Interactive Studio
The Dream Factory

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DeepFrame™

REALFICTION™

“IMAGINE A DISPLAY SYSTEM THAT PROJECTS LIVING IMAGES AS A VIRTUAL LAYER ON TOP OF THE REAL WORLD, IN ANY SIZE AND DISTANCE, USING FILMED OR 3D ANIMATED CONTENT IN FULL COLOUR AND 4K RESOLUTION.”

PETER SIMONSEN, CO-FOUNDER AND HEAD OF R&D, REALFICTION

TRANSFORMING THE WORLD BEFORE YOUR EYES

The way we see the world is changing. Thanks to technological advancements, our de of reality is expanding. DeepFrame is a rev ary mixed-reality display that sets new standards by merging the real and virtual world, to pr oduce visualiza where ph ysical and digital elemen ts blend in r

Marking a new ev in inter DeepFrame seamlessly blends human, environmental and technological input to create experiences and entertainment that meld physical reality with 3D digital content. The largest of its kind, DeepFrame is window-like display that consists of a high-precision op lens, combined with a curved OLED screen tha t projects digital c ontent through the lens t o create a virtual layer on top o f reality.

Spectators can c ely experience lifelike anima in any size and at any distance without the use of tr and immersive VR eyewear. Enhancing reality, DeepFrame brings to life experiences and entertainment be yond the imagina or all to see.

WITH DEEPFRAME YOU CAN CREATE

- Shared visual experiences for people to take part in and engage with, a
- Installations that showcase more products, more information and more personal options and interactions to engage and enhance the customer's shopping journe y.
- Next-level adv that allows you to communicate impossible things, right before your eyes.

A NEW DIMENSION OF INTERACTION & EXPERIENCE

Imagine bringing history to life: Restoring damaged artefacts to their former glory; rec ancient or modern architectural achievements; reviving prehistoric rep that once roamed the E arth.

Imagine discovering the wonder of science: Magnifying the scale of the human body's cells or the particles that make up the very beginning of time; travelling to faraway galaxies to discover new constellations.

DeepFrame pushes the limits of human experience to provide museums and learning centres with loca encounters that allow the audience to engage and interact with the physical space without the con ts of tr Virtual Reality. Rather than transposing the individual through the use of headsets og special glasses, DeepFrame brings the audience together to experience enhanced reality from exactly where they stand. Enabling you to present compelling content and real-life experiences to your audience, DeepFrame erases the line betw eality.

By crea a virtual layer over the real world, DeepFrame can entertain and educate patrons or students with new r experiences of and inter with focal points of e or key curriculum learning ar eas.

WHAT IS MIXED REALITY?

Mixed Reality (MR) is a technology that merges the real and virtual world to produce environments and visualiza where physical objects blend with video or live anima in real This creates powerful, magical magical moments for people to see and interact with right before their eyes, leaving memorable essions to shar e with o thers.

Named as the 4th wave in c a er PC, mobile and the Internet, mixed reality together with augmented and virtual reality is projected to be one of the most profound ways our world will change in the c oming years.

Unlike other mixed reality our displays do not require the viewers to wear special glasses or headsets, allowing larger crowds to view the same experience, at the same – making it especially suitable for retail, adv xperience c enters.

DEEPFRAME CHANGES NOT ONLY THE WAY PEOPLE INTERACT WITH THEIR ENVIRONMENT, BUT ALSO WITH EACH OTHER

DEEPFRAME ENABLES COMPANIES, MUSEUMS AND LEARNING CENTRES TO

- Create immersive and interactive experiences without the need for headsets, glasses or other wearables.
- Show loca oric past e vents or incredible future things t o come.
- Work with conceptual design and pr ototyping in real-size.

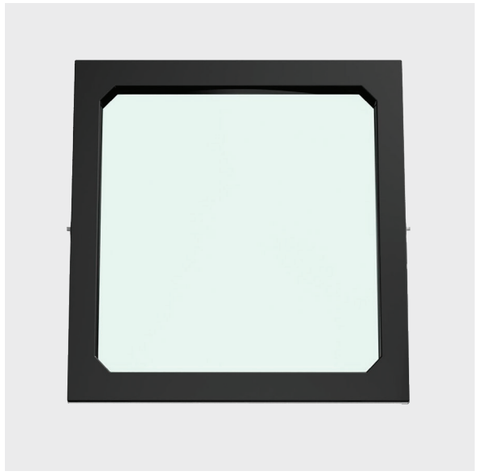
DEEPFRAME OFFERS THE POSSIBILITY TO SHOWCASE MORE PRODUCTS, MORE INFORMATION AND MORE PERSONAL OPTIONS TO ENGAGE AND ENHANCE THE CUSTOMER'S SHOPPING JOURNEY.

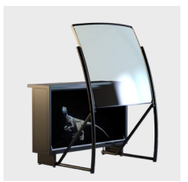
RESHAPING THE RETAIL EXPERIENCE

At a when bricks-and-mortar stores need rede to stay relevant, DeepFrame provides retail businesses with the perfect opportunity to add layers of value to the customer experience, tapping into the very roots of retail: to provide public spaces with experien ontent.

Shopping is just as much about buying things as it is experiencing things. DeepFrame presents a customer-centric technology that naturally extends a brand's c to the consumer. By crea original, experience-focused, real-life content – something unavailable at online shopping – mixed reality storytelling lets you eren te your brand's o ering and take your customers on a journey in a live environment where they can interact with and explore your products or brand.

Whether you want to create virtual changing rooms where customers can visualise what they will look like in your clothing; inter e design tools or a digital representa of a brand spokesperson on the shop oor, DeepFrame's ability to overlay virtual elements onto the real world takes advantage of the physical space to allow customers to sense the experiences related to what you are selling – far beyond the physical inventory.





DeepFrame™

FEATURES

- Create digital visualisa o several miles away
- Rev display technology
- High-end precision op
- HD or 4K visuals
- Display measurements: W1350 x H1350 x D100 mm
- Flightcase included

ACCESSORIES

OLED MOUNT KIT

FLOOR STAND

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