

3DTV

World Forum Edition

NEWSLETTER
MAY 2010

"Depth Enhancing Screen Technology"
Bridging The 2D-3D Gap



realview™

BEST IN SHOW Retail Vision™
EUROPE

Welcome to RealView Innovations Ltd.

RealView wins the award for overall **"BEST IN SHOW"** at Retail Vision 2010 following triumphant success at CES!

RealView began 2010 in high spirits following the much awaited launch of the V-Screen for the Sony® PSP™ at CES. Selected by the Associated Press as one of the shows "hottest gadgets", RealView's technology received extensive coverage from US and international publications.

In May, RealView added to this impressive success by winning the prestigious "Best In Show" award at Retail Vision 2010.

Bolstered by the global interest in both the V-Screen and multi-sized 'Deep Screens' for TV/PC monitors, RealView has continued to strengthen its global sales and distribution network. New alliances with US, Canadian and Latin American partners D&H, FillpointSVG, Synnex Corporation, Ingram Entertainment, Kobian Inc, Red Lion Interactive and Victory Multimedia have

resulted in growing sales and brand awareness led by RealView's US team, Tod Musgrave and Dirk Foster. This success is now being replicated in Europe, Middle East and Africa where Dan O'Mahony and Brendon Dore have joined RealView as Business Development Manager and Channel Development Manager to spearhead European sales.

There was more exciting news with a patent granted by the European Patent Office (joining patents already granted in Ireland and Japan), and the filing of two new worldwide patent applications. Further patent filings for advancements in the Depth Enhancement Screen Technology for the re-designed, lightweight 22" and 42" Deep Screens are underway.

The Deep Screen television accessory screens will be revealed exclusively at the 3DTV World Forum. This is the first-ever worldwide conference addressing every aspect of 3D technology and its potential to become commercially successful. In addition to being a major sponsor, RealView

Innovation's Executive Director Eamonn Ansbro will be a guest at the Forum and will be sitting on the panel of experts. The show will include 30 participants from the forefront of 3DTV who will take part in discussions, industry forecasts and case studies from renowned 3D innovators and providers.

"RealView is delighted to be an active participant and sponsor of the 3DTV Forum," stated Eamonn. "RealView is launching a host of depth-enhancing innovations in 2010 and this will be an ideal forum to discuss our current and future offerings. Our technology presents unique advantages when compared to other 3D product offerings, particularly in terms of low cost, ease of use, ability to use with existing TV, movie, sports and game content, and through offering comfortable, glasses-free viewing."

The RealView team accepting Retail Vision's "Best in Show Award 2010".



E3 EXPO

Stand 5654, West Hall
Los Angeles Convention Centre,
Los Angeles, USA
15 - 17th June 2010

RealView Innovations will be exhibiting its portfolio of optical screens at this year's E3 show in Los Angeles, California. This is the world's premiere trade show for computer and video games and related products, so of course, RealView will be there in force. On show will be RealView's pioneering V-Screen along with its big brothers, the 22" and 42" lightweight depth-enhancing accessory screens which slip effortlessly over any TV monitor, providing a stunning level of depth and vibrancy to any home entertainment viewing.

www.realview.ie

Welcome To RealView's Global Family

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RealView 'Springs' Into Action

RealView Takes To The Large Screen

RealView's co-founder, John Braithwaite, was on hand to demonstrate RealView's depth-enhancing technology at the 16th Bradford International Film Festival at the National Media Museum on March 26th. Braithwaite demonstrated RealView's 22" depth-enhancement screen at the reception for delegates to the Wide-Screen Weekend. It stole the show when onlookers saw the effect and called everyone over to the bar to see it. One delegate was stunned when Braithwaite allowed him to use any movie of his own choosing. Sure enough, his choice, "How the West Was Won" demonstrated the added-depth effect beyond what he imagined was possible. RealView is also working closely with Vistamorph, a Scottish company specializing in innovative ultra-wide screen projections for cinema. The two companies are working on ways to fuse their respective core technologies to create a depth-enhancing experience without relying on glasses to achieve the desired immersive effect. This "work in progress" was demonstrated in a special viewing room at a VIP gathering on the Friday evening.

News From Our Team In South Africa

As the World Cup looms closer, RealView's partners in South Africa are gearing up for all the action. As well as preparations for the football extravaganza, Gareth Milller and Patrick De Villiers of Verb Innovations have been busy getting impressive V-Screen reviews, coverage in a national TV competition and launching www.vscreen.co.za. This makes Milller and De Villiers' company one of RealView's most prolific and ambitious distributors.

"Verb Innovations have proved themselves to be very dynamic partners,"

commented Catherine Ansbro, Director, "We are delighted to have them on-side".



"I think the V-Screen is an awesome product. To sum it up in one word - fantastic" - Gareth Miller, S Africa

RealView Brings Out The Big Guns!

Industry veterans Dan O'Mahony and Brendan Dore joined RealView's European business team in March. Between them, Dore and O'Mahony have over twenty years experience as business development professionals with extensive knowledge of European retail markets and sales channels.

Brendan's background includes technical engineering aspects as well as sales. He created and managed European sales networks for CD Associates Inc., and worked for Wang Labs and AST computers. Dan has helped many clients such as Polaroid, Sony and Broadcom to develop their European business.

And now for something completely different ...

Famed for his excellence in optical technology, RealView Director John Braithwaite has announced a cutting-edge breakthrough that could signal the end to one of humanity's biggest global problems - the access to clean water.

Using innovative optical technology John has invented a water purification system that needs no chemical or electronic components. The system has undergone extensive trials and will be part of The World Challenge which is run by the BBC in association with SHELL. Funding is currently being sought for this exciting project.

V-Screen News

Games Reviews

"PSP gamers will find it [The V-Screen] more than fun as it augments what they see and transforms it from the normal and the boring 2D." - www.brightshub.com

"If you are looking for visual enhancement, I would say this is what you want to go with." - www.thesolarshockfilmfest.com

V-Screen makes the national press



V-Screen appeared as Gadget Of The Week in the Sunday Business

Post which was closely followed by a great review in the Irish Times. Check out the website for further details.

Meet the team

The RealView team will be at out and about at various shows and partner events around the globe. These include E3 in LA, then

GamesCom in Germany and Develop in the UK. In the meantime come find the team on Facebook and Twitter or watch Catherine Ansbro in our Gallery demoing RealView's technology during CES: www.realview.ie/about/gallery/

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