

Media Capsule



Using advanced projection and display technology, Disk-In has created the Media Capsule for live events and public venues. The outside of the Media Capsule prominently displays the brand of a sponsor or advertiser. Entering the Media Capsule, the audience is transplanted into a comfortable environment (see different model types) that includes stimulating visuals and sounds, exclusive content, and user interactivity.

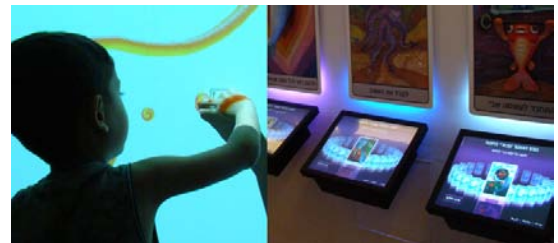
Model Types

There are two model types for the Media Capsule which vary in interior design and serve different purposes:

- (1) Theater – a high-end theater setting which offers different types of visual and sound experiences including an option for 3D holographic display
- (2) Interactive Pods – the interior of the Media Capsule is partitioned into media pods where audience members view and interact with each media pod through touch and sound



Theater



Interactive Pods

Potential Locations

Shopping malls, stores, outdoor events, transportation hubs (airports/train stations), show rooms, and convention centers

Technology

- Seamless projection: projecting on non-planar surfaces with edge blending and geometrical corrections
- Show control: software tools that control content and ambient effects based on timeline, location, day part, audience profile, and audience interaction
- Content creation tools: software tools are provided to the creative community to create new content tailored to the Media Capsule
- Real-time composition: the Media Capsule has the capability to display real-time data and live feeds in a composition with other media types
- Monitoring and remote control capability: through standard communication protocols the Media Capsule is fully manageable and monitored locally or remotely

Other Benefits

- Portability: the Media Capsule is designed to be easily disassembled and transported to new locations
- Point-of-Sale (POS): Media Capsule can be placed near POS to complement the experience and increase sales