



EMEA Launch of Symon LiveView at Screenmedia Expo 2010

Symon Dacon adds to their visual communications ecosystem with an innovative 3D kiosk that uses 2D content and no glasses to cut cost of 3D digital signage.



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With interactive kiosks, Smartphone applications, wayfinders, video walls and small format displays already part of their portfolio, 3D is a natural progression for the company. As uncertainties persist regarding cost implications and the real benefit that 3D adds to the DOOH landscape, the company have decided to take a different approach to 3D with Symon LiveView™.

Symon LiveView™ is a virtual 3D display that uses patented optical reflection technology to give the illusion of 3D using 2D content, this reflection creates the illusion of depth and makes the 2D content look almost alive. By using this approach, Symon Dacon can create a virtual 3D experience out of ordinary 2D content, which eliminates the need for special equipment or software.

The benefits of this solution include;

- Low content creation costs (similar to 2D)
- Content created using industry standard 2D tools
- Does not require special glasses or fixtures to experience 3D
- The Symon LiveView™ optional stand can be configured to fit any décor

Symon LiveView™ can be purchased with an optional touch screen that is attached to the front of the LiveView™ display.

This screen, if installed, allows viewers to interact with the content that is presented on the LiveView™ screen. What this means is that LiveView™ can allow users to interact with content and respond to calls to action in real-time. An example of this may be a point of sale display or a virtual concierge in a hospitality venue.

Matt Cole, Head of Visual Communications adds; *“Our approach was not just about overcoming existing constraints but also asking; where does the value of 3D really lie in the digital signage market? and for us the value of 3D lies to a great extent in the ability to marry the impact of 3D with interactivity and relevant calls to action; so that 3D is not simply a visual engaging display but a powerful and valuable addition to the service that a company provides.”*

As part of Symon Dacon’s visual communications ecosystem LiveView™ is a powerful addition to the Symon Dacon portfolio that can be controlled from Symon’s central content management system alongside numerous other endpoints.

Visit Symon Dacon at Screen Media Expo stand E9 May 5th – 6th, Earl’s Court, London, UK for the EMEA launch of Symon LiveView™

About Symon Dacon

With 20,000+ installations worldwide, Symon Dacon is a leading expert in the design and implementation of intelligent digital signage. Our enterprise-wide networked solution combines real-time data and dynamic content in order to communicate information that is timely, targeted and relevant.

From corporations to hospitality, education to healthcare Symon Dacon offers turnkey solutions which include software, hardware, consultancy, professional services and creative content. Accommodating a wide range of endpoints from interactive displays to Smartphone’s and 3D displays all from one central platform, Symon Dacon’s expertise and forward thinking approach is acknowledged throughout the world.

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