

PRESS RELEASE

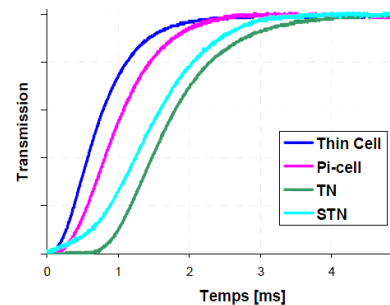
First Cinema in Ireland installed with Eyes3Shut 3D system



Paris, May 22nd 2012,

Eyes3Shut is proud to announce the installation of *The Lighthouse Cinema* in Smithfield, Dublin, with its state-of-the-art active 3D system for digital cinema. *The Lighthouse* is the first cinema in Ireland taking advantage of Eyes3Shut's patented technology.

Eyes3Shut is a French company specialized in the manufacturing and the marketing of 3D active glasses with advanced features : rechargeable batteries, unbreakable frames, neither ghosting nor color banding and the largest viewing angle on the market. As shown on the graph, the liquid crystal patented by Eyes3Shut (Thin Cell) provides the fastest switching time of the market. Thus, less time is needed to shutter the glasses and more light reaches the eye.



Relaxation time of the main LC used in current 3D goggles

The technical installation was carried out by *GFD Communications*, Ireland's leading cinema integrator. Eyes3Shut is looking forward having a great distribution relationship with its new partner. After Russia, Ukraine, Czech Republic, Poland, Germany, Spain, Portugal, the United Kingdom, Italy and of course France, Eyes3Shut's high quality active 3D glasses are now available in Ireland.

Why are active glasses better than passive glasses ?

Active 3D systems are flexible and transportable from one projection booth to another in a few minutes. They do not require a silver screen, with its very poor quality under 2D projection. As a result, they are more cost-effective. From a technical point of view, stereoscopic 3D is perceived by projecting alternatively left-eye and right-eye images on the screen. At very high speed (144 images per second), the brain can easily combine the stereoscopic pair thus creating the 3D perception. On active glasses, each eye's glass contains a liquid crystal layer that becomes dark when voltage is applied and is transparent otherwise. When the left eye's glass is dark, the right-eye image is projected on the screen and vice versa. If the liquid crystal is fast enough, no ghost image will be visible, creating the most crystal clear stereoscopic 3D.

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