Easy 3D generation from 2D and Stereo content

Experience your content in a new dimension

Now bring all your content alive. The interactive 3D BlueBox tool suite enables you to efficiently convert 2D videos and Stereo content into high quality 2D-plus-Depth clips for use with Philips 3D WOWvx displays. It’s simply 3D in box.

Easily convert any 2D and Stereo content into 3D
• Cost-efficient semi-automated conversion of 2D and Stereo content into 3D
• Supports all WOWvx screen formats and resolutions
• Resulting video in 2D-plus-Depth format

Intuitive and easy to use
• No special user training required
• Seamlessly embeds into established content creation workflow
• Supporting standard image editing tools

New service concept
• Renting model for combined BlueBox hardware/software solution
• Multi-seat client/server architecture
• Stay in full control of own content - no content outsourcing necessary

Future-proof
• Extensible content creation platform for latest 3D innovation
• Leverages Philips 3D experience
• Instant access to updates and new 3D content services

State-of-the-art server solution
• Secure and reliable client/server environment
• Installed and maintained on-site
• Scalable solution with thin clients and video processing on BlueBox server
Technical Specifications

BlueBox System

Client-server architecture
- BlueBox server with WOWvx Spacer clients on local workstations
- BlueBox server seamlessly integrated in customer LAN environment
- Communication to WOWvx web server

WOWvx Spacer - Conversion of 2D and Stereo content to 3D
- Semi-automated conversion of 2D content into 2D-plus-Depth format
- Automatic generation of 2D-plus-Depth from Stereo
- Intuitive graphical user interface on client workstation

Rendering for Philips WOWvx 3D display
- Save converted videos into 2D-plus-Depth, ready for WOWvx displays
- Easy connection to WOWvx Compositor tool for combining graphics, video, audio, stills, etc.

2D-plus-Depth format
- Flexible 3D format for compatibility with both 2D and 3D displays and infrastructure
- Extraction of depth information

WOWvx BlueBox Configurator Hardware
- Microsoft Windows compatible PC with a minimum of 512 MB Ram and with network connection.

WOWvx BlueBox Configurator Software
- Requires Windows XP Service Pack 2 or Windows Vista.
- Requires Microsoft Internet Explorer (version 6.0 or higher) or Firefox (version 1.5 or higher)

WOWvx Spacer Hardware
- Microsoft Windows compatible PC, Minimum: 512 MB RAM, Recommended: 1 GB RAM, Fast hard disk, 80 GB or more
- WOWvx 3D-Intelligent Display for 3D preview.

WOWvx Spacer Software
- Windows XP Service Pack 2, Microsoft Vista
- Various Audio and Video Codecs supported, depending on installed codecs on client workstation
- Recommended: Windows Media Player 11 or higher
- Image editor with layer support, e.g. Adobe Photoshop
- Video output format: Windows Media Video (WMV)

Product highlights

WOWvx BlueBox
Philips introduces the WOWvx BlueBox, a service suite of advanced 3D content creation tools. The BlueBox offers a suite of 3D conversion tools empowering designers to produce high quality 3D content in a cost effective and quick way. The BlueBox easily converts any 2D and Stereo content into 3D, dramatically widening the scope of addressable content for 3D. So far, designers were used to develop 3D animations on the basis of computer graphics. With the BlueBox, designers can easily convert any content into 3D. The BlueBox enables content creators to re-deploy the huge amount of legacy 2D films and videos in a very efficient and cost effective way into 3D. The resulting 3D content can directly be shown on the Philips WOWvx 3D displays.

Philips positions the BlueBox as the de-facto industry tool suite for the whole range of 3D content creation services. The WOWvx BlueBox serves as a future-proof platform for easy-to-use 3D conversion services and will be further enhanced by Philips 3D innovations. The WOWvx BlueBox puts 3D content creation into mainstream B2B and B2C deployment scenarios, making 3D content creation as easy as for 2D.

‘2D-plus-Depth’ 3D format
To decouple content creation from content visualization, Philips champions the “2D-plus-Depth” format. This flexible 3D file format can easily be implemented into existing 2D creation and distribution infrastructures. The 2D-plus-Depth format comprises additional depth information with every 2D image. The depth information indicates the position of each 2D image pixel on the Z (depth) axis in or out of the screen plane. WowVx BlueBox fully supports the 2D-plus-Depth format.

2D-plus-Depth offers flexibility and compatibility with existing production equipment and compression tools. It ensures 3D application performance within existing distribution mechanisms and standards, with a required bandwidth close to 2D. Moreover it allows applications to use different 3D display screen sizes and designs in the same system. Supported by various companies across the display industry, Philips has taken the lead in MPEG standardization of 3D video based on the 2D-plus-Depth format.

Low integral cost of ownership
Philips 3D displays and content enabling software are designed for maximum reuse of content and concepts from 2D. Key enable is the 2D-plus-Depth format that allows easy 3D content creation with standard tools and content distribution using existing infrastructures. This results in a flexible 3D system solution with optimal visual performance and low integral cost of ownership. With the introduction of WOWvx BlueBox Philips extends the reach of 3D applications to the huge breadth of existing video archives.