



For Immediate Release

Media Contact: David Briggs
Phone: 760.846.0266
Email: briggssd@gmail.com

**NEO3DO Announces Grassroots Funding Campaign for New
Glasses-Free 3-D Android® Tablets**

Two Davids Challenge Industry Goliaths

San Diego, CA, January 18, 2013 –

A passion for the perfect 3-D experience without glasses has spurred a grassroots funding campaign for the new NEO3DO 8-inch Android tablet computer. The impressive device was pioneered by the company's two tech-savvy entrepreneurs, David Briggs, 28, and David "Nick" Spriggs, 48. After two years of perfecting their product and \$100,000 of self-funded seed money, the two Davids now aim to mass produce their innovation and play in the multi-billion dollar Android tablet market dominated by industry goliaths Amazon and Google.

The proverbial clock is ticking loudly as entertainment enthusiasts have only 42 days to donate online at <http://www.indiegogo.com/NEO3DO>. With a donation of \$245, a category called "The Earliest Bird," 3-D fans may obtain the NEO3DO tablet along with a media player and application (app). Shipping is free in the U.S. and Canada. For a grand donation of \$4,500, supporters can obtain a quad pack of four NEO3DO tablets and a software development kit (SDK), that enables programmers to develop applications for a specific platform.

In addition, a NEO3DO engineer will personally fly to the purchaser's U.S. or Canadian destination to integrate the technology into a company or personal computer system. This personal

installation/tutorial includes an entire day dedicated to the purchaser's preferred topics. The engineer will also educate the user on advertising, art, point of sale, entertainment, and handheld devices.

Spriggs and Briggs are elated with their novel technology. "Over the last two years, David and I have worked with numerous manufacturers and our own engineers to define, develop, and refine the glasses-free 3D and the parallax barrier methodology for showing 3D without the glasses," said Spriggs.

A parallax barrier is a device placed in front of an image source, such as a liquid crystal display, to allow it to show a stereoscopic image or multiscopic image without 3D glasses. Placed in front of the normal LCD, it consists of a layer of material with a series of precision slits, allowing each eye to see a different set of pixels to create a sense of depth.

"The amazing part of this product is that it frees users to shoot and capture video in the field, to display it in the field, to be free of the television and free of the glasses that have been a hindrance to the rollout of traditional 3D," continued Spriggs. He explained that users can also easily convert their 2D videos, stills, games and apps to 3D.

Briggs added that the NEO3DO tablet is faster than the Amazon Kindle®, Kindle Fire®, Nook®, and Nexus 10® by Google. "We're offering users a one-of-a-kind new 3D experience at a much lower price point than other companies. That's why we expect to succeed with this campaign."

About 3D AD NET

A subsidiary of 3D Film Connection, the San Diego-based company was founded in June 2011 by David Briggs and David "Nick" Spriggs to maximize major developments in autostereoscopic 3D (glasses-free) technology. 3D AD NET™ uses eye-tracking hardware and software to provide real-time metrics to advertisers on view count, viewer demographic information, viewer uniqueness, dwell time, and interest level. No competing networks utilize 3D technology to increase ROI for advertisers. Several clients consider this technology a major market differentiator.

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