

Plug-in for Autodesk® 3ds Max®

Visualize 3ds Max content on Philips 3D WOWvx displays
Empower your creative workflow by bringing your 3D content alive with the stunning 3D viewing experience of WOWvx from Philips. The WOWvx 3ds Max plug-in provides artists with a powerful tool to easily develop 3D animations for Philips 3D displays. This gives viewers an exciting 3D experience without the need to wear 3D glasses. Artists can now use the WOWvx 3ds Max plug-in as part of their workflow to model and render their legacy and new artwork in 3D content.

Philips WOWvx technology now available for 3ds Max content creators

- Supports all WOWvx screen formats and resolutions
- Content creation guidelines available

Visualize 3ds Max content on Philips intelligent 3D Displays

- Create 3D content for Philips 3D displays directly from 3ds Max
- Full control over the 3D visual experience
- Export in the “2D-plus-Depth” format

Easy-to-use and seamless integration into 3ds Max workflow

- Easy to install and easy to use: use the WOWvx plug-in in established 3ds Max workflow
- WOWvx camera view projected into active 3ds Max scene
- Enrich existing content in 3ds Max with a stunning 3D viewing experience

Availability

- Plug-in versions available for 3ds Max 6, 7, 8 (3dsp-3P072) and 9 (3dsp-3P092)
- Downloadable installer from the Philips 3D Solutions website

3D Content Enabling Software

3ds Max plug-in

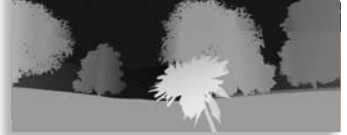
3D animation software plug-in

WOWvx

2D-plus-depth



2D-plus-depth



3dsp-3P072/00
3dsp-3P092/00



PHILIPS

Technical Specifications

Modeling in 3ds Max

- Select WOWvx camera for modelling any 3ds Max scene for rendering on WOWvx 3D displays
- WOWvx camera view visualizes WOWvx 3D display viewing range supporting top, front, perspective, camera views
- Support for multiple WOWvx cameras in a single scene
- Individual scenes can be stored as “2D-plus-Depth” bitmaps including camera parameters

Full control over 3D visual experience

- WOWvx parameter control settings
- Visualize maximum depth planes behind and in front of the 3D display as well as the display plane in the screen
- Control depth range and offset in front as well as behind the display
- Retrieve camera and scene parameters from 3D Solutions camera for creating 2D-plus-Depth information
- Available 3D visualization parameters:
 - Depth factor: amount of depth to be displayed
 - Depth offset: depth range behind and in front of the screen
 - Scaling information depending on display plane

Available 3D visualization parameters

- Save 3ds Max scenes as 2D-plus-Depth bitmaps for rendering on Philips WOWvx 3D display
- Philips 3D Solutions provides content creation guidelines describing how “2D-plus-Depth” images can easily be encoded into 3D video clips by using either the WOWvx Compositor or 3rd party tools.
- Easy connection to the WOWvx Compositor tool for combining graphics, video, audio, stills, etc.

2D-plus-Depth format

- Flexible 3D format for compatibility with both 2D and 3D displays and infrastructure
- Extraction of the depth information

Product highlights

WOWvx 3ds Max plug-in

Philips introduces the WOWvx 3ds Max plug-in for creation of 2D-plus-Depth scenes in 3ds Max. The plug-in supports visualization of 3ds Max scenes in “true” 3D on autostereoscopic multi-view 3D displays. Content owners benefit from enriching their existing legacy of content in 3ds Max with a stunning 3D viewing experience on a Philips WOWvx display. The WOWvx 3ds Max plug-in provides content creators full control over the viewing experience of their 3ds Max content on a Philips 3D display by controlling settings such as depth factor, offset, range and scaling. The WOWvx 3ds Max plug-in is seamlessly integrated into the 3ds Max workflow empowering artists to start working with it right away.

‘2D-plus-Depth’ 3D format

To decouple content creation from content visualization, Philips champions the “2D-plus-Depth” format. This flexible 3D file format can easily be implemented into existing 2D creation and distribution infrastructures. The 2D-plus-Depth format comprises additional depth information with every 2D image. The depth information indicates the position of each 2D image pixel on the Z (depth) axis in or out of the screen plane. WOWvx 3ds Max plug-in fully supports this flexible 2D-plus-Depth format.

2D-plus-Depth offers flexibility and compatibility with existing production equipment and compression tools. It ensures 3D application performance within existing distribution mechanisms and standards, with a required bandwidth close to 2D. Moreover it allows applications to use different 3D display screen sizes and designs in the same system. Supported by various companies across the display industry, Philips has taken the lead in MPEG standardization of 3D video based on the 2D-plus-Depth format.

Low integral cost of ownership

Philips 3D displays and content enabling software are designed for maximum reuse of content and concepts from 2D. Key enabler is the 2D-plus-Depth format that allows easy 3D content creation with standard tools and content distribution using existing infrastructures. This results in a flexible 3D system solution with optimal visual performance and low integral cost of ownership. With the introduction of WOWvx 3ds Max plug-in, Philips extends the reach of 3D applications to the huge breadth of existing applications developed in 3ds Max. In addition it gives 3ds Max artists an easy-to-use and powerful tool to model and render their existing content for an outstanding viewing experience on the Philips 3D autostereoscopic displays.

