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## Case Study and Statistics: History Channel Installation

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## 3D HISTORY CHANNEL INSTALLATION

Magnetic's 57-inch auto-stereoscopic Enabl3D displays were featured in two street level billboard installations designed by Pearl Media, LLC.

Passers-by were able to experience History Channel's Expedition: Africa trailer in true 3D without the use of any special eyewear.

"The **digital out-of-home** market is truly an exciting vertical for the deployment of Magnetic's Enabl3D Technology," said Tom Zerega, CEO and co-founder of New York-based Magnetic.

Following are some brief statistics related to the multimedia installation.



### PROJECT: HISTORY CHANNEL - EXPEDITION: AFRICA 3D TRAILER EXPERIENCE

<b>MEDIA TYPE</b>	Vinyl, Street-Level Billboard Integrated with 57" Enabl3D LCD Displays
<b>TRAILER</b>	1:14 total run-time
<b>LOCATION(S)</b>	New York City (2): - Corner of 43rd St. & 5th Ave. (Manhattan - 3 Displays) - 463 Broadway (SoHo - 1 Display)
<b>DURATION</b>	4 Weeks (May 18, 2009 - June 14, 2009)
<b>TRAFFIC</b>	1,571,835 total combined impressions (EyeTracker)
<b>CONVERSION</b>	13.7% or 215,341 stopped to watch the 3D Trailer
<b>AVG. DWELL TIME</b>	10.0 Seconds of Stationary Trailer Observation

To read the full press release, [click here](#).

For more information on Magnetic and Enabl3D Displays, visit [www.magnetic3D.com](http://www.magnetic3D.com).

