

## FOR IMMEDIATE RELEASE

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Of Interest to editors and journalists covering: consumer electronics, technology, and general business

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### SEEREAL TECHNOLOGIES SHOW "NEXT GENERATION" 3D DISPLAY TECHNOLOGY AT CEBIT

*The Next Generation Display Eliminates All Current Limitations of 3D Viewing.*

Dresden, Germany – March 6<sup>th</sup>, 2006 – SeeReal Technologies is unveiling its long-awaited answer to the 3D display market's challenges and limitations. The "Next Generation" display will be shown for the first time at CeBIT, by appointment only to selected potential partners.

Three-dimensional imagery has been adopted early by specific industries including medicine, oil and gas exploration, and GIS. However mass-market adoption has been prevented by current limitations in the technology. These limitations include:

- Either multi-user capability with low picture quality or single user with high picture quality.
- Switchable between 2D and 3D with low brightness and fixed viewing position or dedicated 3D with high brightness and freedom of movement.
- Multi-user with high hardware demands and low compatibility or single user with low hardware demands compatible with most standard applications.
- None of the current technologies can show 2D and 3D on the screen simultaneously.

The SeeReal Next Generation Technology has overcome all of these obstacles to create a display technology that offers freedom of movement, 2D and 3D simultaneously on the screen, and resolution and brightness comparable to current 2D displays.

The interest for this technology among the large display brands is obvious. Most of the largest manufacturers have already met with SeeReal Technologies either in their head quarters in Dresden or at one of the events where SeeReal have participated.

This year's CeBIT ([www.cebitt.de](http://www.cebitt.de)) will take place March 9-15, 2006, in Hannover, Germany. With around 30 special presentations and 800 individual lectures, CeBIT is the leading platform for know-how transfer and community building. Furthermore, with 128,000 professionals attending from across the world, no other ICT trade show enjoys such an unparalleled international profile.

Visit SeeReal in Hall 25 Stand C02.

SeeReal Technologies GmbH ([www.seereal.com](http://www.seereal.com)) was founded in 2002 in Dresden, Germany. The technology company's mission is to lead the development and deployment of 3D display technology. SeeReal has sales and technology partners in Europe, Asia and North America. The company has won numerous awards including the "European Information Society Technologies Prize (IST)" and the "Innovation Prize of the Free State of Saxony."

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