



Hamburg/Hannover, March 12th, 2012

Press Release

SeeFront receives Innovation Award IT Glasses-free 3D technology wins in Entertainment/3D category

SeeFront wins the Innovation Award IT in the category Entertainment/3D. This was announced on Friday at the award ceremony at CeBIT in Hannover, Germany, by Initiative Mittelstand who set up the competition.

The Innovation Award IT is already the second award SeeFront received this year for its unique glasses-free 3D display technology. In January SeeFront won the "Selected Landmark in the Land of Ideas" Award in the nation-wide competition "365 Landmarks in the Land of Ideas" 2012. Additionally, SeeFront has been chosen by the jury as one of three nominees in the category Economy for the National Award ("Bundessieger"). The winner will be announced in autumn.

"When founding and building up a company, awards are not the first things to consider," said SeeFront founder and CEO Christoph Grossmann (58). "That's why it's all the more special to receive recognition for innovative achievements on top of the economic success of the company. The award ceremony was the icing on the cake of a successful CeBIT week."

SeeFront showcased the 3D version of the gaze-controlled arcade game EyeAsteroids™ at the booth of Tobii Technology in hall 26. With SeeFront's patented glasses-free 3D and accurate gaze tracking from Tobii's award-winning technology, [EyeAsteroids](#) now enables users to save the Earth from impending asteroid destruction by using their eyes in a completely immersive 3D experience.

About SeeFront

SeeFront GmbH was founded in 2006 by German engineer and architect Christoph Grossmann. The company is located in Hamburg, Germany. SeeFront develops and licenses a unique technology for glasses-free 3D that has been presented internationally at various trade fairs and conferences. Among SeeFront's customers are renowned companies from automotive, medical, entertainment and consumer electronics branches. SeeFront recently won the German innovation award "Landmark in the Land of Ideas 2012." For more information, visit www.seefront.com.



About SeeFront 3D Technology: 3D without glasses

The patented SeeFront 3D technology allows the user to view 3D content without special 3D glasses. An integrated eye-tracking system detects the user's position and transmits it to the 3D engine. This engine combines the images for the left and right eyes in a special way and in real time. An optical filter in front of the display generates a brilliant, compelling 3D impression. As the 3D image is continuously adjusted according to the user's position, the user enjoys freedom of movement in all directions. The SeeFront 3D technology is perfect for entertainment or professional use by a single viewer with a laptop computer, a mobile device or any other LCD display.

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