


Original Equipment Manufacturer

INNOVATIVE VISUAL DISPLAY TECHNOLOGIES






 **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.”

Primary Integration Focus





TransLumen’s objective is to bring to market, for the first time, a revolutionary electronic interface. This interface encompasses a range of uses from defense and security applications, in which intelligent unobtrusive visual cue feedback is designed for command and control scenarios covering military, homeland defense and disaster recovery. The interface is also applicable to commercial areas such as advertising and gaming.

TransLumen’s technology is embedded (the *Pixel Shifter* effect) into chipsets integrated into digital appliances including televisions, PDPs, PDAs, monitors, DVD players and set top boxes.

Product Features and Benefits

-  Increases screen life by preventing burn-in by using *Pixel Shifter* evolving imagery, a superior alternative to “Orbiting” techniques
-  Provides nonconforming edge protection (16:9 displayed on 4:3, etc.)
-  Compatible with all video formats and electronic screen displays

Enhanced Product Features and Additional Options

-  Expanded on-screen menus
-  Auto stagnant screen sensors
-  Expanded input for add-on libraries of images and templates with multiple effects that are downloadable or deliverable through other digital media
-  Integration into network servers for home and commercial use, providing a platform for multiple, simultaneous image and data transmission capabilities





Primary Application Areas for Electronic Screen Interfaces and Displays

Outdoor/Indoor Electronic Displays and Kiosks - TransLumen provides an alternative way to present information resulting in increased impressions, attention and retention. It aids in the efficient and effective use of screen real estate while increasing advertising revenues by providing more advertising impressions over time. TransLumen addresses customer satisfaction and regulations that pertain to visual displays in outdoor spaces by reducing “*visual noise*” for better, safer environments.

Gaming Industry - Integrating TransLumen’s technology will enhance gaming for the next generation game consoles, PCs and Web based games. Replacing static backgrounds with a new simulation environment will add dynamic game elements not currently used in the industry and with little additional CPU overhead. Add the ability to play on more display surface configurations without screen “burn-in” and even more gamers will be engaged.

Cable/Satellite - Graphic products and artwork can be delivered to television and other devices as upgrades, add-ons and content.







Commercial Transportation - TransLumen provides feedback controls for aircraft and other transport related industries using electronic backgrounds for multiuse visual displays.

Health - TransLumen aids in the development of new diagnostics for clinical evaluation of color blindness and provides new protocols for those who cannot communicate conventionally.

Systems Implementation Benefits

-  Unobtrusive dynamic change
-  Temporal transition smoothing
-  Low bandwidth & low CPU drain
-  Unrestricted system platform application
-  Integrates with Artificial Intelligence
-  Scalable architecture
-  Compatible with major graphics programs
-  Compatible with all graphic/video formats

Sales and Marketing Benefits

-  Adds value to products by offering an innovative next generation display capacity
-  Secures cost competitiveness by front end engineering into chips minimizing expense
-  Provides new sources of revenue through add-ons, product upgrades and downloads
-  Creates clear, competitive product differentiation
-  Responds to growing demand for additional/alternative uses for large screen format electronic displays in home theaters and other environments
-  Enhances and positions the OEM as a leader in futuristic, cutting edge visual technology



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.

