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OCUITY SHOWCASES STEREOSCOPIC 3D VIDEO ON CELL PHONES

For release Monday 5th June 2006:

Ocuity Ltd. (Oxfordshire, UK) announced today at the Society for Information Display Symposium in San Francisco that it has successfully delivered switchable 3D video on a cell phone handset. This eagerly anticipated device is predicted to be the forerunner of a new generation of consumer 3DTV products.

The handset shows real-time conversion of standard 2D video to 3D video which can be viewed without special glasses. Any 2D video source can be used, including downloaded film-clips, music videos and video captured using the handset's built-in camera. The prototype being shown publicly for the first time at the Symposium demonstrates how cell phone handsets can be enabled for 3D TV without additional viewing aids, special content or infrastructure requirements.

All this is achieved by combining Ocuity's reconfigurable microlens display screen with 2D to 3D content conversion software and 3D mobile content from DDD Group Plc (AIM:DDD). The reconfigurable microlenses are attached to a standard flat panel display and enable it to be switched at choice into a stereo 3D display - each eye receiving a separate image, without the need to wear special glasses. Known as Polarisation Activated Microlens technology, this is the subject of several Ocuity patents and patent applications. Uniquely the technology enables the lensing effect to be switched on and off through the use of a polarisation switch. Without the lensing, the display looks exactly as it would in its standard 2D mode. With the lensing switched on it forms the basis for a very high quality no-glasses type 3D display.

Chris Yewdall, CEO of DDD commented 'The combination of our comprehensive mobile content solution, DDD Mobile, with Ocuity's switchable 3D hardware solution in this prototype creates a very powerful 3D demonstration for which there is rapidly increasing interest from handset makers and network operators'.

Paul May, Ocuity's Commercial Director added 'The mobile phone industry is gearing up for an explosion in the provision of mobile TV on handsets. This prototype demonstrates the

ability to add stereo 3D capability to this new offering without any special investments in infrastructure or content. This will offer the unique capability of 3D TV to consumers, years before it becomes available on your home TV'.

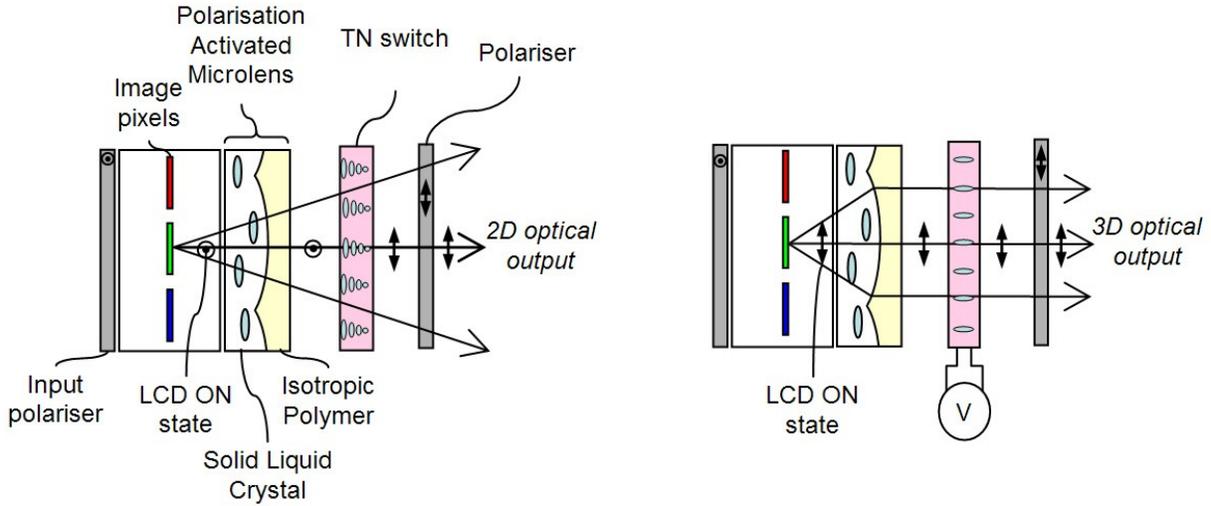


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Ocuity Background

Ocuity specialises in delivering enhancements to flat panel displays. Its mission is to be the leading supplier of reconfigurable optical technology to the flat panel display industry. It was founded in January 2001 by Graham Woodgate and Jonathan Harrold, both veterans of the stereo 3D industry, and is based near Oxford, England.

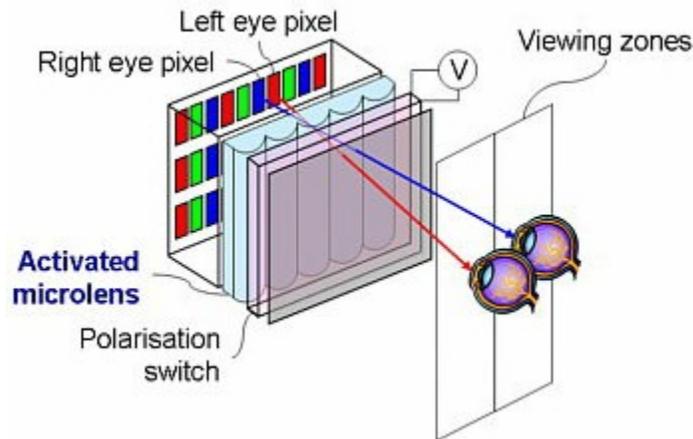
The company's key invention is the Polarisation Activated Microlens technology formed by an array of liquid crystal lenses together with a polarisation switch. For one polarisation of light the index of refraction of the microlens is matched to that of its surroundings and therefore no lensing takes place; for the orthogonal polarisation there is an index step at the lens interface and lensing takes place. The polarisation switch ensures that either a 2D (no lensing) or 3D image (lensing) is seen.



2D mode

3D mode

Ocuity's Polarisation Activated Microlenses have different optical properties depending on which polarisation of light passes through them.



3D mode of Ocuity's reconfigurable display using Polarisation Activated Microlens technology
 In 2D/3D displays, for light of one polarisation the microlenses are transparent and a 2D image is seen. If the opposite polarisation is used, then the microlenses focus light to the left

and the right eyes from alternate columns of pixels. The brain fuses the two images to give the appearance of depth on the display.

The Ocuity technology can be applied to a range of flat panel display platforms from cell phones through to desktop monitors.

The use of a reconfigurable technology makes the technology suitable for mass market applications where most of the time the standard 2D display is needed and the 3D is switched on for particular gaming or picture messaging applications. For example this provides a new dimension to gameplay by making images 'jump' off the screen.

Ocuity's technology is a reconfigurable, glasses free, 3D technology that maintains the brightness of the underlying display in both 2D and 3D modes as well as providing high quality 3D images. Ocuity's component can be fitted to an existing LCD or OLED panel. Moreover, it uses standard materials and manufacturing processes in its fabrication and is therefore available at a small premium to the base display panel cost.

Further information on Ocuity is available at www.ocuity.co.uk.

DDD Background

DDD, also known as Dynamic Digital Depth, is transforming the viewing experience with applications for glasses-free 3D displays. Its patented technologies enable 3D viewing without glasses; simple integration of computer graphics applications with 3D displays; supply of 3D content through 2D to 3D conversion; and 3D transmission over existing networks. DDD is quoted on the London Stock Exchange's Alternative Investment Market (AIM: DDD). More information is available at www.DDD.com.