

# Symon LiveView™

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## Capture your customers' attention with hyper-engaging 3D realism.

Symon LiveView, is a virtual 3D display that uses patented optical technology to present digital content in very eye-catching and life-like fashion without the need for 3D glasses or special content production equipment. Because of its design, Symon LiveView's content creation costs are much lower than traditional 3D technologies and in most cases are equal to the cost of 2D content production. Symon LiveView customers need only have Symon's Design Studio software and industry-standard content creation tools to create a very compelling 3D experience out of 2D content.

### Target Audience

Symon LiveView is targeted at any consumer-facing industry that wants to have their message stand out and be noticed. The hospitality, gaming and retail industries are prime candidates for Symon LiveView as each industry has special messages or products that, if noticed, can generate significant revenue.

### How Symon LiveView Works

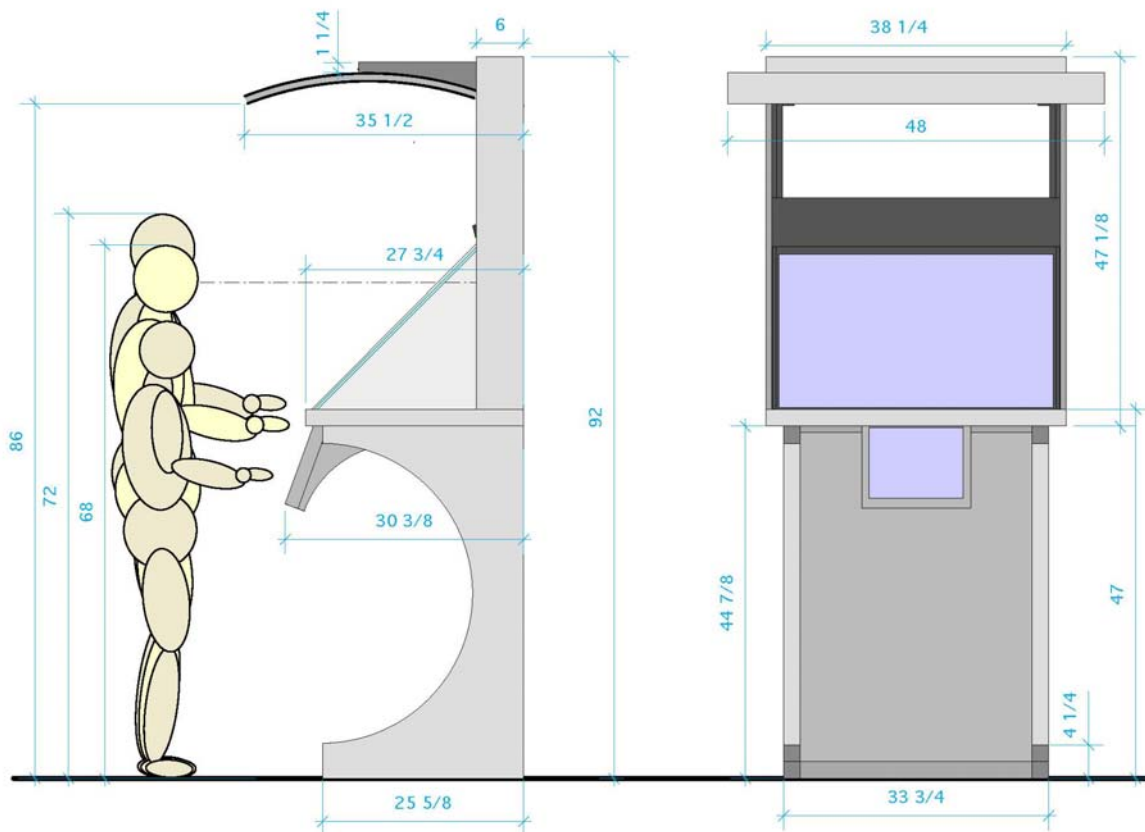
Symon LiveView works by presenting two-dimensional (2D) content on a high-brightness, high-definition LED monitor. It then uses a special beam-splitting glass that is positioned in front of the monitor to reflect a décor-specific pattern that is installed in a customizable fixture that is situated above the viewer's head. The reflection of the pattern on the beam-splitting glass creates the perception of depth and makes the 2D content look almost alive. By using this approach, Symon LiveView takes advantage of an optical illusion to create a virtual 3D experience out of ordinary 2D content.



### Optional Components

Symon LiveView can be purchased with an optional touch screen display that can be attached to the front of the LiveView display. This screen, if installed, allows viewers to choose or interact with the content that is presented on the LiveView screen. The content for both screens and the interactive elements on the touch screen are all designed and controlled by Symon's Enterprise Suite of software products. Symon LiveView display can also be purchased with an optional stand. This stand can be built with finishes to accommodate and complement almost any décor.

## Product Specifications



### Media Player

Symon LiveView is powered by a Symon media player that is installed in the rear of the Symon LiveView housing. The Symon media player manages the delivery of digital content to both the LiveView's main 40" LED display and the optional 15" LED, interactive touch-screen display. The Symon media player also coordinates the content interplay that occurs between the optional touch-screen display and the corresponding main display.

### Content Design

The design, scheduling and delivery of content to Symon's LiveView media player is managed by Symon's Design Studio software. Symon Design Studio is a comprehensive for enabling content administrators and designers to organize digital assets, create content interactivity, build layouts, organize shows, schedule play lists and view proof-of-play reporting statistics. Symon's Design Studio also coordinates the design and scheduling of content for other display end-points beyond LiveView display. These include mobile devices, LCD / plasma displays and the PC desktop. Symon Design Studio supports a variety of video, graphical and audio formats, including WMV, MOV, MPEG 1, 2 - 4, PNG, JPG, GIF, and SWF.

### Content Management

The content management engine that interfaces between Symon's Design Studio software and Symon's LiveView media player is called Symon Enterprise Software (SES). SES acts as the "traffic manager" that coordinates the acquisition of content inputs and the subsequent delivery of finalized content outputs to the Symon LiveView media player. One SES can manage the collection and distribution of content to one or many Symon LiveView displays.