SeeFront
3D GETTING REAL

SeeFront GmbH

Company Presentation

© SeeFront GmbH 2021 Reproduction prohibited without prior authorization.

About SeeFront (1/2)

2006 **SeeFront** is founded in Hamburg
as a technology company specializing in glasses-free 3D displays

2006-2010 **R&D activities**

Member of MiroSurge Consortium to provide
a glasses-free 3D display for a medical application

Presentations at conferences and trade fairs in the U.S. and Europe

2011-2013 **Development of customer-specific solutions and licensing**

Sony brings a "3D Panel" for VAIO laptops to the market
and wins CEATEC Japan Innovation Award 2011

Daimler showcases research car Mercedes F125!
with a SeeFront 3D instrument cluster at IAA 2011

SeeFront develops 3D monitor for slot machine maker IGT (formerly GTECH/SPIELO)

2014- **Serial production of 3D monitors**

SeeFront supplies 3D monitors to slot machine maker IGT
(manufactured at 3rd party company in Asia)

Development of new 3D monitor products

Ongoing R&D activities, i.a. in government-funded cooperation projects
focusing on the medical field (3DInMed, HaptiVisT)

© SeeFront GmbH 2021 Reproduction prohibited without prior authorization.

About SeeFront (2/2)

Awards & Honors:

"Selected Landmark" in the Land of Ideas 2012

Innovation Award IT (Entertainment/3D) 2012

German Innovation Award 2013

ZIM Project of the Year 2016

Multiple awards for products incorporating SeeFront 3D® technology

Management:

Christoph Grossmann, Founder & CEO

Sabine Neumann, CFO

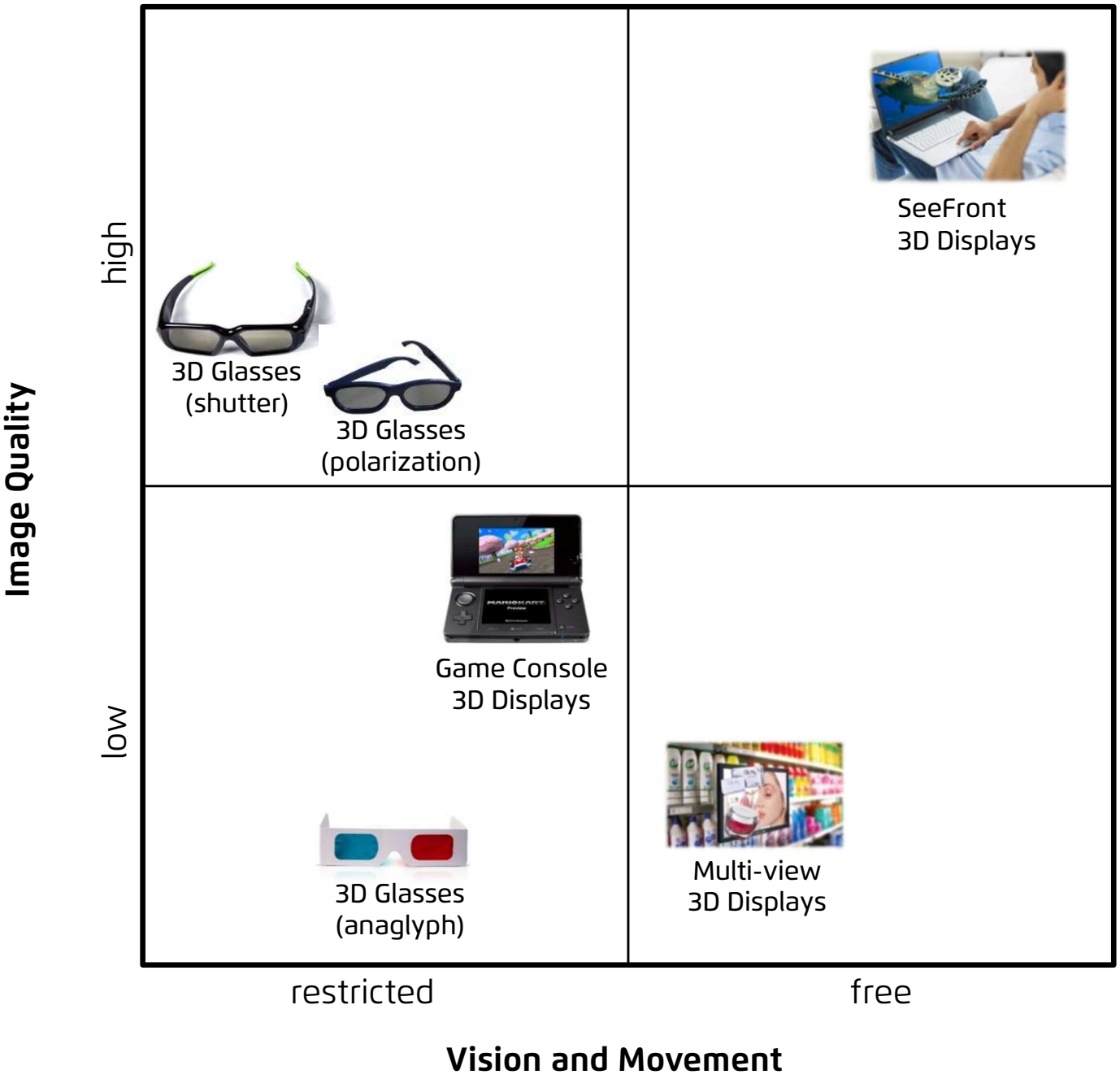
Patents:

15 patents in 5 patent families
6 new patent applications filed in 2018/19

© SeeFront GmbH 2021 Reproduction prohibited without prior authorization.

SeeFront
3D GETTING REAL

The „Magic Quadrant“ of 3D Display Technology



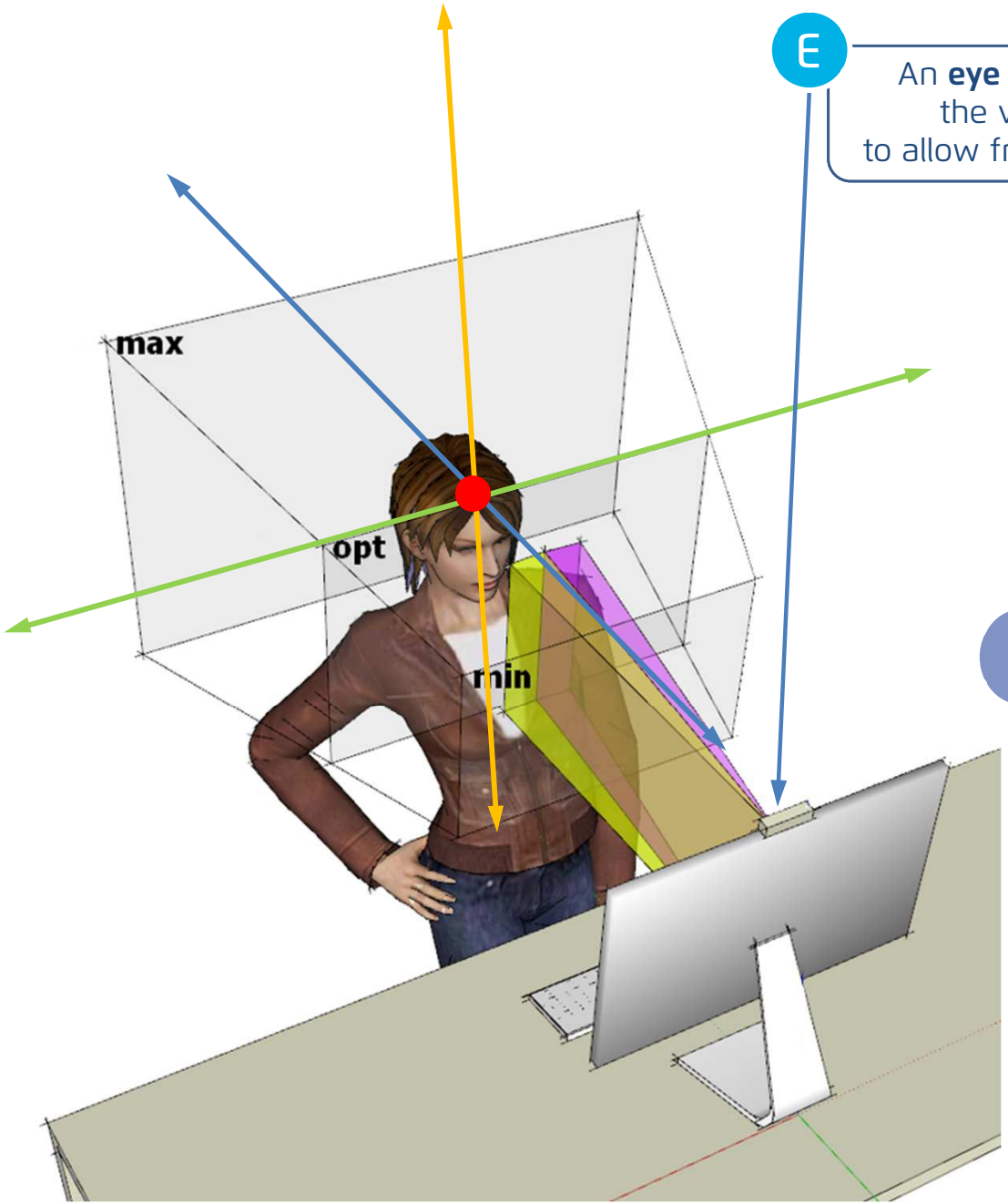
SeeFront 3D Displays

Vision and Movement
- No 3D glasses
- Free movement
- No “sweet spot”

Image Quality
- True 3D depth
- High resolution
- True colors/full brightness

SeeFront
3D GETTING REAL

SeeFront's Approach to Glasses-free 3D



E

An **eye tracker** determines the viewer's position to allow freedom of movement

Based on the viewer's position, an **algorithm** integrates the two images into one, in real time

A

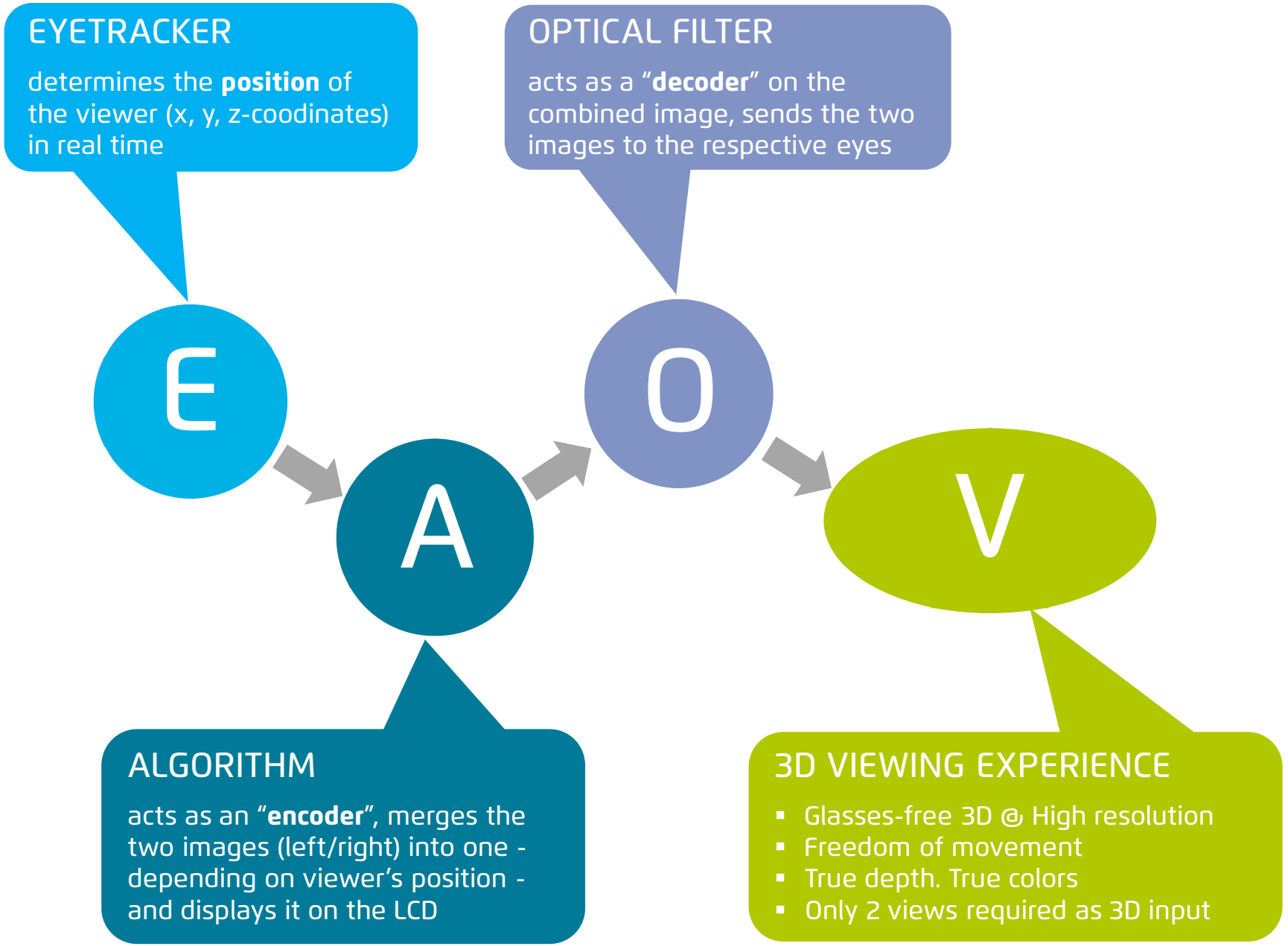
An **optical filter** splits up the integrated image into the two original images and sends them to the viewer's respective eyes

O

© SeeFront GmbH 2021 Reproduction prohibited without prior authorization.

SeeFront
3D GETTING REAL

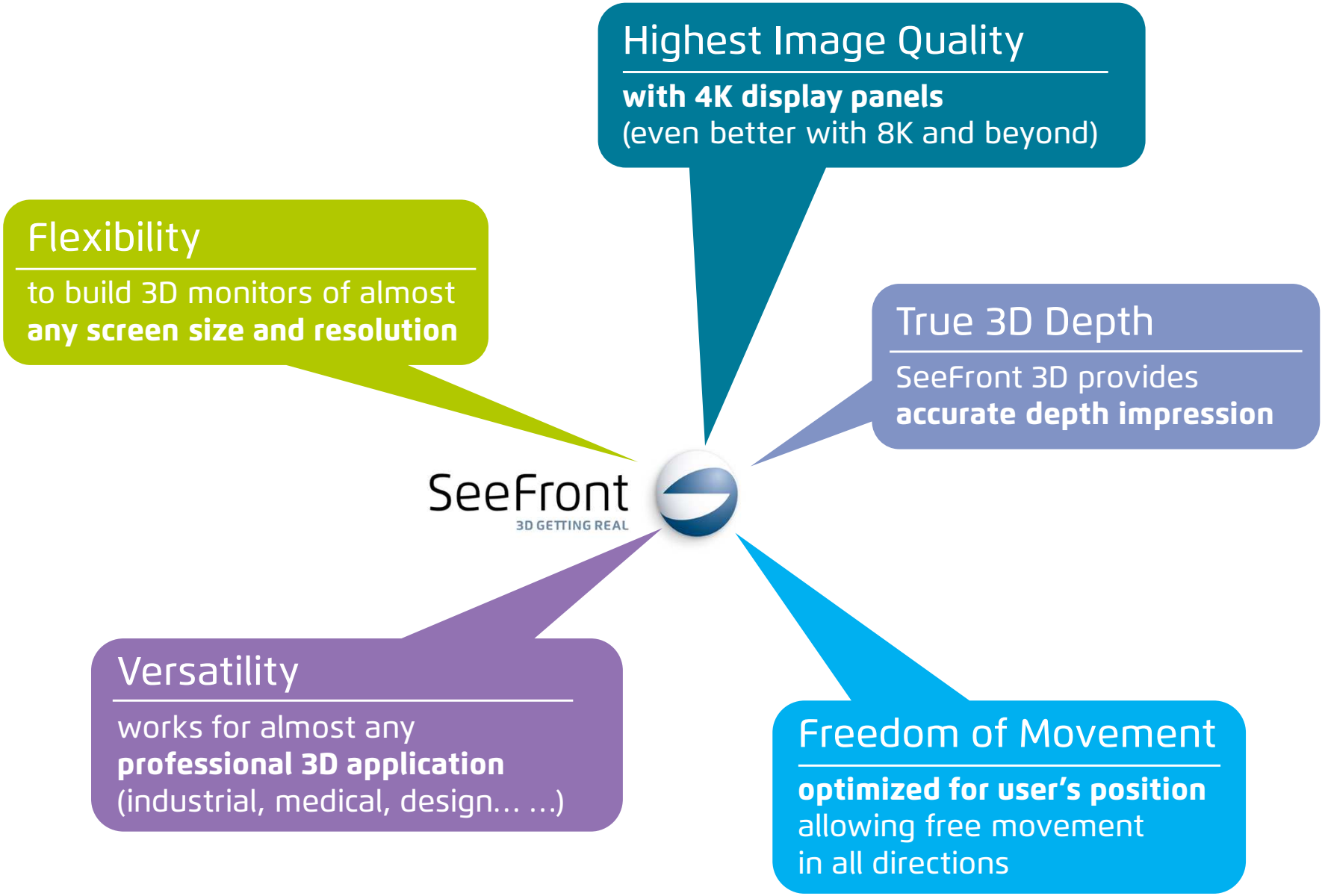
3 Components Work together for the Best 3D Viewing Experience



© SeeFront GmbH 2021 Reproduction prohibited without prior authorization.

SeeFront
3D GETTING REAL

USPs of SeeFront Glasses-free 3D



© SeeFront GmbH 2021 Reproduction prohibited without prior authorization.

SeeFront
3D GETTING REAL

SeeFront 3D Products and Applications (1/2)

Sony 3D Panel

- 15.5" and 13.3"
  for Sony Vaio SE-Series
  Notebooks
- Product launched at IFA
  Consumer Electronics Show 2011

IGT Slot Machines

- True 3D™ product line launched at Global Gaming Expo 2013, first slot machines installed in 2014
- True 4D™ product line introduced at Global Gaming Expo 2016, production started in 2017
- SeeFront supplies 3D monitors (23" and 32") to IGT

Automotive

- 3D Cockpit Cluster Instrument in Mercedes-Benz F 125! Research Car, exhibited at IAA 2011
- Jaguar Land Rover 3D Cockpit Cluster, shown at JLR media event 2014
- BMW test-drives SeeFront 3D dashboard for UI/UX study in 2015

© SeeFront GmbH 2021 Reproduction prohibited without prior authorization.

SeeFront
3D GETTING REAL

SeeFront 3D Products and Applications (2/2)

Medical

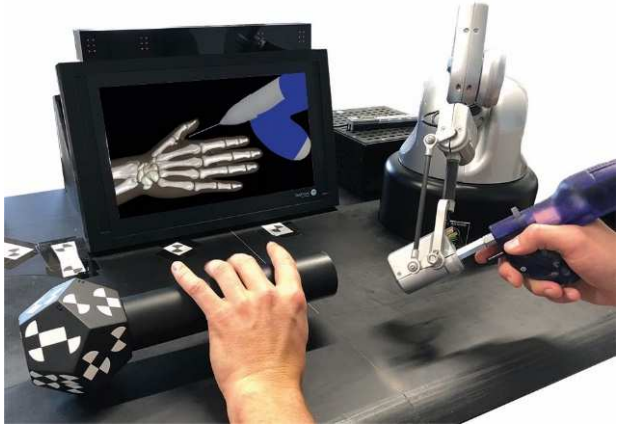
32'' SeeFront 3D monitor
3DInMed funded project (2015-2017)
Joint exhibit at Fraunhofer booth

Shown at Medica 2016

ARRISCOPE
with SeeFront 3D
monitor

Shown at Medica 2017

Development and evaluation of a
training system for surgeons (2016-2019)



3D InMed

Supported by:
Federal Ministry
for Economic Affairs
and Energy
on the basis of a decision
by the German Bundestag

SPONSORED BY THE
Federal Ministry
of Education
and Research

© SeeFront GmbH 2021 Reproduction prohibited without prior authorization.
SeeFront
3D GETTING REAL

Contact SeeFront

SeeFront GmbH
Heidenkampsweg 74-76
D-20097 Hamburg
Germany

Office: +49 40 41622648-0
info@seefront.com

www.seefront.com

© SeeFront GmbH 2021 Reproduction prohibited without prior authorization.

SeeFront
3D GETTING REAL