

Company Overview



TransLumen creates proprietary and patented visual display technologies for software, firmware and content. These data and image visualization technologies automatically manipulate images, seamlessly and continuously in a stream, below the level of human visual perception. This image stream retains the integrity of a still image, but is, in fact, a continuously evolving, dynamic image. The technologies work with both still and motion images, uniquely bridging the gap between traditional print media and video. Integrated with numeric, text or graphic content, they provide a new way to experience information in an unobtrusive manner without the introduction of “*visual noise*.”

TransLumen’s hOURart™ Division provides content developers and entertainment distributors with technical and creative support utilizing TransLumen’s Pixel Shifter effect to create content. The hOURart™ Division also develops and distributes a unique digital art gallery.






Markets

TransLumen’s objective is to bring to market a revolutionary Human Machine Interface. This interface will be defined by a range of uses including defense and security applications in which intelligent unobtrusive visual cue feedback is designed for command and control scenarios (defense), outdoor billboards for advertising and gaming for entertainment. Along with the technology’s numerous uses the software is also poised to become a core standard for electronic screen display systems.



TransLumen markets its technology to four primary channels.

Visual Media - Advertising/Entertainment, Outdoor-Indoor Displays, Kiosks and Games

-  Provides an alternative way to present information resulting in increased impressions, attention and retention plus the efficient, cost effective use of screen real estate
-  Increases advertising revenues by providing more advertising impressions over time
-  Addresses customer satisfaction and new regulations that pertain to visual displays in outdoor spaces by reducing “*visual noise*” for better, safer environments
-  Delivers a large volume of imagery, continuously and without distraction
-  Enhances game graphics

Other applications include environmental backgrounds, PDA and wireless graphics, cable/satellite content and innovative website design, adding interest within and behind other content, offering an alternative to pop-up ads.





OEMs - Electronics Manufacturers






Firmware - Embedding TransLumen's technology into chips will enhance Original Equipment Manufacturer's (OEM's) products for consumer and commercial market applications.

Electronics manufacturers and their chip providers can mitigate plasma screen burn-in, improve default screens, and create product differentiation in a cost driven consumer electronic sector.

Defense/Security - Homeland Defense/Military

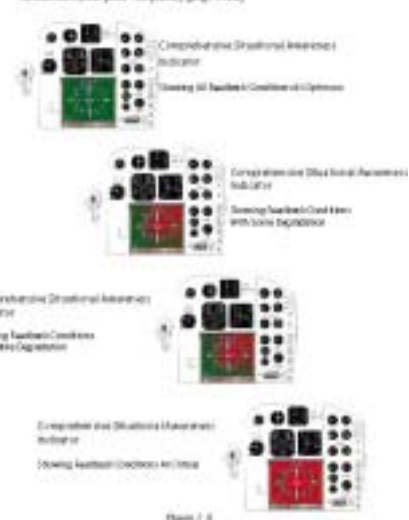
Visual Cue Feedback Indicator (VCFI) - When applied to the goal of designing elements into an intelligent interface, TransLumen's technologies will train and guide operators and users toward more efficient and accurate decisions. This trend visualization technology is aimed at environments that are Situational Awareness critical, such as cockpit instruments, intelligence analysis and disaster control.

Other defense applications include:

-  Human Computer Interface/ Artificial Intelligence
-  Training Systems Evaluation Research
-  Battlefield Simulation
-  Cyber Sickness Mitigation
-  Urban and Terrain Mapping

Visual Cue Feedback Indicator

used as a progressive structural awareness indicator
to make instrument panel info clearly gauge ready








Software - Producers/Developers




Fluid Stills™ Producer is designed for the graphics professional or consumer seeking to create unique visual images and backgrounds. Its varied applications include professional, prosumer and consumer special effects applications; plug-ins; and add-ons with advanced algorithms as defined by TransLumen's Slipcover™ methodology.

Examples of Benefits




VISUAL MEDIA

-  Rapid assimilation of message
-  Better retention of message
-  Reduces irritation levels
-  Easy distribution
-  Lower cost




OEMs

-  Mitigates screen "burn-in"
-  Visual output to electronic displays with little additional CPU overhead
-  Platform independent; TV, LCD, PDP, DVD, VCD, PCs and consoles

DEFENSE/SECURITY

-  Increases operator visualization and performance in the area of Human-Automation Interaction
-  Improves visualization of disparate and complex data
-  Protects high value assets and lives at risk

SOFTWARE

-  Shortens the Human Computer Interface development cycle while optimizing the final programming result
-  Progressive views to provide interpretive information
-  Provides a new special effect for content

TransLumen Technologies, LLC is an Illinois company established in Y2K. US patents #6,433,839 and #6,580,466 have been awarded and other applications filed.

