

## **Universal Images And Mediascape Debut New 3-D Display Technology For OnStar**

Universal Images and Mediascape (both Detroit-based) have devised a way to take movie-going experiences out of the theater. This latest technique was applied to a new presentation for OnStar by GM.

For the 2008 auto show circuit, Mediascape and UI developed technology 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.

***//www.universalimages.com***

***//www.mediascape.com***