



Zero Creative demonstrated its glasses-free 3D digital signage software during the ISE.

The Zero Creative technology is called autostereoscopy and uses state of the art lenticular lenses attached to the LCD panel. This lens breaks the original image in 8 separate viewing angles on sub-pixel level, so that one's left and right eye will see different images. The lenticular lens is fully transparent.

Last summer, the company introduced its real-time 3D Digital Signage platform entirely based on a 3D engine. The software, named 3DZignage, enables users to create and deploy 3D advertisements on autostereoscopic displays, such as the xyZ 3D Display. Zero Creative is expecting an annual growth in xyZ 3D Display sales of more than 300% this year.

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