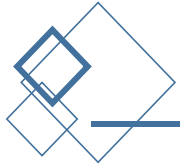# Immersive Naked eye
3D LED Video Production

www.adhaiwell.com
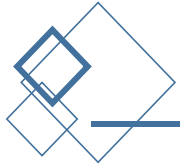
ADHAIWELL

01

ADHAIWELL

- Haiwell (GZ) Advertising Industrial Co., Limited

- Focus on One-Stop Media Solution

- Complete many immersive naked-eye 3D video projects

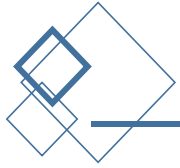- Provide both of making 3D LED screen and naked-eye 3D video production services

02

Naked-eye 3D Video

Stunning 3D Video Effect

The naked-eye 3D technology makes the LED display effect of the 3D model extremely excellent. Make the picture and video more vivid and real, and bring a strong sense of experience and interest.
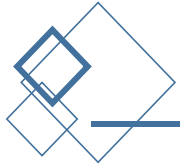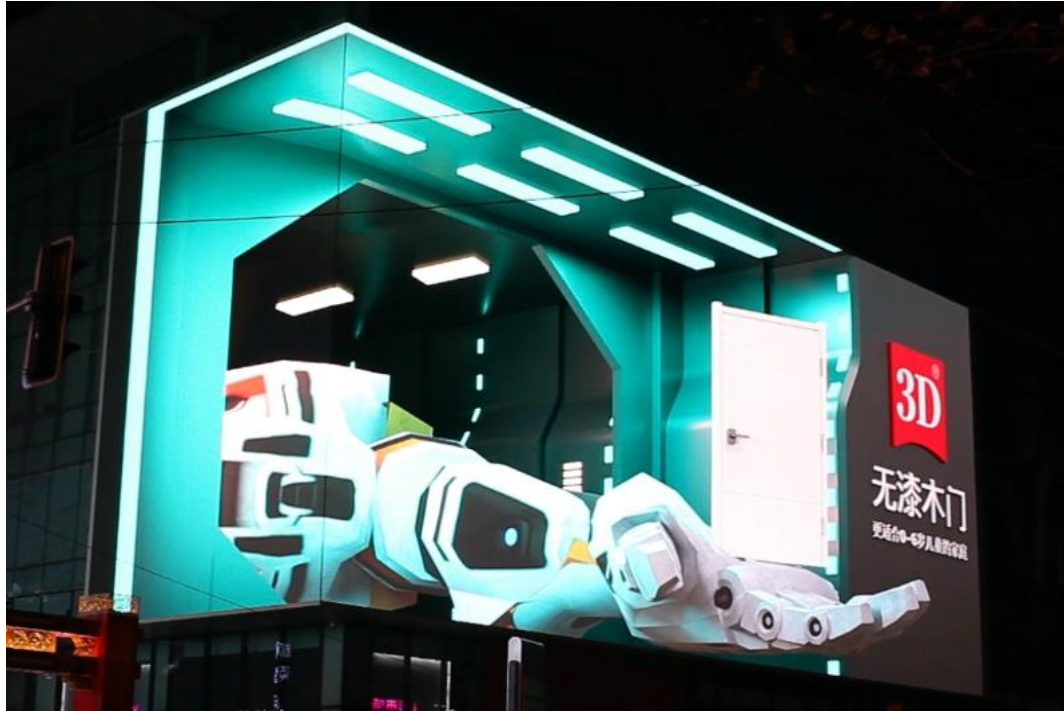
Played on Large 3D LED Screen

The background of the large 3D LED screen is integrated into the surrounding environment of the 3D LED screen to achieve the invisible effect of the large 3D LED screen, combined with the 3D animation to produce the naked eye 3D effect.
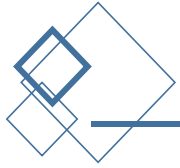
Increase Brand Awareness

Attracting people to take the initiative to watch advertising content, the large 3D LED screen has become a place for Internet celebrities to check-in. People voluntarily forwarded the content of advertisements and quickly increased brand awareness.
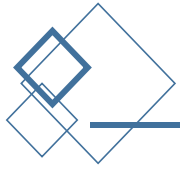
Great Commercial Value

The naked-eye 3D technology brings novel forms of advertisements, making it easier for people to accept advertisements. Advertisements are rapidly disseminated among people, bringing huge commercial value to enterprises.
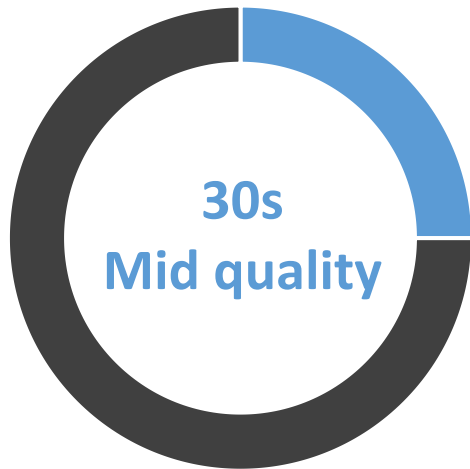
03

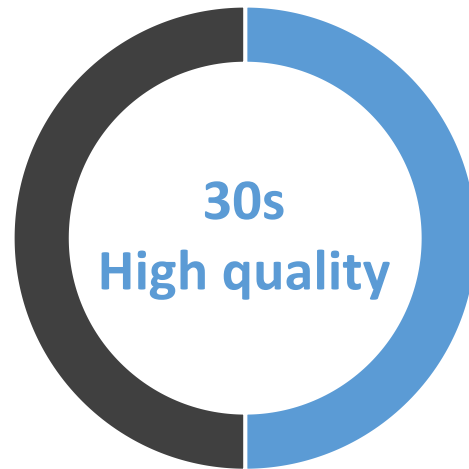## Naked-eys 3D Video Production Process

Naked-eye 3D Video Grade

**30s
Mid quality**

**30s
High quality**

**45s
Mid quality**

**45s
High quality**
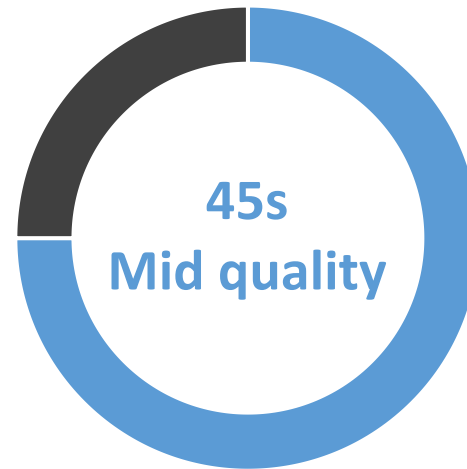
Regular definition, regular rendering. 30 seconds video

High-definition, high-precision rendering, support for character motion animation (such as dance, etc.), support for complex scenes. 30 seconds video
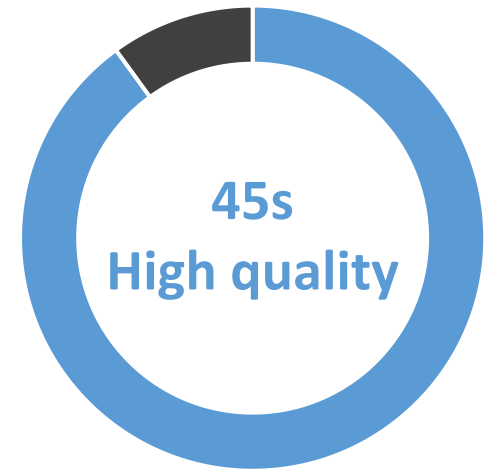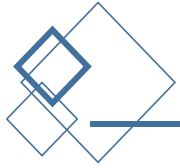
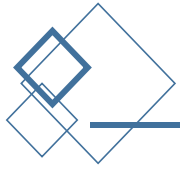Regular definition, regular rendering. 45 seconds video.

High-definition, high-precision rendering, support for character motion animation (such as dance, etc.), support for complex scenes. 45 seconds video
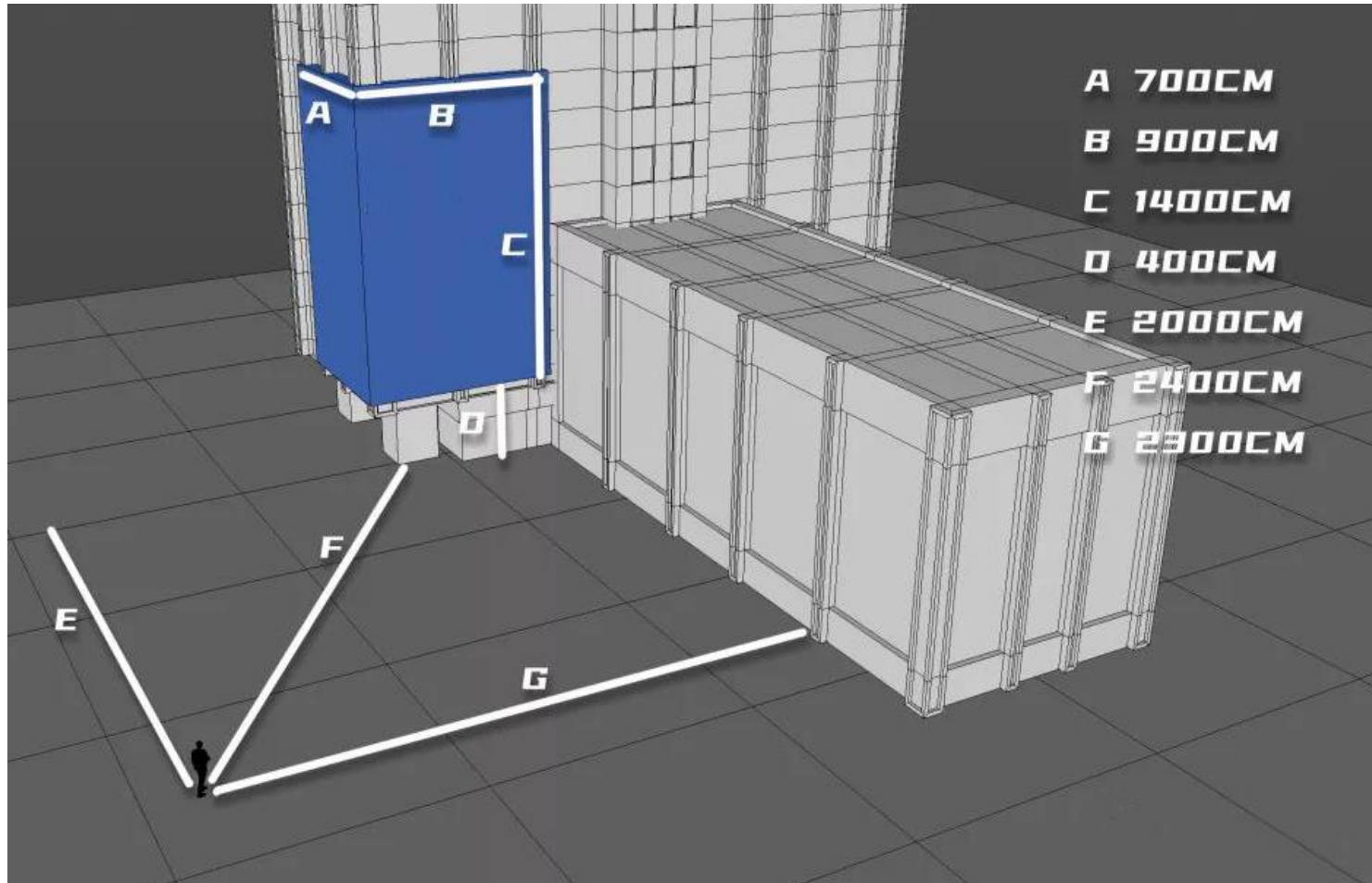
3 Naked-eys 3D Video Production Process

Immersive naked eye 3D video production time (working days)					
Grade	3D Video Creative plan	Make mock video	3D video test on LED screen	Improve the final version	Total
30s Mid quality	3 days	5 days	2 days	3 days	13 days
30s High quality	4 days	7 days	2 days	3 days	16 days
45s Mid quality	5 days	8 days	2 days	5 days	20 dasy
45s High quality	5 days	9 days	2 days	7 days	23 days

A 700CM
B 900CM
C 1400CM
D 400CM
E 2000CM
F 2400CM
G 2300CM

3D LED Screen Size

Measure the relevant data of the 3D LED display.

Photo of 3D LED Screen

Take some photo and video for the best viewing position and surrounding environment of the 3D LED screen.

3 Naked-eys 3D Video Production Process

TECHNICAL SPECIFICATION:

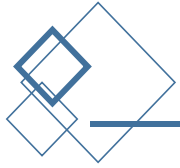| Parameter	Specs	
Brightness	5500 nits	
Viewing Angle	Horizontal 160 deg; Vertical 160deg	
Minimum Viewing Distance	10 meters	
Brightness Control	256 level	
Gray scale	4096 level	
Refresh frequency	600 Hertz	
cabinet size	960*960 mm	
display size	8.64m W x 6.72m H	24m W x 6.72m H
display resolution	864 x 672 = 580608 pixles	2400 x 672 = 1612800 pixels
cabinet material	standard steel cabinet	
Driving mode	1/4 scan	
Input power frequency	50 or 60 Hertz	
Input Voltage	110 / 220Volt	
Lifetime at 50% brightness	100,000 hours	
Ingress Protection	IP65	
Operation temperature	– 20 ℃ ～ + 50 ℃	
Operation humidity	10％ ～ 90％	
Control distance	CAT5 cable:＜150m;	
Input interface	AV, S-Video, VGA, DVI, HDMI, SDI,etc. available with video processor	
computer software	Windows (2000/XP/Vista/7)	

Technical Spec of 3D LED Screen

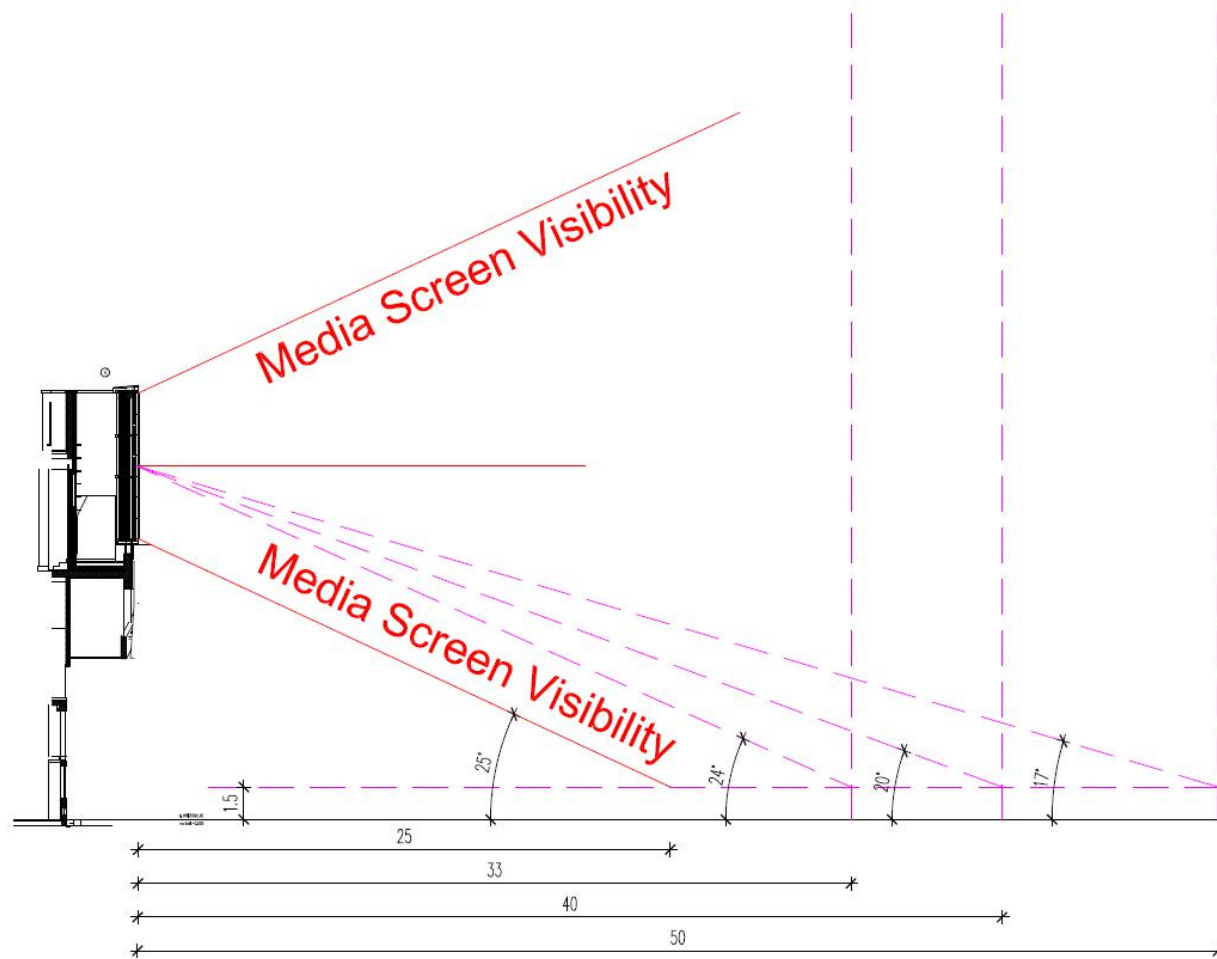Tell us the technical spec of the 3D LED Screen.

LED Pitch: SMD P 5
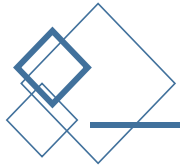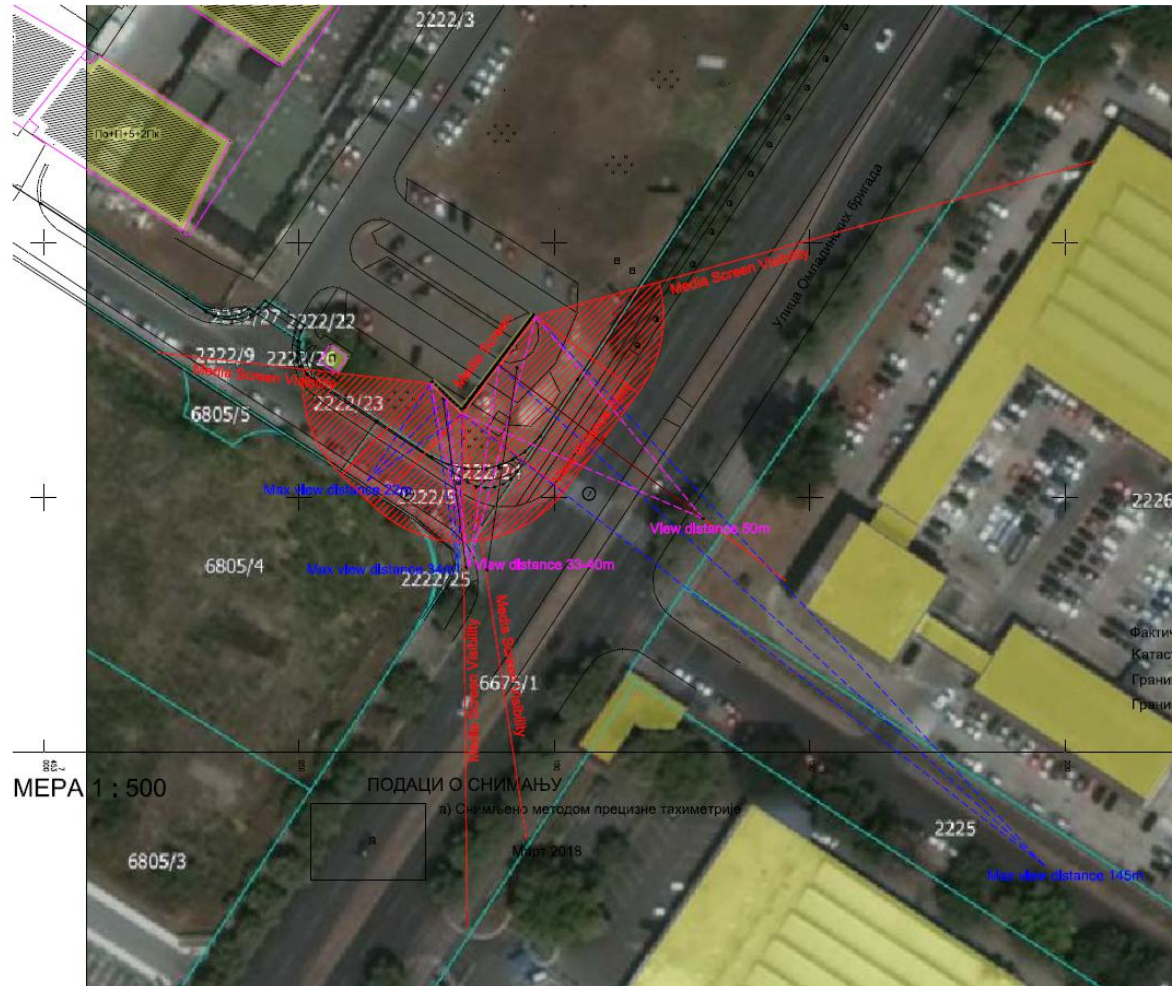
LED display size:

LED Resolution:

3D LED Screen Visibility

Measure the best visibility distance of the 3D LED display.

3D LED Screen location info

Take location information for the 3D LED display from google map.
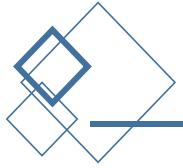
Communicate creative ideas

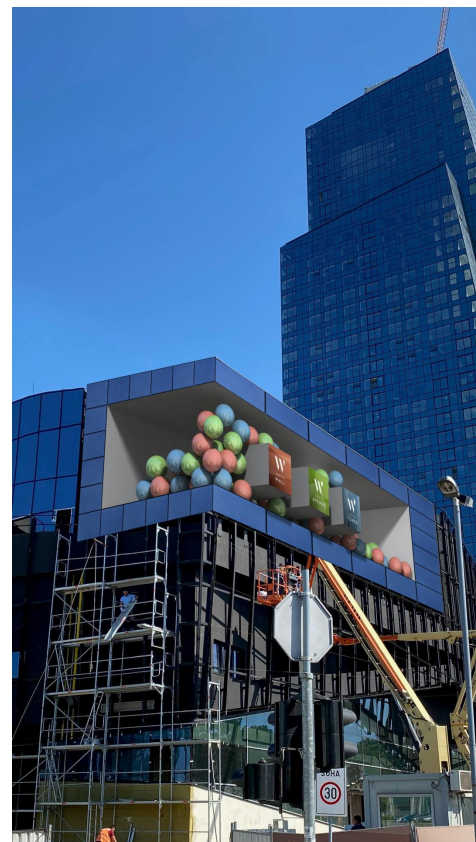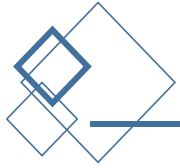Both parties communicate creative ideas for the 3D video.
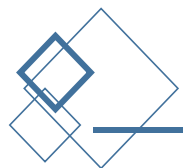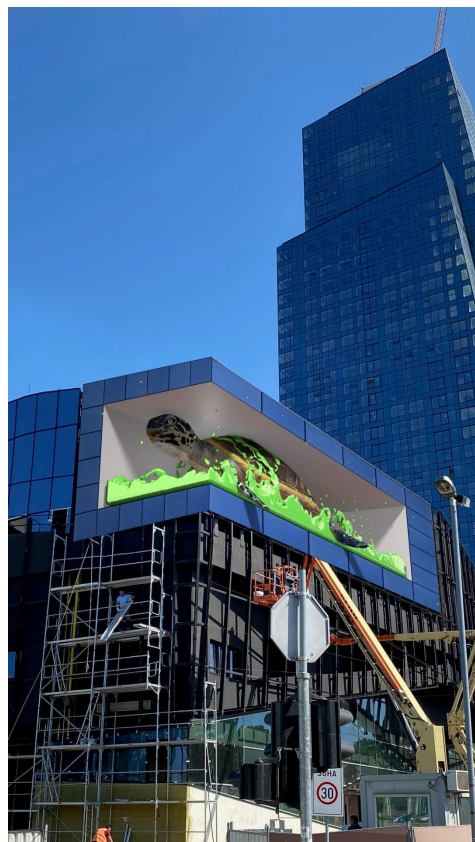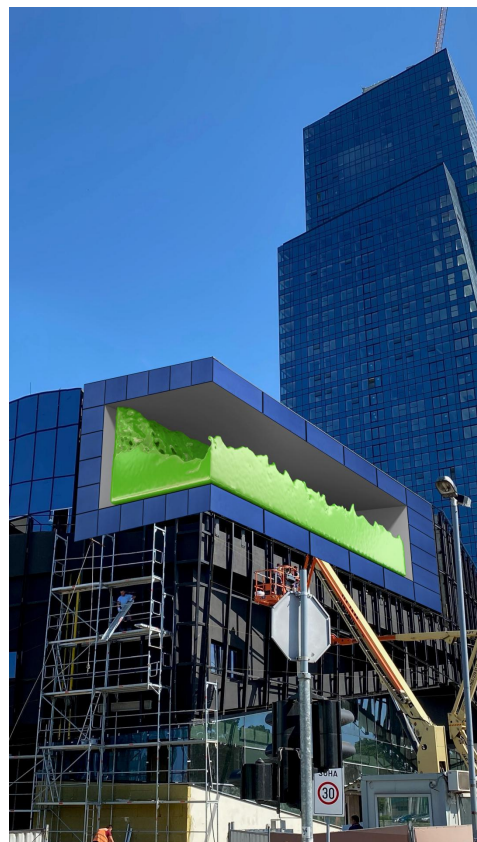
3D Video creative script

Confirm the creative script of the 3D Video.
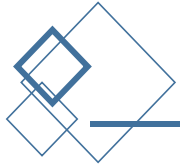
Mock video sample

Submit the first draft video with a watermark.

The "simulation sample" generated by the simulator is used to simulate the screen effect. Let customers confirm the animation and visual effects. Because the simulator display environment and the LED large-screen display environment are different, there is a color difference between the two.
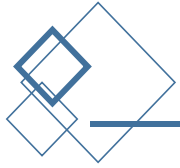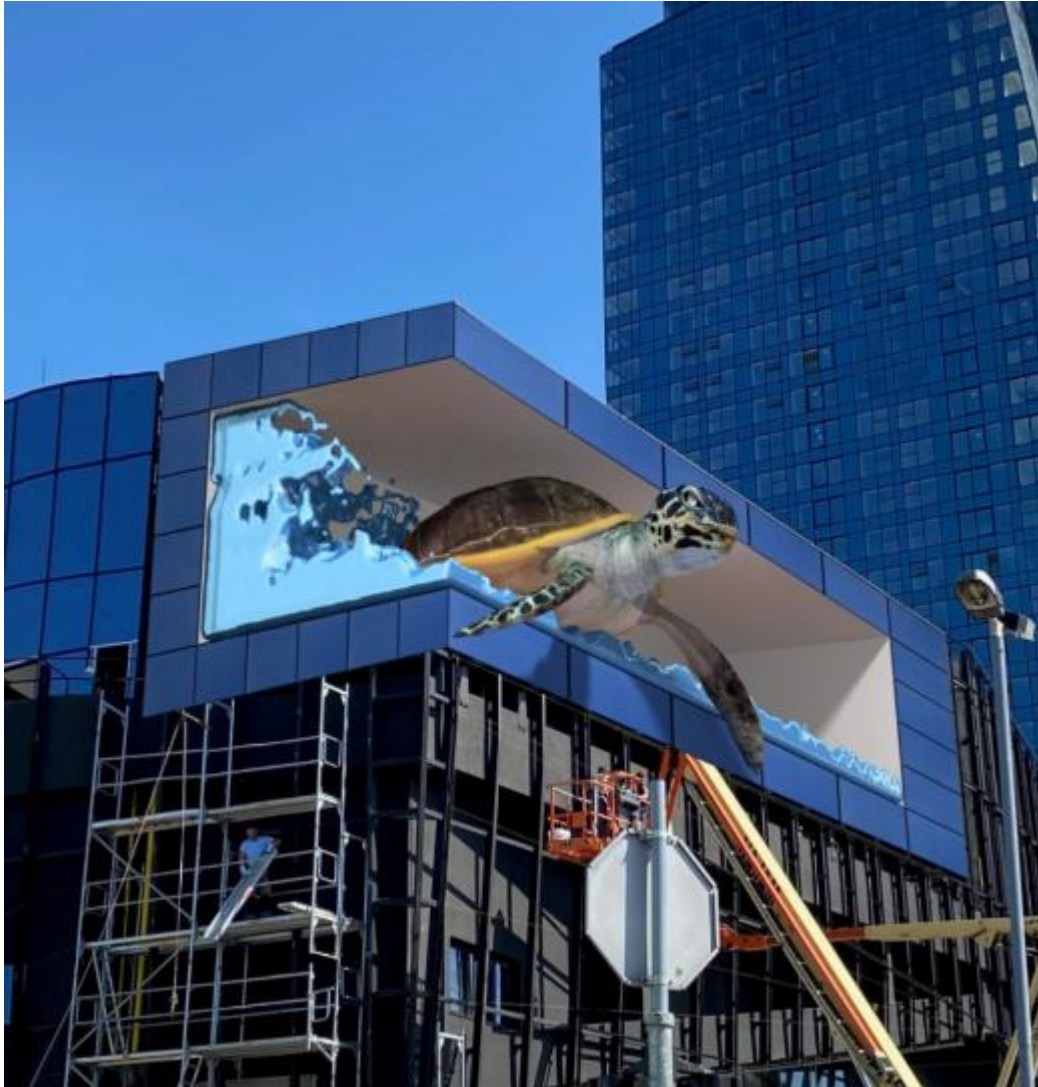
Test sample video
On-screen with watermark

Testing and is demonstrated on the really 3D LED screen. Let customers reconfirm the animation and visual effects. " Test sample video On-screen " shooting requirements for on-site video shooting: professional camera, 1080P shooting, white balance 6K.
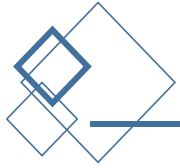
Final Video   (High resolution video)

Final playback on the really 3D LED screen, and the resolution is 3 times that of "Test Sample on Screen". Let customers finally confirm the animation and visual effects. "Final Edition" shooting requirements for live shooting video: professional camera, 4K shooting, 6K white balance.

3 Naked-eys 3D Video Production Process

Required Confirmation

Creative Planning

Mock Video

Test On LED screen

Final Acceptance

Cooperate with the customer requirements 3D video, determine the video type, video style, playing time period and other information.
Pay 50% deposit.

Communicate creative plans to meet customer required.

Use the simulator to make low-resolution 3D video to simulate the screen effect of the video. Let customers confirm the animation and visual effects.

Make a watermarked video for testing and demonstrate it on the really 3D LED screen. Let customers reconfirm the animation and visual effects.
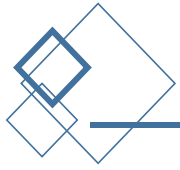Pay 50% balance.

Make high-resolution 3D video for final playback, and play it on the really 3D LED screen. Let customers finally confirm the animation and visual effects.
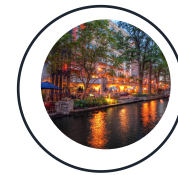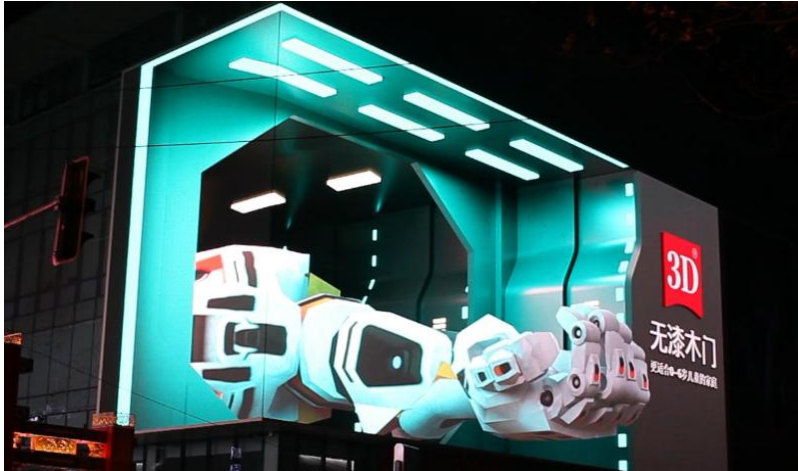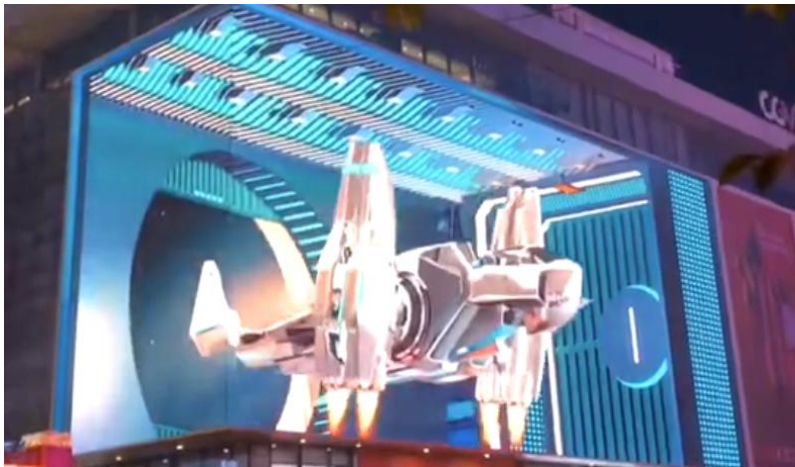
04

3D Video Style

Technology sense manipulator
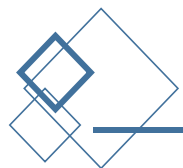

Technological magic hand

Science and technology spacecraft

Industrial wind spacecraft

Sci-Fi Style Products

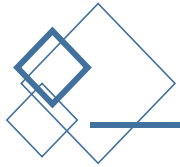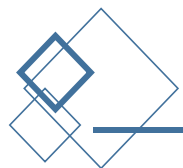Digital product

Metro

Car

Cartoon image

Cartoon character animation
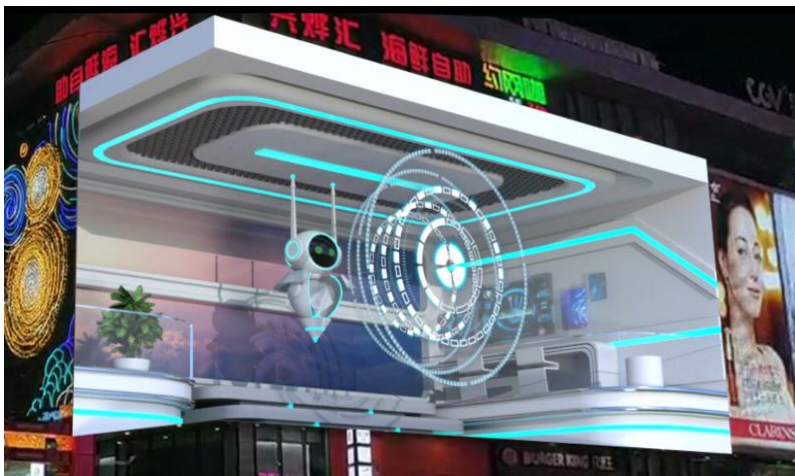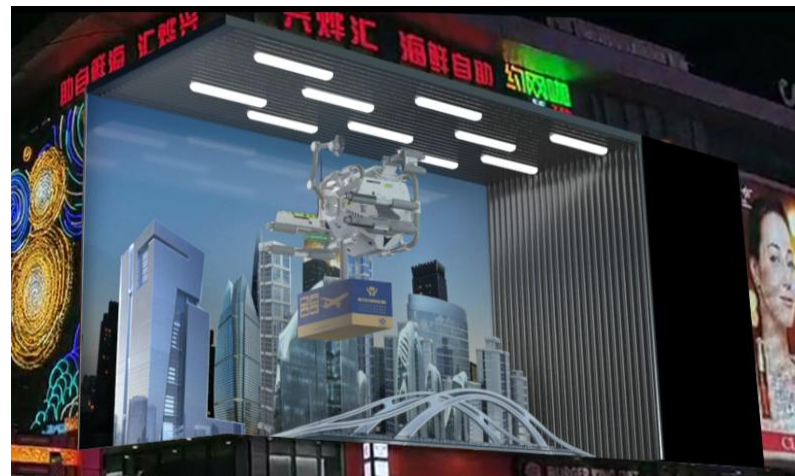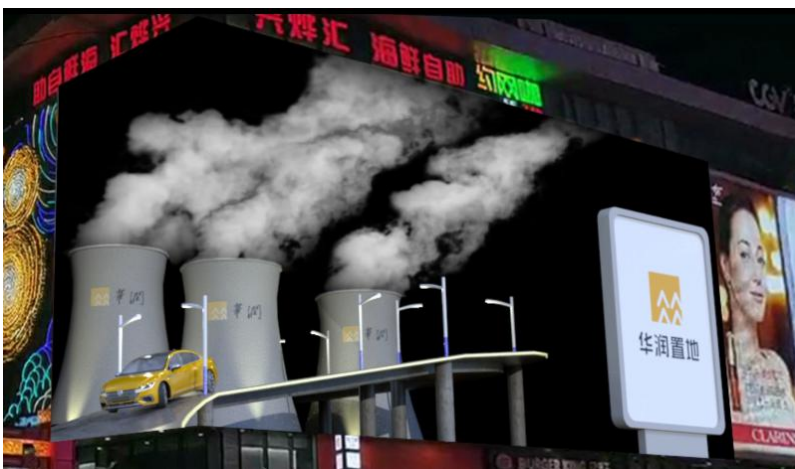

Festive mood

Curtain special effects

Robot

Drone

Car driving

Future life

Haiwell (GZ) Advertising Industrial Co., Limited

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