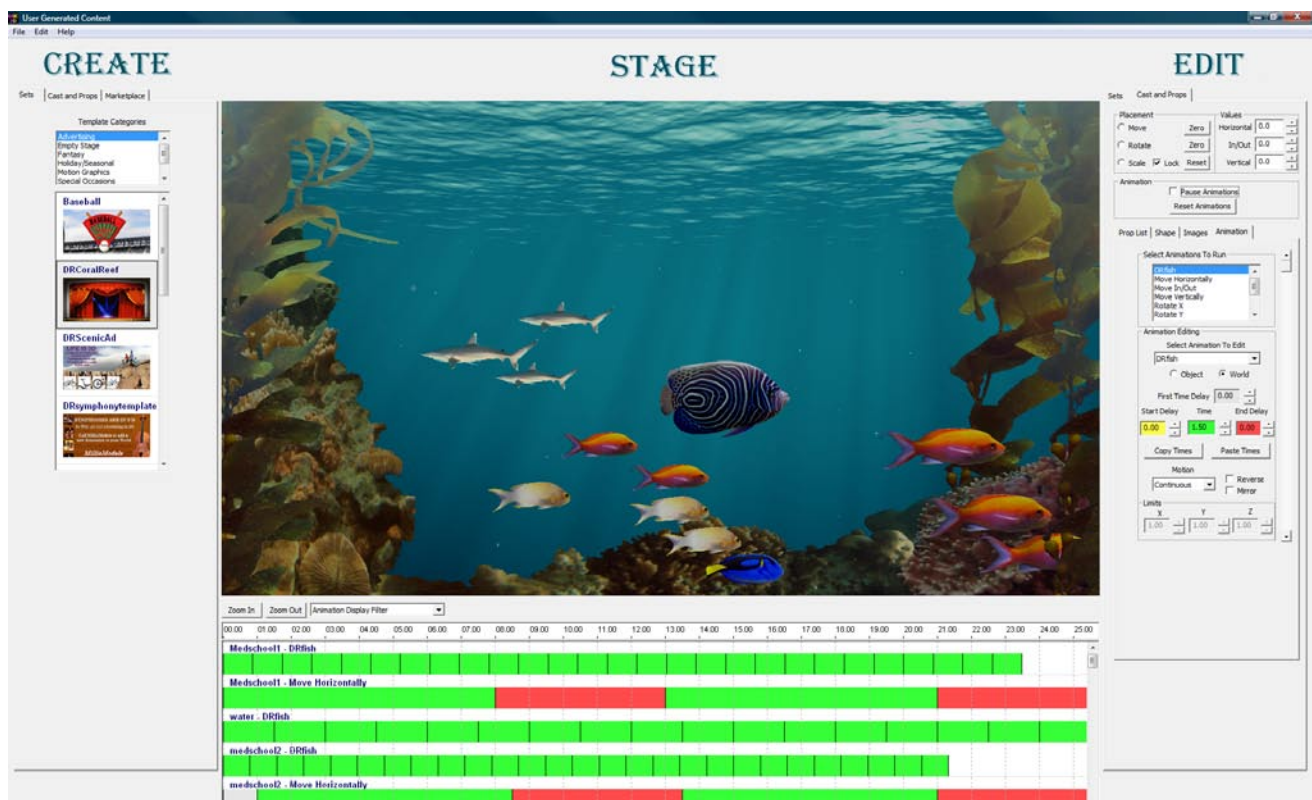


UGC-3D™ Product Description

The UGC-3D™ Solution

There is currently no way for anyone in the Digital Signage world to easily create 3D content, especially for display on autostereoscopic monitors. It generally takes very sophisticated and costly products aimed primarily at professionals to produce anything worthwhile.

UGC-3D™ is a powerful 3D creation mechanism based on templates. The user has creative control over the 3D environment and the ability to add or edit a full range of items that can include geometric primitive objects, logos, avatars, and any other CG model supplied to them. Generally, a user will load a pre-designed template and edit it for customization. They can add their own text, texture objects with UGC-provided textures, or images of their own, and even texture objects with videos. The UGC-3D user interface and workflow are easy and intuitive and the results are professional-looking, high quality output.



The templates are configured to automatically work with Alioscopy Autostereoscopic monitors. This means that an unskilled user can quickly edit a template directly on the

monitor in real-time without having to worry about the complexities inherent in autostereoscopic systems.

The Marketplace

Applied IDEAS and Alioscopy have teamed with TurboSquid, the the leading global marketplace for 3D Models, Textures, and Plug-ins to offer the first 3D Ecosystem for the Digital Signage market. On the marketplace, a user can purchase templates that they may then edit for their own purposes.

Templates contain relatable and reusable content. Relatable—meaning that fixed sections in the template can be edited and customized to accommodate different customers in literally any business market; reusable because any template can be customized and re-used multiple times for multiple uses.

Buying a pre-created template offers time and budget advantages through simply adding your own company images, branding, and product information for instant display. You can quickly buy, customize, and reuse templates many times over, maximizing your investment through continuous re-use from the many styles that can be associated with just one template

UGC-3D™ Variations

Applied IDEAS provides three flavors of UGC-3D™.

- **Developer Suite:** The Developer Suite is intended for the graphics professional and contains all the tools necessary to for a user to create their own custom 3D content. Developer tools include the ability to export models and scenes from 3ds Max, and to design Template content that can be used by others or be sold on the TurboSquid Marketplace.
- **Editor Suite:** The Editor Suite is meant for general users of the application. A user can load existing templates that they purchase, and edit them to suit their purposes.
- **Runtime Player:** The runtime player plays packaged UGC content without an interface. After a user customizes their content with the Editor, they can package their content into a ".UGP" file which is recognized by the player. A playlist editor application allows you to create a list of .UGP files with associated playtimes that the runtime player loops through.

UGC-3D™ Features

UGC-3D™ is based on Applied IDEAS' Ignition® Game Engine. The elements provided in the application are particularly well suited for Digital Signage Content. Features include:

- 3D templates already configured to work with autostereoscopic monitors.
- 3D models that can be added to any template.
- Fully configurable 3D text that can be added to any template.
- Ability to texture objects with user-supplied images.
- Ability to texture objects with user-supplied movies (with some restrictions).
- Stock animations are provided with many adjustable parameters for moving and rotating 3D objects.
- Ability to add and mix any number of supplied animations on an object.
- Support for skinned/boned characters and character animations.
- A particle system for special effects such as fire or smoke.
- Edit directly on the autostereoscopic monitor.

Minimum System Requirements

- Windows XP, service pack 2 or higher.
- Intel or AMD Dual Core processor at 2.0 GHz.
- 1 GB RAM.
- Graphics card supporting 1920 x 1080 resolution, 24 bit color, 256 MB RAM, OpenGL., mid-range, or better (NVidia GeForce GTX 260). No shared, on-board, or embedded video processors.

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