



# 3D-Bee™ FAQs



## ***"What can I watch in 3D with the 3D-Bee?"***

Watch everything in 3D that you can connect to it with an HDMI cable. The 3D-Bee takes all of your 2D movies, games, cable/satellite TV, etc. and turns it into full color, full resolution 3D on the fly in real-time. This means that your favorite 2D movies that you own are now in 3D when using the 3D-Bee, as is your favorite TV shows, all your video games from every system and anything else you put on your TV is now in 3D! Do you have a Netflix subscription? All of those movies are now in 3D thanks to the 3D-Bee. Connect your computer to watch Hulu, YouTube and other internet videos in 3D! Old black and white movies are converted just as well as color movies. Low resolution movies and high res movies all convert to beautiful 3D. The 3D-Bee also converts images up to 1080p without downsizing the resolution, which means that every image is the sharpest, most colorful that you can see.

## ***"Do I have to watch everything in 3D?"***

No. The 3D-Bee can turn off the conversion process, allowing you to watch whatever you like in 2D if you wish. That mode is also useful if you want to watch a movie that you purchased in a 3D format. The 2D/BP (Bypass) mode will tell your 3D-Bee that you want to watch the specified input feed unconverted.

## ***"How does the 3D-Bee work?"***

Believe it or not the 3D-Bee works just like your eyes do! If you cover one eye and look across a room or down a hall your brain only gets one 2D image (because it only has one eye giving it information). Yet even with that limitation your brain has no problem telling you that there's a chair in front of that table, in front of that person, in front of that window in the wall. The 3D-Bee uses the exact same cues that your eye and brain use, but it uses far more of those cues than other devices on the market, which is what allows the quality of our 3D to "Bee" so much better than the competition.

## ***"What's the difference between the 3D-Bee models?"***

The 3D-Bee::home is the basic model that will work with almost every 3D TV out there and provides a fantastic 3D image with a positive and a negative depth setting. The Home model is great for those who are looking for a more natural 3D viewing experience or for those who may be sensitive to 3D. The 3D-Bee::trainer has all of the features of the Home model, but also adds a second output mode that is compatible with almost every 3D projector out there, as well as giving you four more exciting, exaggerated depth settings which gamers and 3D enthusiasts love. The 3D-Bee::professional has all of the depth modes of the Trainer model but is made for use with two 2D projectors and polarizing filters to create one 3D image that you view with passive glasses. The Ultimate model, available for the general consumer soon, allows you to watch your content in glasses-free 3D with its bundled screen.

### **"Will the 3D-Bee work in Europe and Australia?"**

Yes. We currently have many customers operating the 3D-Bee in these geographies. The 3D-Bee power supply is a 5V DC jack, AC adapter 100-240V, 50/60 Hz.

### **"Will the 3D-Bee work on my 2D TV screen?"**

No. You need a 3D viewing device to view the 3D feed that the 3D-Bee converts from the 2D source. A 3D viewing device is commonly a 3D TV or 3D-ready projector. It will also work on 3D computer screens. The 3D-Bee::professional is unique from this in that it uses two 2D projectors with polarizing filters to create the 3D viewing device.

### **"Why is the 3D-Bee priced as it is?"**

Some people have commented that the 3D-Bee 2D to 3D converters are priced high. This is a relative statement. With a one-time purchase of the 3D-Bee, you save on buying all your favorite movies again in 3D format (which can be upwards of \$30-\$40) as well as saving on any monthly 3D channel subscriptions you're paying. The other point to note is that even if you wanted to just purchase movies in 3D format, your options are extremely limited as not many movies are available for home purchase in 3D format.

### **"Do I need to wear glasses with the 3D-Bee?"**

The 3D-Bee does not require you to wear glasses. Your 3D TV or 3D-ready projector does however require some method to fool your eyes. What the 3D-Bee does is to convert the 2D image into 3D. Your TV takes the 3D feed that the 3D-Bee creates and overlaps two images to produce depth.

### **"Do you sell 3D glasses?"**

No. Since every TV and projector brand may use different glasses, we do not sell them. You can buy additional glasses for your TV from the TV manufacturer, from your local home theater retailer or from a few companies that make 3rd party glasses for certain brands of TVs.

### **"Will the 3D-Bee work with my TV or projector?"**

Check your 3D TV's or 3D-ready projector's specs against ours to see if your 3D viewing device is compatible. Most likely it is.

### **"Why is the 3D-Bee is better than other 2D to 3D converters?"**

First let our customers first speak for us: "My initial experiences... Blown away. This is far better than what you get from "converters" built into a TV set you may pick up at the store. ...This thing ROCKS..." Now let us tell you why we're better:

*More Depth:* 3D converters in 3DTV sets are commonly limited by 256 layers of depth rendering. This results in the foreground objects being a little squashed in depth because of limited layer to model shapes, and it usually leaves the background pretty flat, like an image on a back wall. The 3D-Bee will render the foreground in a realistic and natural manner and in addition render depth deep in to the background such as mountains, clouds, etc. In addition, the 3D-Bee::trainer, and 3D-Bee::professional models have best-in-class 3D pop-out.

*Better Rendering:* The 3D-Bee renders 3D even through semitransparent conditions such as smoke, fog, fire, explosions, rain, rain on windows, translucent force fields, laser blasts, etc. These often trip up other inferior technologies. Using multiple techniques and grading the estimation of the depth, you get the best effect. The 3D-Bee can do this because it is entirely



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implemented with pure combinational logic with no processor inside. This means that unlike processor implementations, there is no performance-based limit to the sophistication we can use to determine depth. There is no instruction stream, no processor exceptions or event handling and no performance-caused artifacts. This combinational logic approach results in very small size and power, but very high performance. So the 3D-Bee box has literally supercomputer performance in a 4W box.

*Industry Endorsement:* Experts from the industry, movie production studios and a variety of different companies have repeatedly said that the 3D-Bee has higher quality conversion than \$20,000.00 commercial converters which require a large box and 100W or more. We designed the 3D-Bee with an entirely new approach which resulted in the 3D-Bee becoming, according to our customers, the highest quality 3D converter on the market.

*Full HD Res:* Also unlike the 3D-Bee, most 3DTV set converters also reduce the resolution to 720p or less (1080i is common) depending on brand in order to reduce the computing power needed to fit into their processors, then they upscale it back up resulting in loss of resolution, detail, and clarity. The 3D-Bee converts at the full resolution of the original input up to 1080p with no down-scaling.

*Adaptability:* There are a lot of smarts built into the 3D-Bee. For example it is adaptive. It detects scene changes and on the first frame of a scene it will re-optimize all of the intelligent parameters for that scene. Other converters often look good on some types of video but not others. 3D-Bee adaptive behavior makes it effective on an extraordinarily wide range of video types. It also detects digital inserts such as football scores and pops those to the front, but if it is a video of a scoreboard it is rendered in the 3D depth field.

*Natural 3D™:* People have different preferences for 3D viewing. Most viewers love our Z+ and Z- modes which create a natural-looking 3D image that pops out or sinks into the screen, respectively. Our Natural 3D™ experience offers a better render and full resolution, but it also means that the viewer can experience the depth in whatever manner feels natural to them. In fact, we meet folks all the time who say they can't watch 3D at all but find out quickly that our Z- setting is not only easy on the eyes but beautiful to see. Some folks, however, want more. For them we have four additional settings on our 3D-Bee::trainer and 3D-Bee::professional models. Z-- and Z--- provide extreme depth on movies and more, while Z++ or Z+++ can put the gun in a video game just off the tip of the player's arm. In addition, the exaggerated settings are frequently preferred on larger projection screens. No matter what your desires, when it comes to 3D, nothing tops Natural 3D™ and the 3D-Bee.

*Realtime Live Video:* As if our superior resolution, scalable depth and superior render weren't enough, the 3D-Bee renders everything in realtime. Watch live football (especially in February!) in 3D with friends as it happens. Play the latest video games at their full resolution (and not at whatever reduced resolution any built-in renderer might require) in 3D with no lag and video chat with family and friends in 3D.

These are only some of the amazing aspects that make the 3D-Bee the king pin of 2D to 3D converters.



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