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IdentityMine, Omnivex And Magnetic 3D Collaboration

Gail Chiasson, **North American Editor**

Attendees at the [Luxury Suite Directors Conference](#) and Trade Show were the first to see the new collaboration of Magnetic 3D, global leader in glasses-free 3D display and 3D digital signage solutions; [IdentityMine](#), a certified [Microsoft](#) development partner specialized in creating interactive user experiences through inventive design using technologies like Microsoft Surface, Windows 7, Silverlight, and WPF; and [Omnivex Corporation](#), Microsoft Gold Certified Partner and provider of enterprise software for digital signage networks. The companies collaborated to bring a cutting-edge and immersive experience to attendees of the Association of Luxury Suite Directors Conference and Trade Show June 27-30 in New York. Founded almost 20 years ago, the ALSD has close to 1,000 members.

Established in 1990, ALSD is the leading expert in providing stadium and arena organizations with the information and tools needed to give premium seat patrons exceptional services and amenities at events. At this year's show, Identity Mine, Omnivex and Magnetic 3D created an interactive and engaging booth environment using autostereoscopic 3D screens and software to showcase how unique technology can be integrated into innovative premium seating for customers.

"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 with Identity Mine at this year's ALSD," says Thomas Zerega, co-founder and CEO, Magnetic 3D. "By making touchdowns and home runs come alive in patron's 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." "Magnetic 3D provides the most innovative and dependable end-to-end solutions targeted at the interactive digital signage market, while Omnivex provides a powerful backbone for delivering content to digital signage networks," says Mark Brown, CEO, IdentityMine.

Also at the show, John Pollard, director of sales, sports and entertainment, IdentityMine, spoke on two open-session panels, the 'Digital Media Asset Management in Sports & Entertainment' and 'Beyond Technology...the Business of Social Networking in Sports and Entertainment'.

About IdentityMine

Based in the Seattle area, IdentityMine is an expert user-experience company. Combining the best of what you expect from an innovative design agency and an inventive software development firm, IdentityMine brings a blended approach to the world of user experience. Integration of deep technical expertise and rich engaging design through the use of Windows Presentation Foundation, Silverlight, Microsoft Surface and Natural UI technologies sets them apart. They facilitate the inevitable convergence of IT, traditional operations and marketing efforts to make a truly memorable and intuitive user experience. IdentityMine has offices in the U.S. and India and its clients include Microsoft, GE Health, Wells Fargo, Siemens, CBS Paramount and Forbes.com