LightspeeD
DESIGN GROUP

LIGHTSPEED 3D CINEMA

3D movies have caught the public's attention again, with viewers rushing to see everything from "Spy Kids 3-D" to James Cameron's "Ghosts of the Abyss." Marketing companies have also discovered the sizzle created by high-quality 3D films, as proven by the success of automotive supplier, Continental Teves' "Safely There" mobile exhibit.

Power of the Product

The public's longstanding attraction to stereo 3D is undeniable. There is an inherent excitement that surrounds a 3D presentation. Scientific studies have proven conclusively that viewing in 3D results in deeper impressions, better retention of information, and a more memorable experience. Science aside, anyone who has ever watched an audience in a 3D theater will see kids grabbing at thin air, while adults smile and appear mesmerized. The 3D Digital Cinema immerses viewers in a virtual world filled with 3D images so vivid audiences can't help but respond.

Why Digital is better than film

The recent emergence of digital cinema has provided the first complete electronic projection technology with the fidelity to rival, and in many ways surpass, 35mm film. In addition to the consistent "first run" quality of programs, digital cinema allows an unmatched, DVD-like versatility of playback: from new digital productions and live broadcast, to existing television programs and films.

Why Lightspeed

Lightspeed Design has been a leader in stereo 3D for over a decade, developing new software technologies and presenting 3D to millions through our museum theaters, corporate events, and a world exposition. Lightspeed also has considerable expertise in projection media, optics and electronics. Since 1996 our 3D Theater has been used at 14 attractions, numerous corporate events, and a world exposition. Lightspeed's corporate clients include Procter & Gamble, Continental, Ford Motor Company, and Nintendo.

Corporate Event Marketing

Any successful corporate presentation is a mixture of product information and showmanship. Lightspeed's extensive work in education and amusement has created a company uniquely qualified to communicate corporate messaging for events. Our ability to clearly present detailed information while enhancing product image makes Lightspeed an excellent choice for corporate events.

3D CINEMA SYSTEMS

3D Digital Cinema is a powerful presentation technology that can now be used in everything from a 10'x10' trade show booth, to a motion simulator, or a large theater. The key to this flexibility lies in the variety of system configurations possible. There are a number of high quality video projectors to match nearly any size screen, which may be purchased for permanent installations or rented for corporate events. And, depending on available floor space, the final system can be designed for either front or rear projection.

Our goal is to achieve the finest 3D imagery possible while keeping the equipment configuration simple. A typical 3D Digital Cinema has two high quality DLP™ based video projectors, the DepthQ Digital Media Server and a silver screen. This uncomplicated system results in the most visually stunning stereo 3D images imaginable.

3D DIGITAL THEATER

Lightspeed Design has been engineering and installing 3D theaters since 1997, with roughly 15 to our credit. While technology has surged forward since that first installation, Lightspeed has kept pace by constantly testing new innovations and actively developing 3D projection and software technologies. Our extensive knowledge creating immersive 3D theaters, paired with hands-on involvement in developing the industry, means reliable performance and satisfied audiences.

3D THEATER LAYOUT
Theater dimensions: 26' 2" x 27' wide
Ceiling height: 14'

3D THEATER SEATING
Seating capacity: 56
Front row seating, from screen: 10' 6"
Back row seating, from screen: 24' 6"

3D SILVER SCREEN
Screen size: 7' 6" X 13' 4"
Manufacturer: Stewart Silver 3-D
Gain: 3.2
Brightness: 18-Foot Lamberts

3D PROJECTORS
Manufacturer: 2 ea, NEC 1024 or 1280 DLP
Light output: 2400 – 3000 ANSI Lumens
Throw distance: 26' 4"
Projection mount: 2ea, high quality 3D stacking
Polarization: 2ea, linear passive polarizers

DEPTHQ STEREOSCOPIC MEDIA SERVER
Software: DepthQ 1280x720 3D Digital Cinema server
Computer: BoxxTech workstation
Pentium 4, 2.8GHz 800MHz FSB
NVIDIA Quadro FX 2000 OpenGL graphics card
120GB 7200 rpm ATA133 hard drive
5.1 Channel Audio

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