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For the sports fan who has everything: 3D at the arena

by SCREENS.tv staff

Digital screens have long been a popular enhancement to sports arenas, both on and off the field. Now vendors of out-of-home media systems hope they will be appearing in private boxes and suites with the latest must-have feature: 3D.

Glasses-free 3D specialist Magnetic 3D joined forces with interactive designer Identity Mine and digital-signage software firm Omnivex to show off 3D's potential at the recent Association of Luxury Suite Directors' conference and trade show in New York.

"Sports fans are always eager to get closer to the action on the field, so we're pleased to be demonstrating ways to bring the action to them in their suites through glasses-free 3D," said Thomas Zerega, CEO of Magnetic 3D.

"By making touchdowns and home runs come alive in patrons' seats, luxury-suite owners can deliver an immersive stadium experience that fans can't replicate at home. Innovations like these will help to ensure fans have a reason to keep coming out to see the big game," he suggested.

Identity Mine focuses on Microsoft technologies such as Silverlight, Surface, and Windows 7.

www.identitymine.com

www.magnetic3d.com

www.microsoft.com

www.omnivex.com