

3FX Immersive Theater Experience™ for Life Science Marketing & Education Initiatives

Imagine...

Communicating Complex MOAs, Disease State Pathophysiology, Body Systems & Anatomy, Product Branding, Surgical Procedures & Device Demonstrations, While Appearing to be "Immersed" Inside the Human Body!

Only 3FX Provides This Unique 3D Immersive Experience!

What is 3FX Immersive Theater Experience™?

3FX Immersive Experience is the delivery of 3D "Fulldome" animated content in a unique 360° environment. This Immersive content visually and audibly surrounds the audience – creating a perception of "being there". This experience offers our Pharmaceutical, Medical Device, Agency, Exhibit & CME clients a dynamic and unique opportunity to differentiate and deliver the intended message.

3FX Immersive Experience Deliverable = 3D Animated Fulldome Content + Dome Environment for Life Science Marketing & Education Initiatives for:

- Trade Shows & Conventions • Exhibits • Physician & Patient Education • Symposiums
- National Sales Meetings • Sales Force Training • New Product Launches

What Defines 3FX 3D Animated Fulldome Content?

Accurate, unique and dynamic visualizations, combining 3D animation, narration and original soundtrack. This content provides maximum impact to communicate your intended message in the following format:

- 360° x 180° High-Definition 3D Immersive Imagery • No Frame or Obstruction Around the Image
- Main Field of View & Peripheral Vision Filled

What Defines 3FX Dome Environment?

A portable, Hemispheric digital theater, designed to view fulldome content through a single fish-eye projection system – providing an immersive environment offering:

- High-Impact, Unique Attraction • Captivating Arena for up to 20 People per Show • Stimulating Virtual Communication • Social, Collaborative Learning • 3FX Innovative 3D Fulldome Immersive Animations

If you are interested in a way to help your products and clients stand out from the crowd, Immersive Experiences combine new technologies and compelling, accurate 3D animations - as a powerful tool for visual communications, marketing & educational initiatives.

- Showcase Client Message in a New & Unique Way • Opportunities for Creative Impact – "WOW Factor"
- Better Communicates Product Features & Benefits • Creates an Experience that is Fully Immersive & Engaging
- Drives Event Attendees to Client's Trade Show Booths • Reinforces Product & Brand Awareness
- Increases Post Show Product Sales • Increases Event ROMI

To discuss an Immersive Theater Experience™ application or 3D animation project, contact Rich Kushner at (610) 834-9333 ext.19, Rich@3FX.com or visit our website at www.3FX.com for a 3D Life Science Animation & Effects experience!

