



News: Universal Images and Mediascape Debut New 3-D Display Technology for OnStar

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(Detroit, Michigan--February 7, 2008) 3-D technology has been making onstar1moviegoing experiences more exciting since the early 20th century. Now, Universal Images and Mediascape have devised a way to take that experience out of the theater - and sans those clumsy glasses. This latest technique was applied to a new presentation for OnStar by GM, to promote that product's numerous features.

For the 2008 auto show circuit, Mediascape and UI developed technology and content for a multimedia walk-up OnStar display that creates an exciting visual experience with 3-D effects. With years of 3-D display experience, Mediascape was ready to help with MVP Collaborative's production for OnStar.

"We continue to advance the state of the art with screen-popping imagery that escapes the 2D surface, creating a true 'wow' factor with crowds," said Mediascape President Howard Luby. Indeed, the response from the community has been one of excitement - and surprise. From afar, the image seems completely normal and 2-D. However, as the viewer moves toward the display the image is perceived in 3-D, jumping out at the spectator. Each forty-two inch screen used in OnStar's display presents a slightly different image to the left and right eye of the viewer, just like our view of natural 3D objects. Mediascape and UI continue to make strides in stereo video by leveraging the latest hardware, and their own proprietary tools.

onstar2"This technology is at the forefront of the industry," said Luby, "We've explored prototypes of this method for years, but this generation of equipment is the first that's been viable for public use."

Etta Menlo, President of Universal Images, added that "part of the success of this project was due to the collaboration between UI and Mediascape during the development phase. One of UI's Senior Effects Artists, Matt Simecek, spent a lot of time shuttling between UI and Mediascape to test and tweak the visuals. As a result, UI is expert at creating content for this specific format."

The new display was rolled out in Detroit during NAIAS and will continue on through the auto show A circuit through March, with an additional dealer show in San Francisco starting Feb 9th.

Mediascape was recently granted the Ambassador Award and the Innovative Media honor with Presentation Works at Detroit's D Show. The awards were in honor of Mediascape's work with VW Caraoke, an in-car "Caraoke" system for use during 2007 international auto shows to promote new cars by VW.

Project Credits:

Mediascape

President: Howard Luby

Software Engineer: Josh Dady

Universal Images

Senior Effects Artist: Matt Simecek

Effects Artist: Henry Birdseye

Senior 3D Animator(s): Eric Brown, Mike Gregg