How to enhance the Customer Experience by adding 3D-Stereo to your website

Today many websites offer exciting content. However the enduser experience is limited to providing flat images and 2D animations.

Now ELSA has released the technology to enhance any website with more impressive visuals than ever before, bringing your images to life and helping you create immersive virtual worlds.

You can now differentiate yourself by offering a realisticially perceived 3D experience to your site. The 3D-stereo content could be:

● Screenshots of your 3D games!
  Notice the depths of a dungeon or feel the endless void of space!
● Any still picture (taken in 3D or artficially created)
  Render 3D fantasy pictures or use digital cameras for real life 3D
● Interactive VRML worlds
  Let your cutomers immerse in a real 3D world!

All your customers need is an NVIDIA based graphics board (which more than 56% of the gamers have) and *ELSA 3D REVELATOR* or compatible 3D glasses.

If you cannot imagine how cool your site could look, grab a 3D REVELATOR and visit http://www.elsa.com/3drevelator/EXAMPLES.HTM

Please read on to see how to use this technology in your website.

Generating 3D-Stereo-Screenshots

Creating screenshots from within the game has never been easier. Now it's even possible in 3D with a push of a button and to post them online so users can view them in true 3D stereo.

① Make sure you have an NVIDIA based graphics board with either the latest ELSA generic driver or an ELSA board with the ELSA driver installed.

② Activate the 3D REVELATOR support by installing the 3D sterero viewer from either the REVELATOR CD or the ELSA web site.

③ Open Display Properties, Advanced, ELSA Stereo, Hotkey Settings chose the directory where to save screenshots.

  Once your system is set up, it's simple:

④ Start any Direct3D or OpenGL game in the desired resolution.

⑤ Push [Scroll] / [Rollen] within the game to save a 3D screenshot

The screenshots will be saved in a .JPS format. JPS stands for Stereo-JPEG and is a standard JPEG file containing two images - one for

the left eye and one for the right eye. They can be edited with any picture editor using the JPG import filter.

Generating 3D-Images

It's fun to create 3D images from scratch using a 3D rendering application such as 3DS Max or POV Ray or by using a digital camera! And here's how to do it:

3D Software

① Create a 3D scene and render it. That's your left eye's image.

② Move the camera position horizontally to the right by 6.5cm (2,5 inches), point to the same spot in the scene and render it. That's your right eye's image.

or Digital camera

① Take a picture

② Move the camera position horizontally to the right by 6.5cm (2,5 inches), point to the same spot (!) and take another picture. That's your right eye's image.

③ Open a picture editor and combine the images next to each other [L][R] in one larger image. Save it as JPEG and rename it to .JPS.

Posting the 3D pictures on the web

The 3D stereo images can be handled as any other JPEG image that you include on your website. You will need to provide a link to the ELSA JPS Stereo-JPEG plug in. The user will not see the images until the plug-in is installed. If the plug in is installed and the customer does not own 3D glasses, only the left eye image will appear!

The plug in will work with the latest versions of Internet Explorer and Netscape Navigator.

① Post the .JPS image as any other JPG file. <IMG SRC=... . jps>

② Provide a link to the ELSA Stereo-JPEG plug in using this button:

You can download it from the ELSA website: http://www.elsa.com/ 3drevelator. Please copy the link from the button on the ELSA web page.

Creating 3D Virtual Worlds

The latest ELSA graphics board and generic drivers for NVIDIA boards support 3D stereo in a window and in the browser. In a web browser 3D is typically applied by using the VRML standard.

① You can create any 3D scene with a 3D software package that is able to export to VRML.

② The customer will only need to install a VRML plug in. Such a plug in can e.g. be found at http://www.parallelgraphics.com or http://www.blaxxun.com

That's it. If the customer owns a pair of 3D glasses he will experience true depth and 3D stereo in your virtual world.

With regards,

Ingo Nadler

International Product Manager