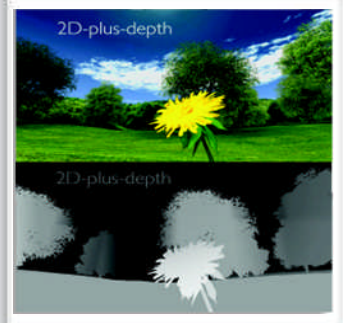
- Secure and reliable server environment
- Client/server architecture that can be accessed by multiple clients in parallel
- Scalable solution operated on-site

3D Content Creation Services

BlueBox

3D post production suite

WOWvx



blbx-3S022



Technical Specifications

BlueBox 3D Content creation tools

- WOWvx Spacer
- WOWvx Compositor

WOWvx Spacer

- Semi-automated conversion of live action 2D content into WOWvx 2D-plus-Depth format
- Fully automated conversion of Stereo live action content into WOWvx 2D-plus-Depth format
- 3D preview on WOWvx 3D-display
- Identical workflow for stereo and 2D conversion

WOWvx Compositor

- Multi-layer Depth Compositing for combining multiple 3D video effects
- 3D composition from variety of imported sources such as live action videos, animated 3D objects, logos and WOWvx videos
- 3D preview on WOWvx 3D-display
- Export in WOWvx 2D-plus-Depth

BlueBox Configurator

- Browser-based BlueBox configuration tool
- Managing updates and BlueBox management

BlueBox client-server architecture

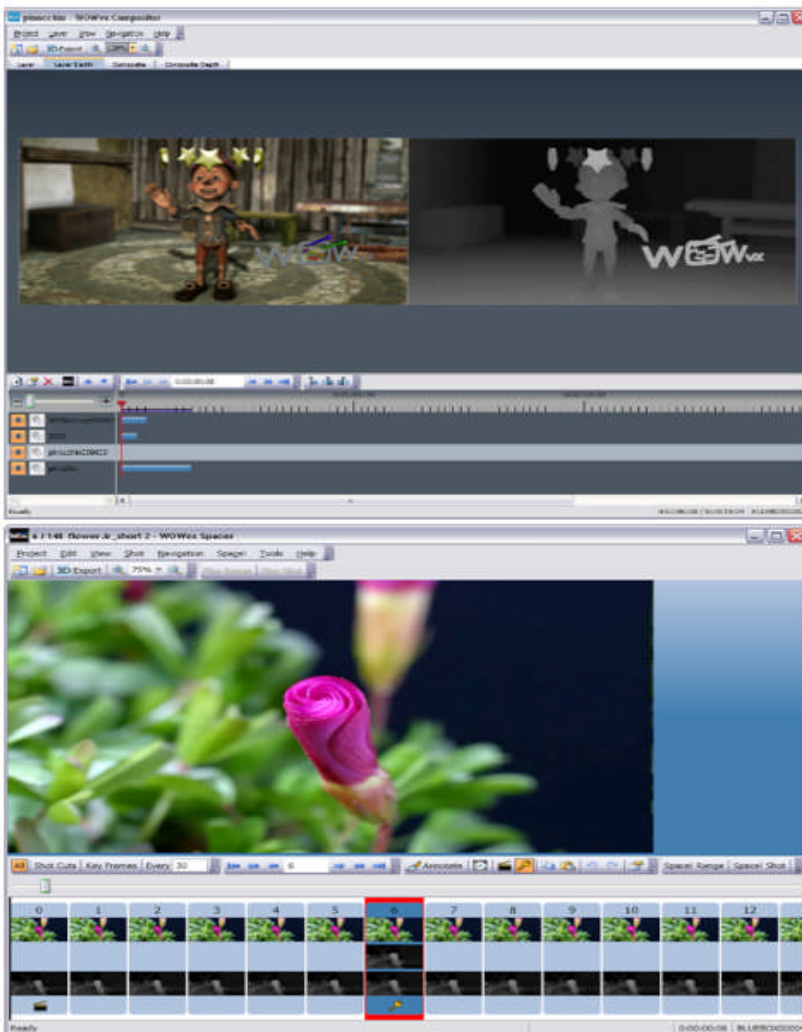
- BlueBox server with 3D content creation clients tools running on local workstations
- BlueBox server operated in customer LAN
- Parallel multi-user access to BlueBox server
- Communication to WOWvx web server

BlueBox client tools conditions

- Microsoft Windows compatible PC with a minimum of 1 GB RAM, min. 80 GB hard disk and network connection
- Supported operating systems: Windows XP Service Pack 2, Microsoft Vista
- Various Audio and Video codecs supported
- Recommended Windows Media Player 11 or higher
- Image editor with layer support
- Output: videos: Windows Media Video, AVI; image sequences (b3d, targa, gif, jpg, png, bmp, wmp, tiff)

WOWvx 2D-plus-Depth format

- Independent of screen size
- Cost efficient in bandwidth
- Designed for all 3D displays, including WOWvx autostereoscopic 3D displays



Product highlights

WOWvx BlueBox

The WOWvx BlueBox is a full service 3D content creation tool suite operated on-site. The BlueBox consists of a hardware/software combination with easy-to-use software client tools. It can be accessed by multiple clients in parallel and allows artists to perform 3D conversion within their established workflow. The BlueBox workflow has been carefully designed in a way to fit into existing content creation workflows by adding complementary functionality focusing on 3D content creation.

The BlueBox offers sophisticated 3D content creation services such as WOWvx Spacer and WOWvx Compositor, both generating WOWvx 2D-plus-Depth videos. WOWvx Spacer offers 3D conversion from live action 2D and Stereo video content. WOWvx Compositor offers multi-layer depth compositing from various sources of input ranging from animated 3D objects to stills and live action videos.

The BlueBox is simply 3D in-a-box including live action conversion as well as creation of animated 3D content.

WOWvx 2D-plus-Depth format

The WOWvx 2D-plus-Depth format decouples content creation from content visualization. It is compatible to existing 2D production and distribution infrastructures and offers flexibility and compatibility with existing production equipment and compression tools. It is lightweight by providing 3D bandwidth performance close to 2D in existing distribution mechanisms and standards.

WOWvx 2D-plus-Depth is designed to be broadcasted to any 3D display, ranging from WOWvx autostereoscopic 3D displays to stereo-based display setups. WOWvx 2D-plus-Depth is independent of the screen size and thus allows applications to use different 3D display screen sizes and designs in the same system. This opens up the way for scalable and cost efficient content distribution solutions.

Supported by various companies across the display industry, Philips has taken the lead in MPEG standardization of 3D video based on the WOWvx 2D-plus-Depth format.

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 WOWvx 2D-plus-Depth format enabling easy 3D content creation with standard tools and content distribution using existing infrastructures. This results in a flexible 3D system solution with optimal visual performance and low integral cost of ownership

