

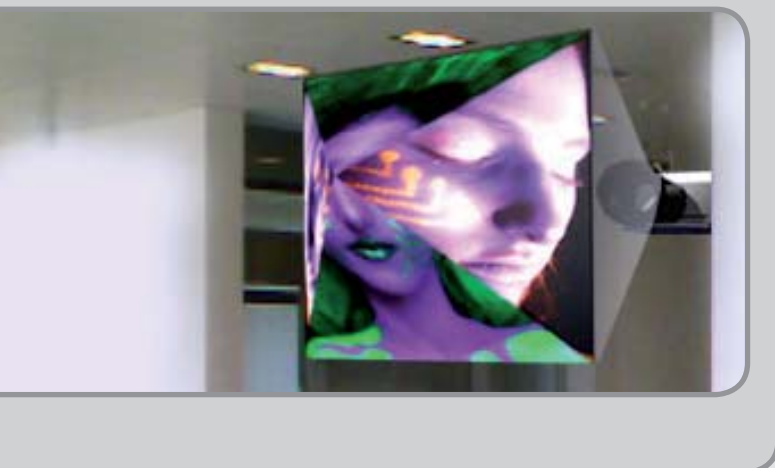
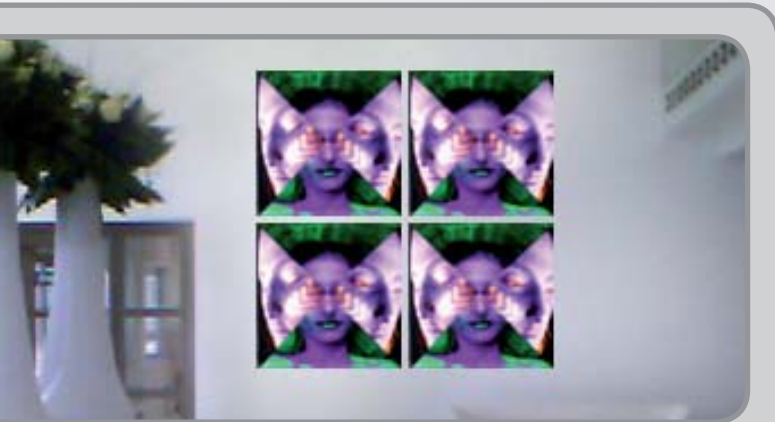
A MULTI-DIMENSIONAL EXPERIENCE

THE PYRAMID

SCREEN

The first true screen innovation since light was first projected onto a flat screen, the new Pyramid Screen is a multi dimensional screen surface shaped as a pyramid.

An eye-catching design in itself, the device creates stunning visual effects to stimulate and awaken the viewers' senses. Its primary use is to engage a customer and increase the dwell time spent on a brand.



Distributed in the UK by Video Shoot Productions Ltd, the Pyramid screens are a product of EvolVision™ www.evolvision.com, utilising cutting edge technology to bring organisations a truly innovative and original product. Hanif Khan of Video Shoot Productions Ltd explains: "We are currently the only distributor of Pyramid Screens in the UK. They are amazing devices which create a unique 3D effect vastly different from the usual flat plasma screens we're so used to seeing".

The pyramid screen creates a perceived visual effect creating a variance in the depth of field. When the viewer walks pass the screen his point of view changes and so does the image the brain receives. The content created for the pyramid is distorted at a desired viewing angle to create an image that appears to be flat yet 3-dimensional in depth. "Whichever side you view it from, it causes you to stop, look, and experience the display far longer than you would a traditional flat screen" adds Hanif.

The Pyramid Screen makes an eye-catching focal point for exhibitions, shop windows, point of sale, nightclubs, concerts, and specific advertising initiatives. The image displayed on the screen is supplied through specialised software. Hanif points out that his company can take an existing film and convert it for use on the system. Hanif and his team will be demonstrating the Pyramid Screen at the Screens Europe Show at Earl's Court in January. Meanwhile, you can find out more by visiting www.video-shoot.com or view a demo at www.evolvision.com.

www.businessinberkshire.co.uk/pyramidscreens

