

## Press Information

March 8<sup>th</sup>, 2006

### **Philips Introduces New 42" 3D LCD Display for a Stunning 3D Experience**

*Enhanced depth performance for exciting out-of-screen 3D effects*

**CeBIT 2006, Hanover, Germany** – Expanding its product portfolio of 3D displays for the professional market, Philips 3D Solutions introduces its 42" 3D WOW display with enhanced depth performance. Featuring an out-of-screen performance, whereby objects virtually fly in front of the screen, it immediately grabs the attention of the viewer. Philips 3D WOW display is intended for use in media rich environments such as stores and shopping malls to attract the visitors' attention and leave them with an extraordinary and entertaining 3D experience.

Philips 3D displays allow multiple users to view 3D content at the same time within a large comfort zone, providing a sustainable 3D viewing experience without the need for special viewing glasses. The 42" 42-3D6W01 WOW is especially designed for applications that require an eye-catching 3D viewing experience. It includes a new lens design based on the slanted multi-view lenticular lens technology, known from the 3D6C01 Comfort type that was designed for a natural 3D experience. Hence, the same unique advantages are offered: full brightness, full contrast, and true color representation. Besides 3D viewing, the display can also be used as a high-quality screen for standard 2D content, which makes Philips 3D WOW display a versatile presentation tool for a wide variety of applications.

The 42" 3D WOW display is the second WOWvx based product from Philips that promises to help professionals create an amazing viewing experience with the latest technology to make content richer, more exciting, and more entertaining for the end-user so that it's almost 'real'. WOWvx provides the latest innovation in technology to attract the consumer's attention and is well positioned for use in digital signage, games, gambling, 3D visualization, etc.

At CeBIT the new 42" Philips 3D-WOW display will be demonstrated for the first time in public at the booth of Richardson Electronics GmbH - Division A.C.T. Kern in Hall 25, Stand C29. Here, a selection of 2D and 3D content will be shown including 3D animated commercials and stereoscopic video clips.

Philips 42" 3D 42-3D6W01 WOW display system is sold through Philips 3D Solutions distribution channel at a MSRP of Euro 15000 excl VAT.



*Philips 3D WOW display for a stunning 3D viewing experience*

More information: <http://www.philips.com/3Dsolutions>

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