

WHAT'S ON IN EUROPE

## Innovating in 3D

Polaroid Eyewear and RealD, a leading provider of 3D technology for cinema, consumer electronics and professional applications, have signed a global licence agreement to use the RealD brand in conjunction with the launch of a new generation of curved 3D glasses, Polaroid Premium 3D Eyewear.

Under the terms of the agreement, Polaroid Eyewear will distribute its RealD certified Polaroid Premium 3D Eyewear line to cinemas, opticians and other retail channels through its global network of subsidiaries and distributors. Polaroid Premium 3D Eyewear will be compatible with all RealD 3D enabled cinemas around the world. RealD is excited to partner with a brand like Polaroid that has a heritage in polarizing lens technology, said Joseph Peixoto, President of Worldwide Cinema at RealD. Polaroid Premium 3D Eyewear promises a range of custom frames with precisely curved lenses so moviegoers can fully experience RealD 3D with an uncompromising field of vision and a pair of glasses to match their personal style. Polaroid Eyewear's launch collection features a range of designs to satisfy demand from all types of cinema audiences. For prescription lens wearers there is a range of premium 3D cover styles that fit comfortably over an optical frame. There is even a junior style for the younger audience to enjoy. The collection has been developed under the umbrella of a full 3D vision marketing concept, including an easy-to-handle sales system for cinema lobbies, professional optical and retail channels. All styles feature Polaroid Eyewear's unique 3D formed lenses, differentiating the product from the standard 3D glasses provided at cinemas and similar products currently on the market, says the company. The product is also fully UV-protective so consumers can choose to wear the product outdoors without risk of UV damage to their sight.



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## Floral focus

Hong-Kong based Okia has created a new 3-D floral decoration for frame temples. The frame (pictured) shows a series of sculptural orchids on both temples. The petals of the flowers are so thin and carefully bent that they almost seem real. Harmonious gradient colours complete the realistic effect of the decoration and give it a refined touch of femininity, explain the producers. This new frame from Okia is the result of ongoing research and development on the already worldwide recognized HD Technology. This patented technology allows the transformation of textures and colours into crisp high definition which shows depth, offering a new world of 3D patterns and textures. HD Nano Technology, the latest creation by Okia, has also been used to realize the floral decorations: the traditional thickness of HD acetate has been reduced in order to obtain a more flexible, lightweight, tough product, while preserving the unique special effects for which the company has become well-known.

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