

Visual Media

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 Application Areas for Advertising and Entertainment

Outdoor/Indoor Electronic Displays and Kiosks - TransLumen provides the ability to deliver a large volume of imagery, continuously and without distraction.



Benefits

-  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



Transit Shelter Electronic Display

Applications

-  Wherever the digital landscape expands - billboards, transit displays, street furniture, video walls, movie theaters and other retail advertising media spaces
-  Wireless devices, PDA displays and home appliances





Environmental Backgrounds - With larger displays and future thin film digital display technologies, there will be a proliferation of environmental walls in public spaces.

Benefits

- TransLumen Technologies can improve well-being by providing a stress reducing calming environment anywhere people are situated for moderate to extended times.



Electronic Lounge Wall Display

Applications

- Public spaces including stadiums; waiting and lounge areas for hospitals, airports and prisons; and factory walls with occupational messages for safety and training. The technology is also poised to enhance environments for long-term space travel.

Websites - TransLumen satisfies a need for innovative web graphics that are in demand for increasingly sophisticated web sites, by creating continuous and seamless change within and behind the other content. A solution for pop-up advertising is available through persistent, unobtrusive yet changing advertising message delivery system.

Gaming Industry - Integrating TransLumen's technology will enhance the next generation console, PC and Web based games. Replacing static backgrounds with a new simulation environment will add dynamic elements not currently used in the industry, 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.

TransLumen supports electronic media, entertainment and visual arts content developers, digital imaging specialists and artists working in digital still and video environments. TransLumen's hOURart™ Division provides content and creative solutions for innovative visual products.

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.

