



MasterImage 3D and Truly Semiconductors Partner to Bring Glasses-Free 3D Mobile Devices to the Global Marketplace

Deal Marks MasterImage 3D's First Licensing Agreement with a Major LCD Manufacturer to Expand the Cross-Platform 3D Market

Shenzhen, CHINA — (July 20, 2012) – MasterImage 3D, Inc., a leading global 3D solutions provider, today announced it is partnering with Truly Semiconductors Ltd. to bring high-quality, auto-stereoscopic (glasses-free) 3D mobile devices - from smartphones to tablets of all sizes - to a mass-market.

The collaboration enables glasses-free mobile 3D experiences with unparalleled image brightness, clarity and quality, in both portrait and landscape modes, with mass-market production capacity for customers big and small. Customers will be able to work directly with Truly Semiconductors Ltd. to acquire the complete 3D display solution, including the TFT LCD, the 3D barrier and touch panel.

“Our customers are excited about the possibilities of mobile 3D and how it will enhance the consumers’ visual experience with movies, broadcast programming, gaming, animated books, maps and general interaction with mobile devices,” said Robert M. Alicea, Truly’s Vice President of Business Development. “This deal is the first step in making that vision a reality.”

This agreement involves MasterImage 3D’s patented cell-matrix parallax barrier solution which is the leading technology in glasses-free 3D display providing minimal crosstalk, reduced moiré effect and wide viewing angle.

Truly’s manufacturing operations in Shanwei, China is ready for mass production volumes and the two companies expect to have product in the market this year. Customers will be able to choose from a complete line of 3D LCD display products, or, work with Truly to customize their own 3D LCD displays.

“We are incredibly excited to be working with Truly Semiconductors, an innovative company that is as motivated about the possibilities of mass-market mobile 3D as we are,” said Younghoon Lee, Chairman and CEO of MasterImage 3D. “It is encouraging for our customers to now have a one-stop shopping option with Truly to obtain a complete mobile 3D display package.”

“MasterImage 3D’s technology is the industry-standard for quality glasses-free mobile 3D,” said Li Jian Hua, Truly’s Group Executive Director and Board Member. “This partnership brings together leaders in our respective industries and we expect the quality of products we are able to produce together will usher in a thrilling new entertainment category for mobile device manufacturers.”

The global appetite for 3D is undeniable. According to DisplaySearch, by the end of 2013 the volume of 3D displays shipped for smartphones and gaming devices is projected to exceed 100M, setting the stage for glasses-free 3D mobile devices to be a defining gateway for 3D content into the home and beyond. 3D films have become a box-office mainstay as 8 of the top 10 all-time highest grossing films worldwide are in 3D and 3D ready TVs will penetrate 38% of households by 2015.

Partner Demonstration Event

MasterImage 3D and Truly Semiconductors will hold a partner event on August 29, 2012 at The Intercontinental Hotel & Resort, Shenzhen, China to demonstrate MasterImage 3D technology at work. If members of the press are interested in attending or having a briefing, please contact Veronica Skelton at veronica@conceptpr.net or +1 415.342.3435.

About MasterImage 3D, Inc.:

MasterImage 3D, Inc. provides pioneering 3D technology for cinema and mobile devices; uniquely delivering 3D solutions whether in theaters or on the go. With digital 3D cinema systems installed in over 70 countries, MasterImage 3D is a global leader offering audiences the clearest, sharpest 3D experience; while providing exhibitors the highest quality, high frame ready 3D solution without having them pay a fee on every 3D ticket sold. Breaking new ground in the mobile space, MasterImage 3D is ushering in a new generation of glasses-free 3D smartphones and tablets. Using its patented cell-matrix parallax barrier technology, MasterImage 3D has enabled one of the world's first and highest quality glasses-free 3D mobile viewing experiences. Founded in 2004, the company is privately held and headquartered in Hollywood, with offices in the United States, United Kingdom, Japan and Korea. (<http://masterimage3d.com>). Visit the blog at absolutely3d.com.

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Sales Contact

Robert M. Alicea
V.P. Business Development, Truly Semiconductors Ltd.
robertalicea@truly.com.hk
+852 2146 5720

Press Contact:

Veronica Skelton
Concept PR for MasterImage 3D, Inc.
veronica@conceptpr.net
+1-415-342-3435