

3D S

marrying tech and art



ABOUT 3DSHK

3Ds is an Art-Tech company providing projection mapping, kinetic sculptures, interactive design, holograms and immersive experiences. 3Ds starts from creative concepts and innovative ideas to hardware, software and system design, with a self-owned production line and installation services. Working with clients around the world, the company brings interactive experiences that extend beyond digital screens.

What we do



PROJECTION MAPPING, MECHANIC DISPLAY, MAGIC TABLE
ARTRIUM, CTF

KINETIC

<https://youtu.be/0G63OyCirK4>



3D MAPPING

<https://youtu.be/chpYri0jcf0>



MAGIC TABLE
BOSE, LANE CRAWFORD

MAGIC TABLE

<https://youtu.be/apm1RpPhE70>



PROJECTION MAPPING & HOLOGRAM
EVENT AT ARMANI PRIVE

IMMERSIVE

<https://youtu.be/v0SYh0WRPGo>



MEMBERSHIP SYSTEM

<https://youtu.be/IMvPSm3pqyk>



INTERACTIVE

<https://youtu.be/liXuNyElZwg>



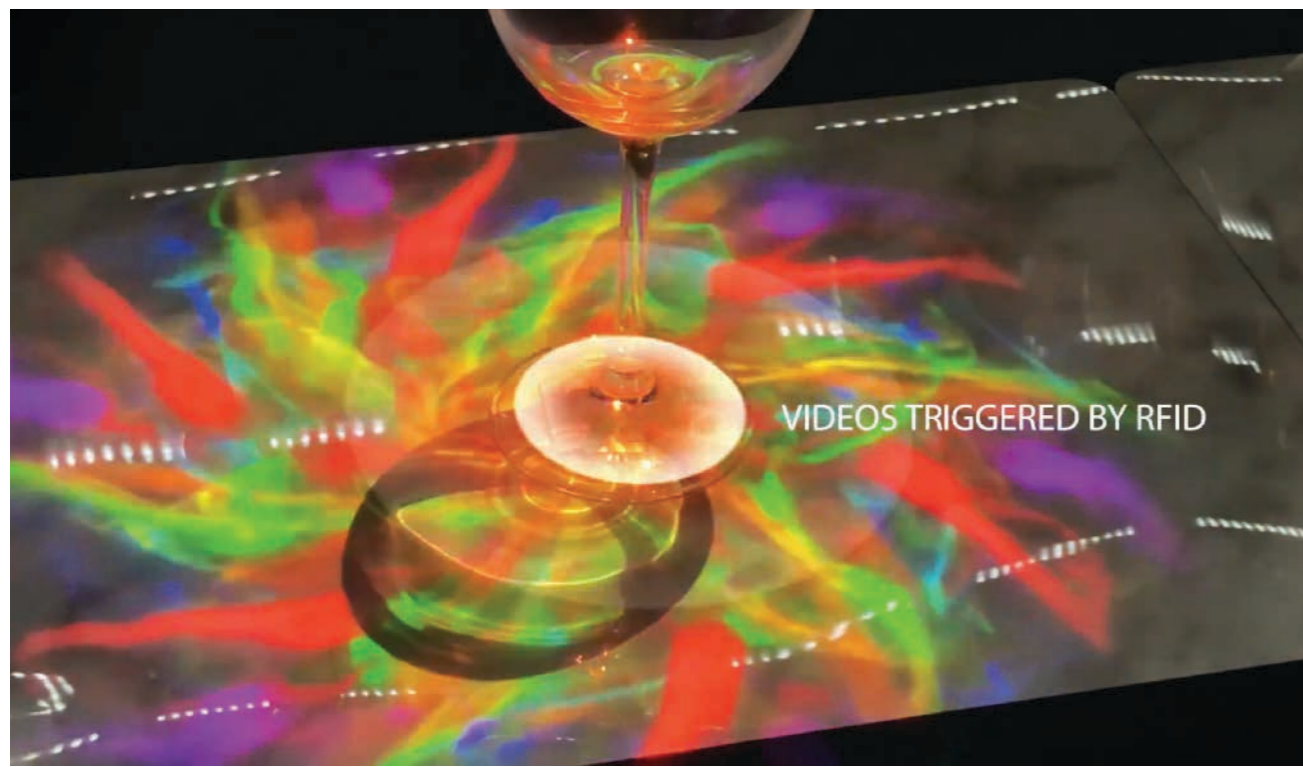
SMART SHELF

<https://youtu.be/wcc-BfbxVr0>



HOLOGRAM

<https://youtu.be/KbZAeWZZ8gY>



MAGIC TABLE

https://youtu.be/Gum_dSvB4qE?t=37



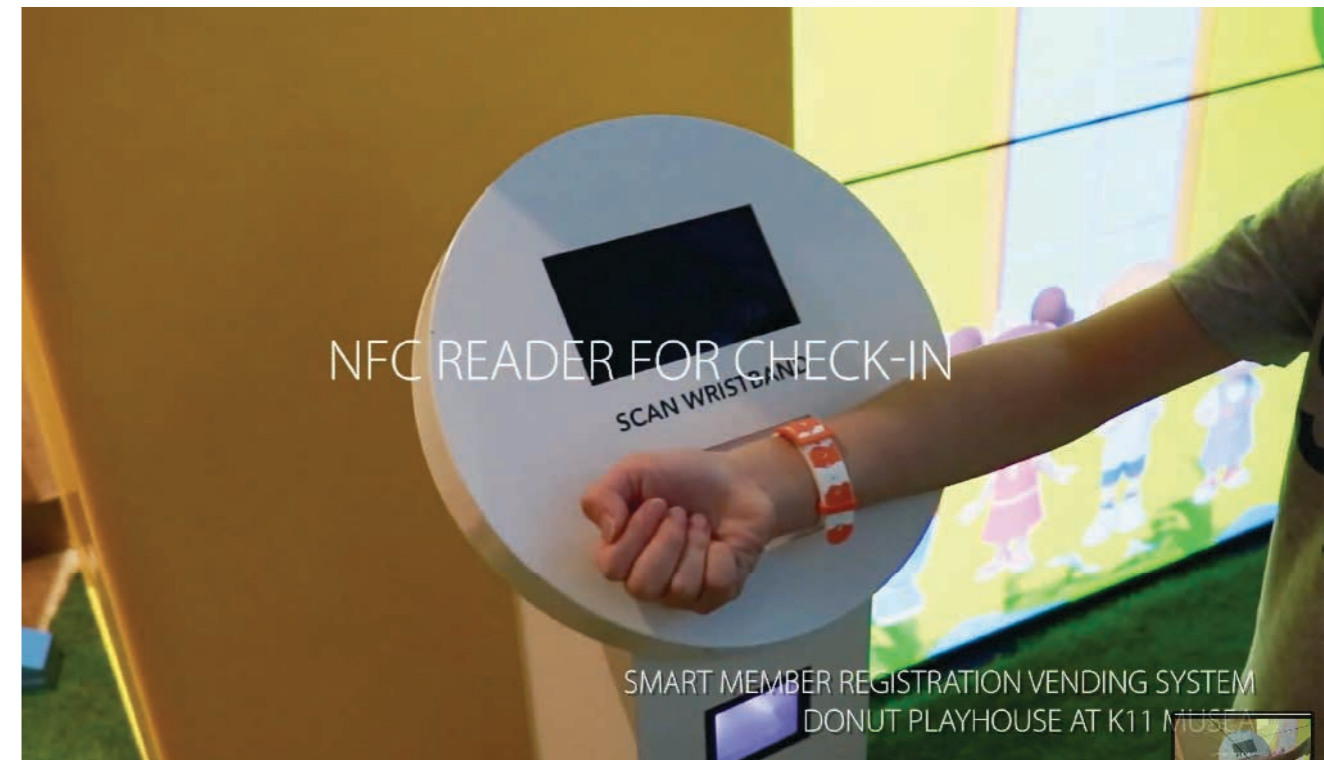
SMART SHELF

<https://youtu.be/wcc-BfbxVr0>



VR / AR

<https://youtu.be/liXuNyElZwg>



MEMBERSHIP SYSTEM

<https://youtu.be/lMvPSm3pqyk>



VIRTUAL ASSISTANT

<https://youtu.be/KbZAeWZZ8gY>



CYBER BLUEPRINT

<https://youtu.be/xrJZvh8rJ70>



CAVE

<https://youtu.be/kfz0VBHbt60>



CYBER BUILDING MODEL

<https://youtu.be/zmgkHDRbE3A>

Case Study



PROJECTION MAPPING INTERACTIVE GAME
NATIONAL GALLERY SINGAPORE

NATIONAL GALLERY SINGAPORE

Light To Night Festival 2018

https://youtu.be/LdY_Hed-AjE



NATIONAL GALLERY SINGAPORE

Light To Night Festival 2018

https://youtu.be/LdY_Hed-AjE

NATIONAL GALLERY SINGAPORE (FSC & City Hall)



Projector Area

Technical detail:	Qty:
Projector: Christie Boxer 4K30 (30,000 lumens)	FSC (16), CityHall (26)
Lens Ratio: 4.99 – 7.69 : 1	1 lot.
Lens Ratio: 3.89 – 5.43 : 1	1 lot.
Server for the system: (100% backup)	FSC (1+1 Quad), CityHall (2+2 Octo)
Gobo lights for the centre gold architecture panel.	1 unit.
Connectivity:	1 lot.
Control Room Container:	1 unit.
Outdoor enclosures and Layher truss for projectors:	1 lot.
Sound System:	4 clusters of D&b J-series.

Requirement from Organizer	Qty:
Power from OG box or Generator:	Generator by other. 4 units of 100KVA, 2 units of 60KVA, 1 unit of 30KVA.
Security:	24/7 (Hexagon)
Barricade on site: 2m(L) x 1.8m(H)	80 nos. (Hexagon)

NATIONAL GALLERY SINGAPORE

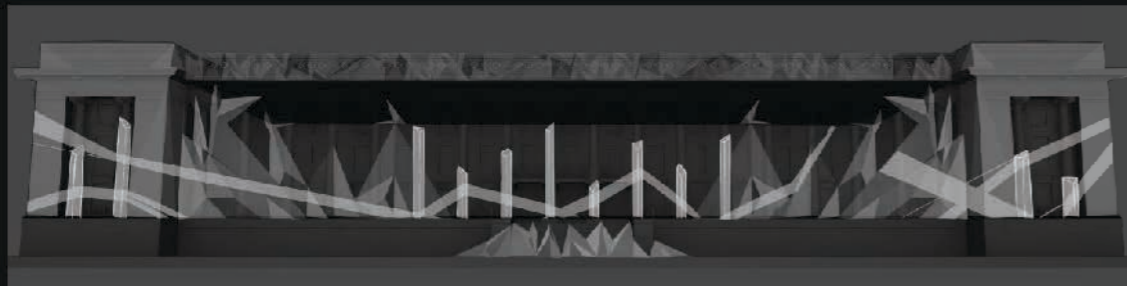
Light To Night Festival 2018

https://youtu.be/LdY_Hed-AjE

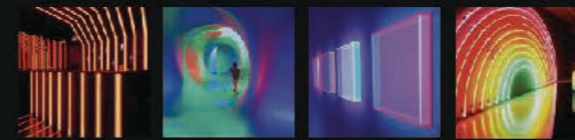
Game 01
Refract



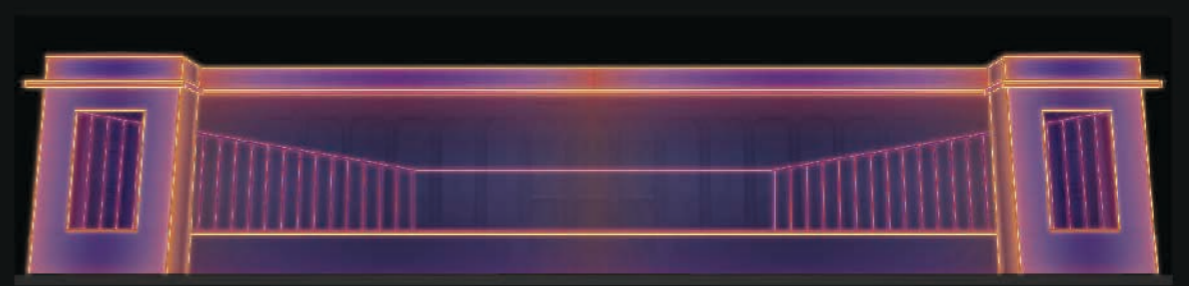
Solo Game
Stomp on the pads and make lasers build on a crystalline sculpture.
First to complete their creation wins.



Game 04
Luminate



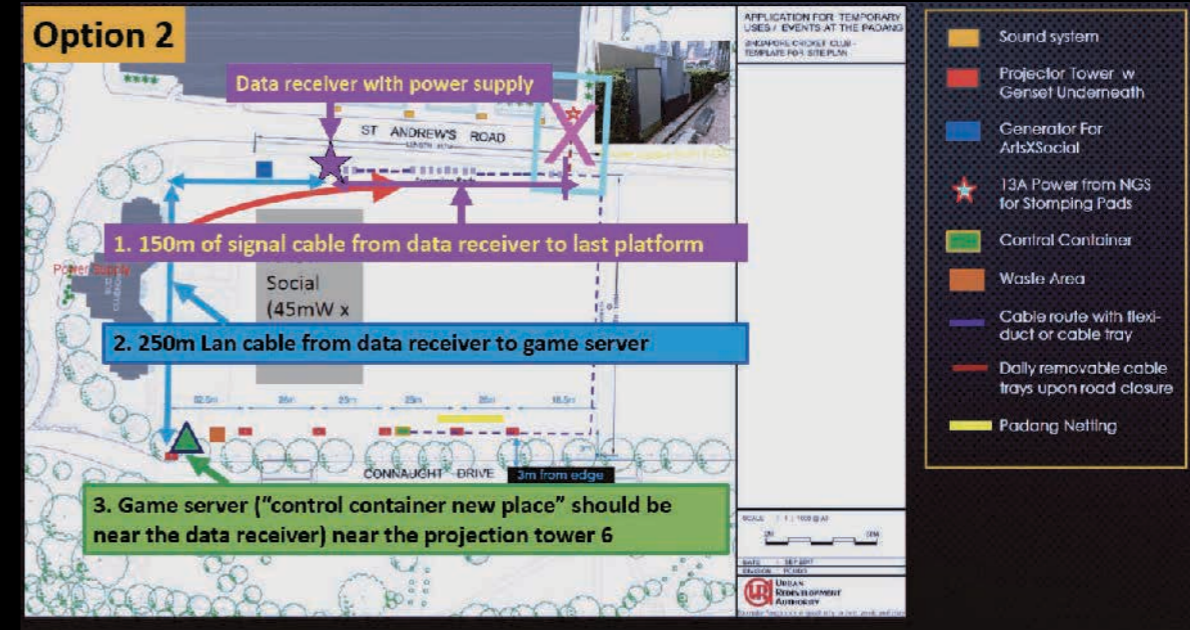
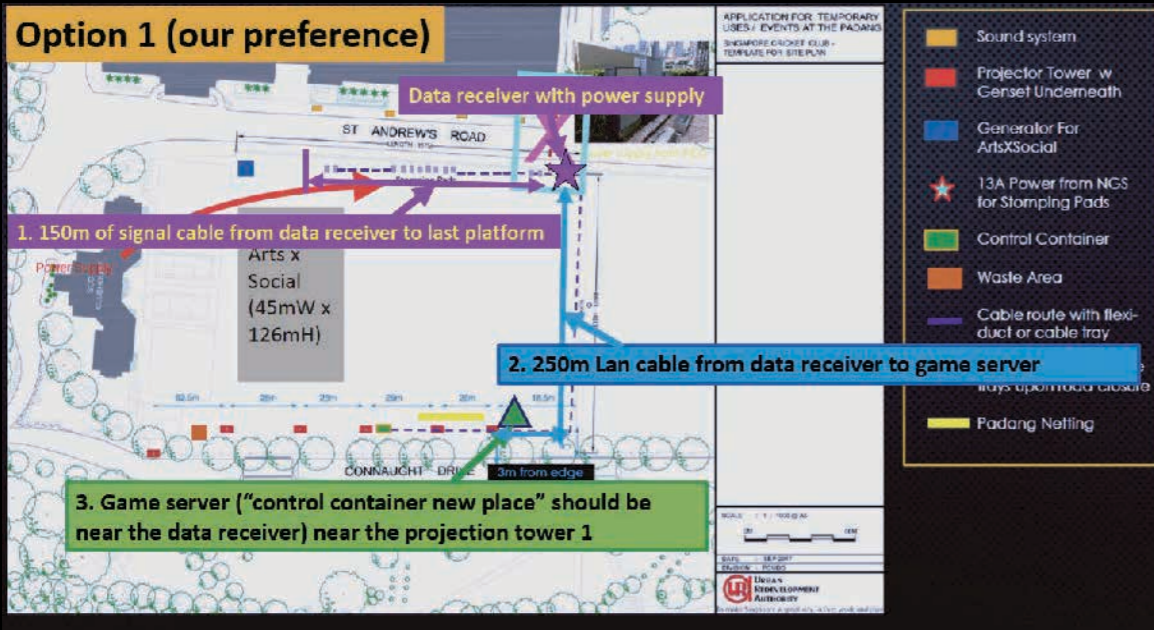
Group Game
Stomp fast to get your column's neon tube fully illuminated. Don't stop stomping as your column will cut and you'll let down your team mates. When the team of twelve stompers illuminate their columns the buildings form and shape are explored with neon.



NATIONAL GALLERY SINGAPORE

Light To Night Festival 2018

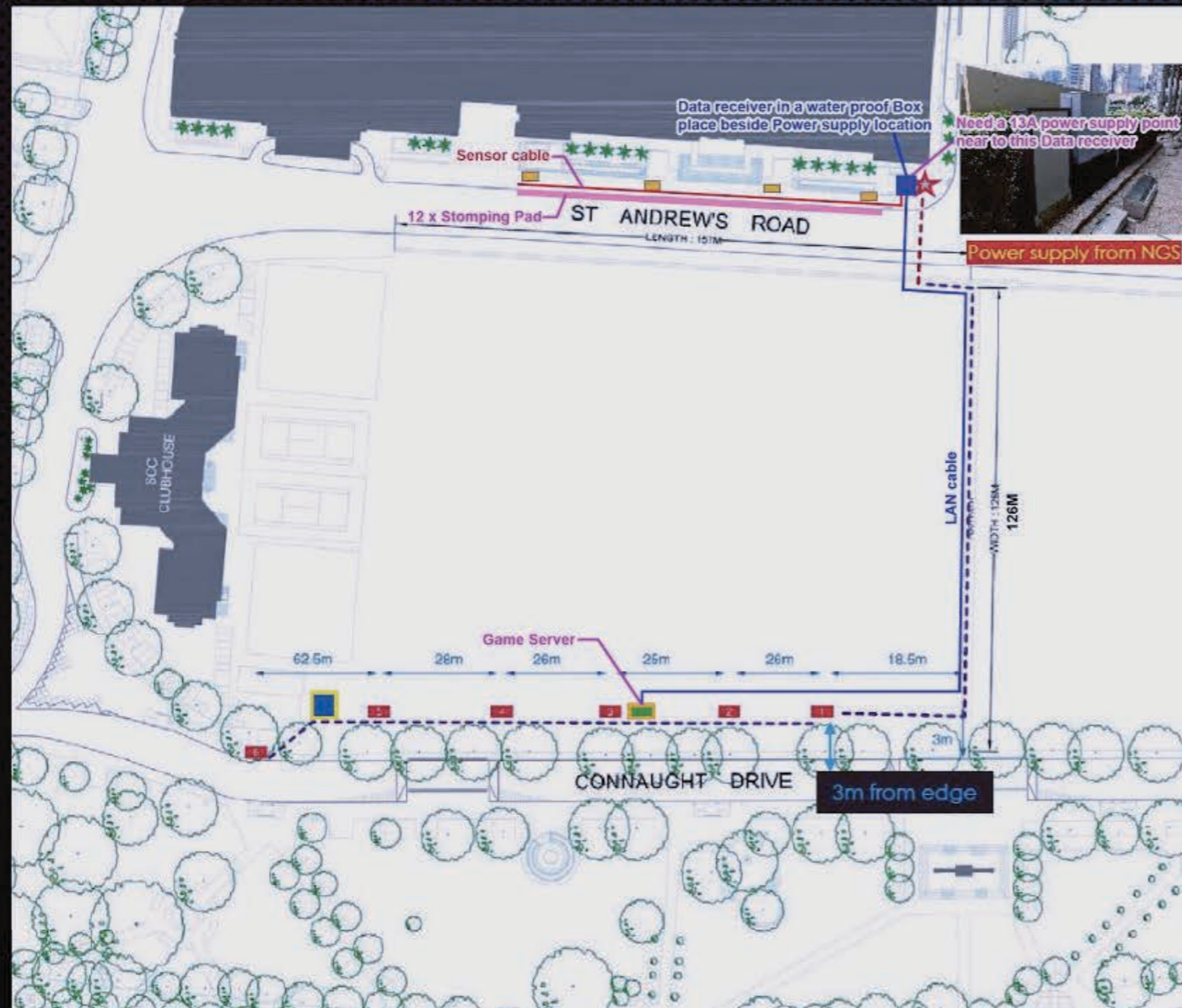
https://youtu.be/LdY_Hed-AjE










NATIONAL GALLERY SINGAPORE


Light To Night Festival 2018

https://youtu.be/LdY_Hed-AjE



APPLICATION FOR TEMPORARY USES / EVENTS AT THE PADANG
SINGAPORE CRICKET CLUB - TEMPLATE FOR SITE PLAN

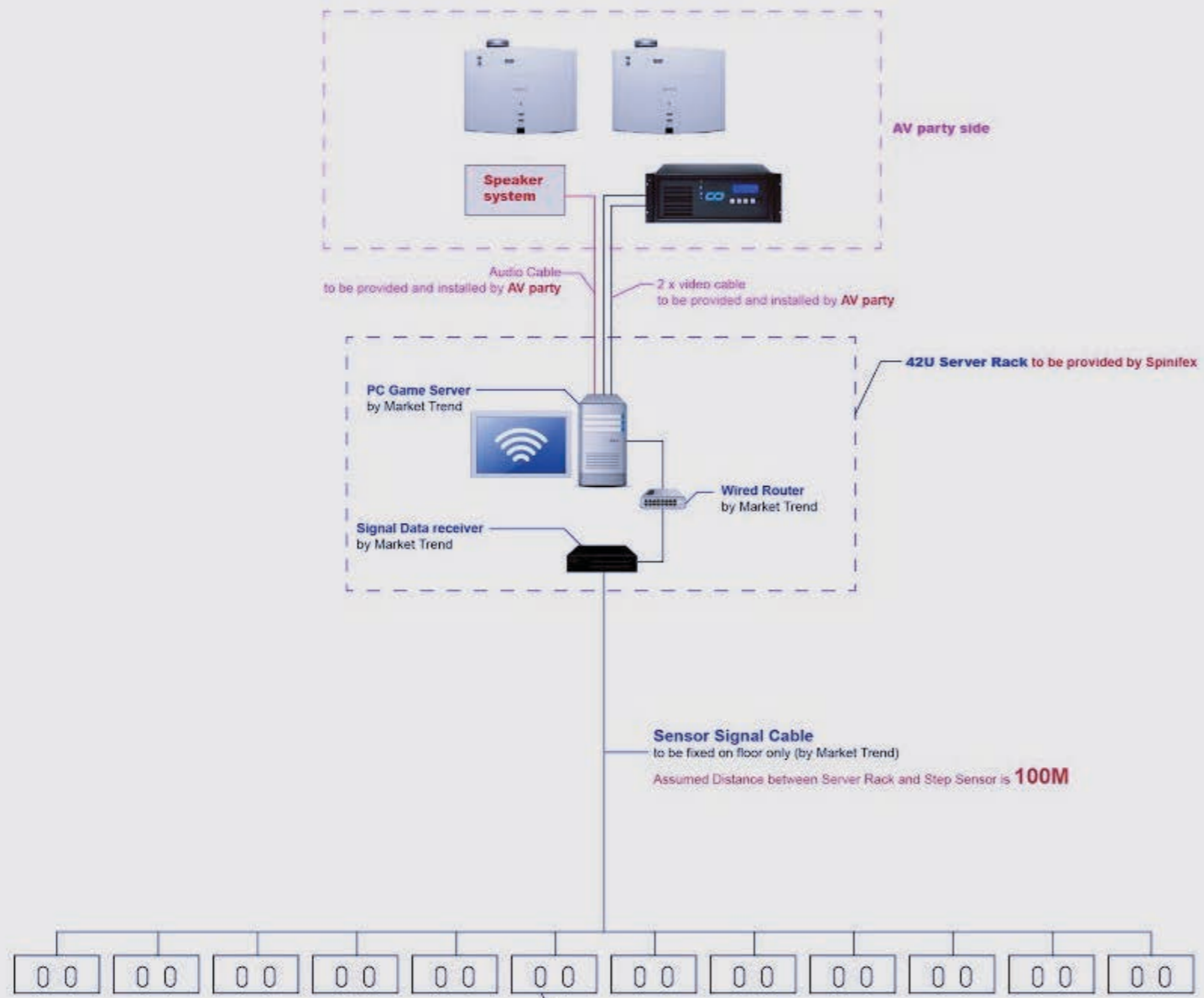
-  Sound system
-  Projector Tower
-  Generator Farm
-  Power from NGS
-  Control Container
-  Cable route with flexi-duct or cable tray
-  Daily removable cable trays upon road closure

SCALE : 1 : 1000 @ A3
 DATE : SEP 2017
 DIVISION : PCUDG
 URBAN REDEVELOPMENT AUTHORITY

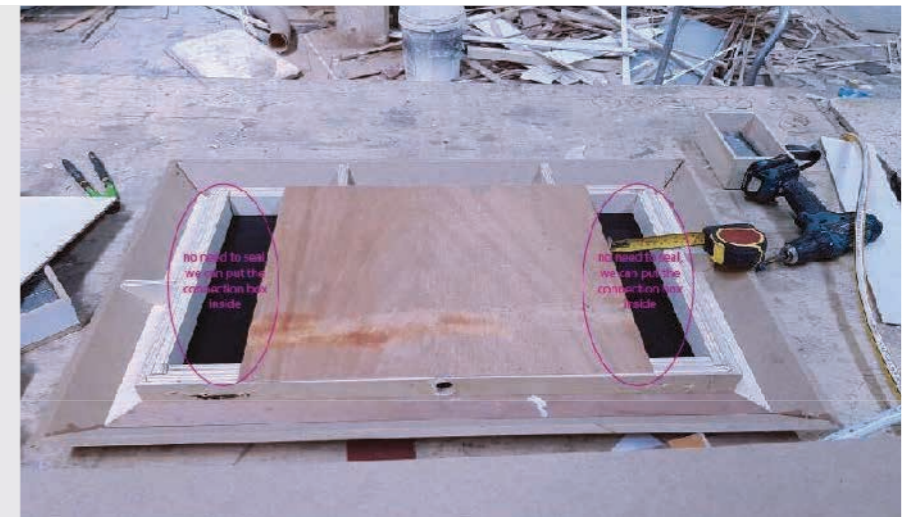
NATIONAL GALLERY SINGAPORE

Light To Night Festival 2018

https://youtu.be/LdY_Hed-AjE



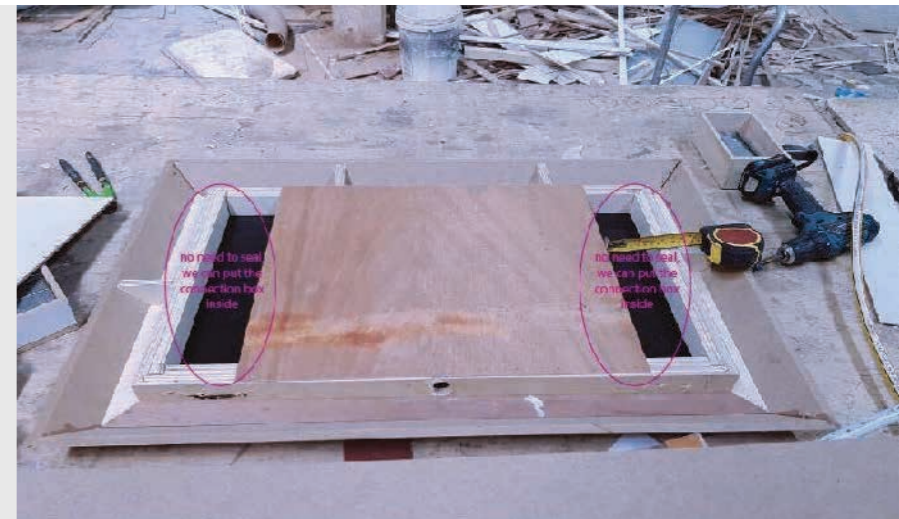
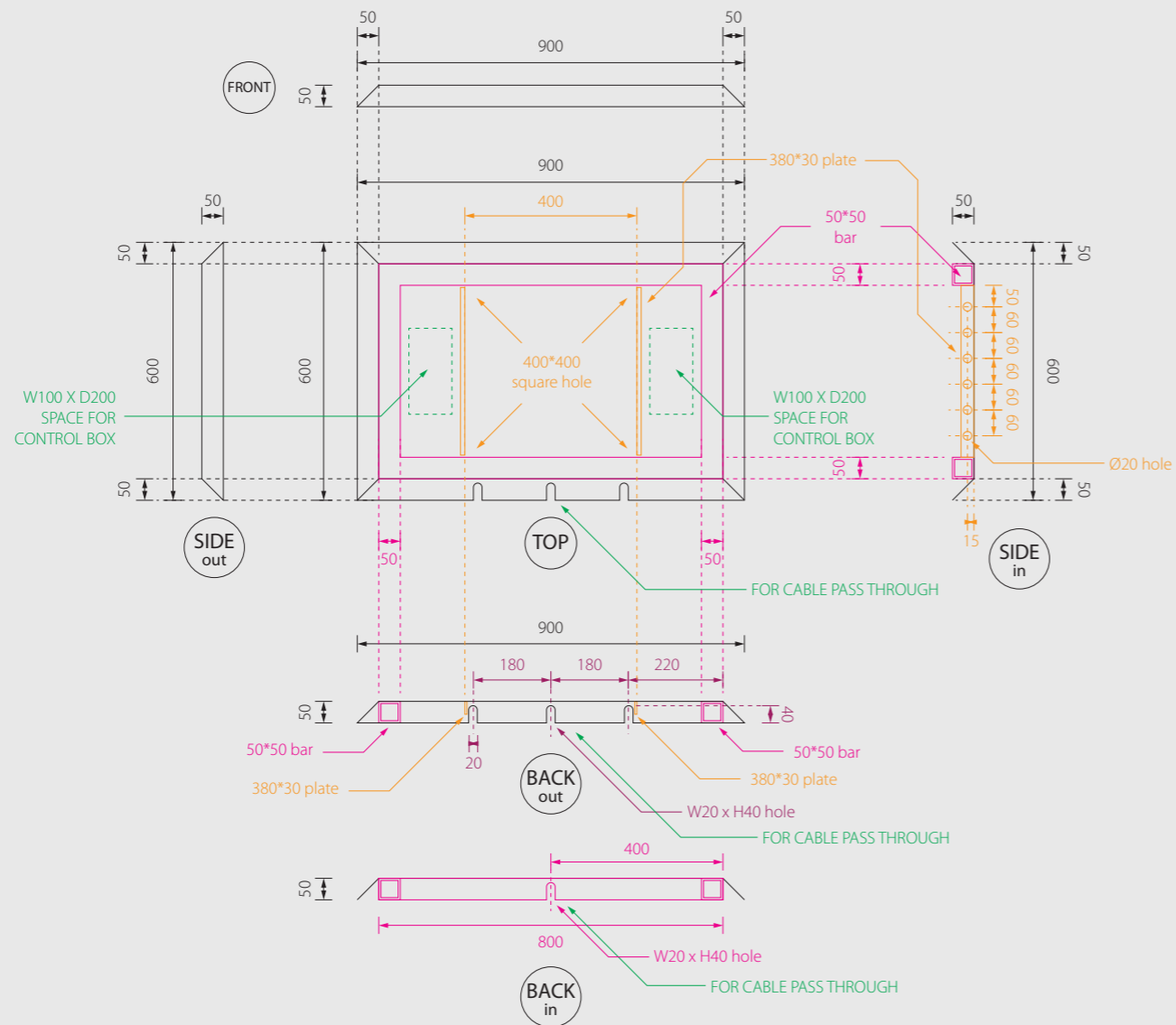
- * All Cover, Casing & Decoration for Step Sensor to be installed by other party
- * All Lighting, decoration, backdrop, housing, supporting material for install all equipment to be provided by other party.
- * Electric supply & conduit building to be provided by other party
- * All worker, Woodworking service to be provided by other party.



NATIONAL GALLERY SINGAPORE

Light To Night Festival 2018


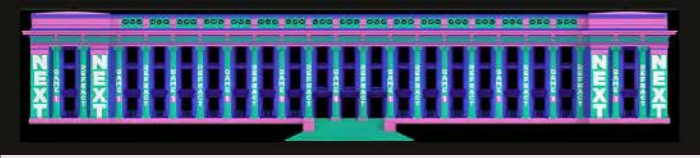
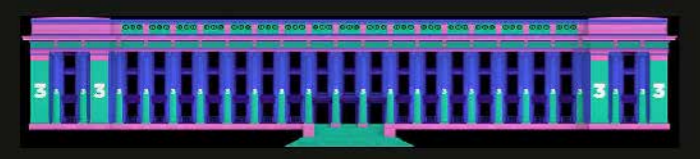



https://youtu.be/LdY_Hed-AjE



NATIONAL GALLERY SINGAPORE

Light To Night Festival 2018

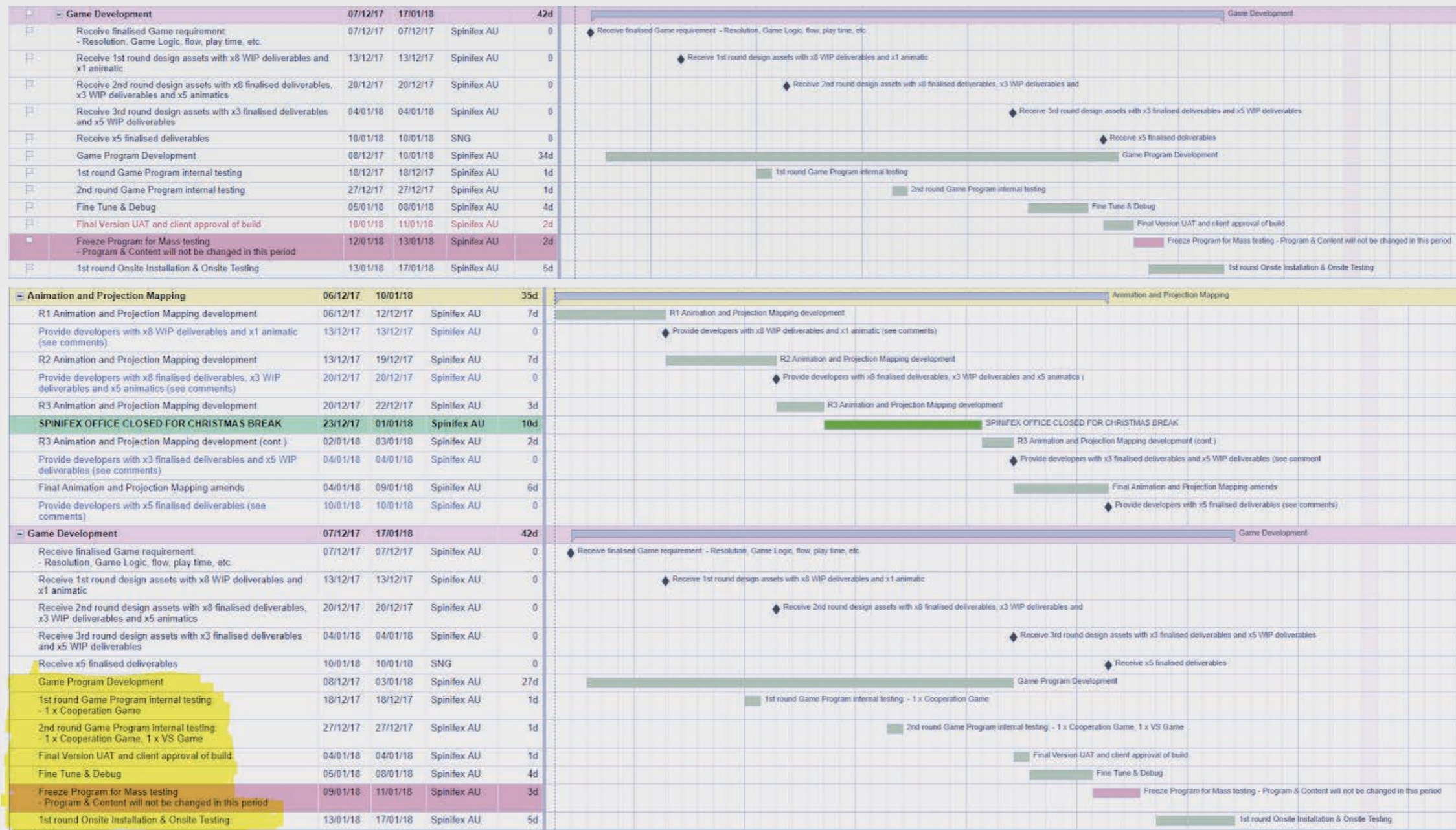
https://youtu.be/LdY_Hed-AjE

Game Screen Ref	Step	Logic & control	Graphic file	Sound file
	Chromascope loop Intro A 90 sec attract loop. It will feature the words & logo of Chromascope amongst each scene design.	Keep loop this video until control start game from Game server side?	1 set 3840 x 1080 PNG sequence for the video?	1 x Background music wav file specific for This video?
	Game 01 - Refract (Solo) Reset Animation A 15 sec introduction to Game 01 "Refract"	Auto play this video once start game 1? (Then the game will auto start even no people step on?)	1 set 3840 x 1080 PNG sequence for the video?	1 x Background music wav file specific for This video?
	Game 01 - Refract (Solo) Countdown A 5 sec countdown to Game 01 "Refract"	It will auto play count down video after 15 sec introduction video?	1 set 3840 x 1080 PNG sequence for the video?	1 x Background music wav file specific for This video?
	Game 01 - Refract (Solo) Game Play In 'Refract', the Gallery's façade transforms into a crystalline sculpture through changes in light directions, as light bounces off the architectural columns of the building, induced by audience movement.	Total 12 players. Each player step on their own stomping pad to increase their own crystalline Bar. If Anyone reach the top, the game will finish and go to the takeover celebration video? Any time limitation for the game play part?	12 set 320 x 1080 PNG sequence for each player to form a 3840 x 1080 screen? (Evenly distributed from the whole screen?) Will there still be a whole screen background PNG video to be played at the lowest layer? (Then 3840x1080 PNG video as background, 12 set 320x1080 PNG video at top)?	1 x Background music file specific for This video? Any effect sound file for the step effect?
	Game 01 - Refract (Solo) Takeover Celebration Once the game is complete the crystals break free from the anchored positions and start rising to form a beautiful crystal shower of refracting light into colour. This motion will give the illusion to the audience that they are slowly rising.	After finish this video, Go to Game 2 Introducton video automatically?	1 set 3840 x 1080 PNG sequence for the video?	1 x Background music wav file specific for This video?
	Game 02 - Echo (Group) Reset Animation A 15 sec introduction to Game 02 "Echo"	Auto play this video after game 1 finish? (Then the game will auto start even no people step on?)	1 set 3840 x 1080 PNG sequence for the video?	1 x Background music wav file specific for This video?

NATIONAL GALLERY SINGAPORE

Light To Night Festival 2018

https://youtu.be/LdY_Hed-AjE



NATIONAL GALLERY SINGAPORE

Light To Night Festival 2018

https://youtu.be/LdY_Hed-AjE

Projects



HENDERSON LAND SQUARE MILE

Interactive 3D Hologram Experience

<https://youtu.be/dwJylkF4GK0>

MCP
新都城中心

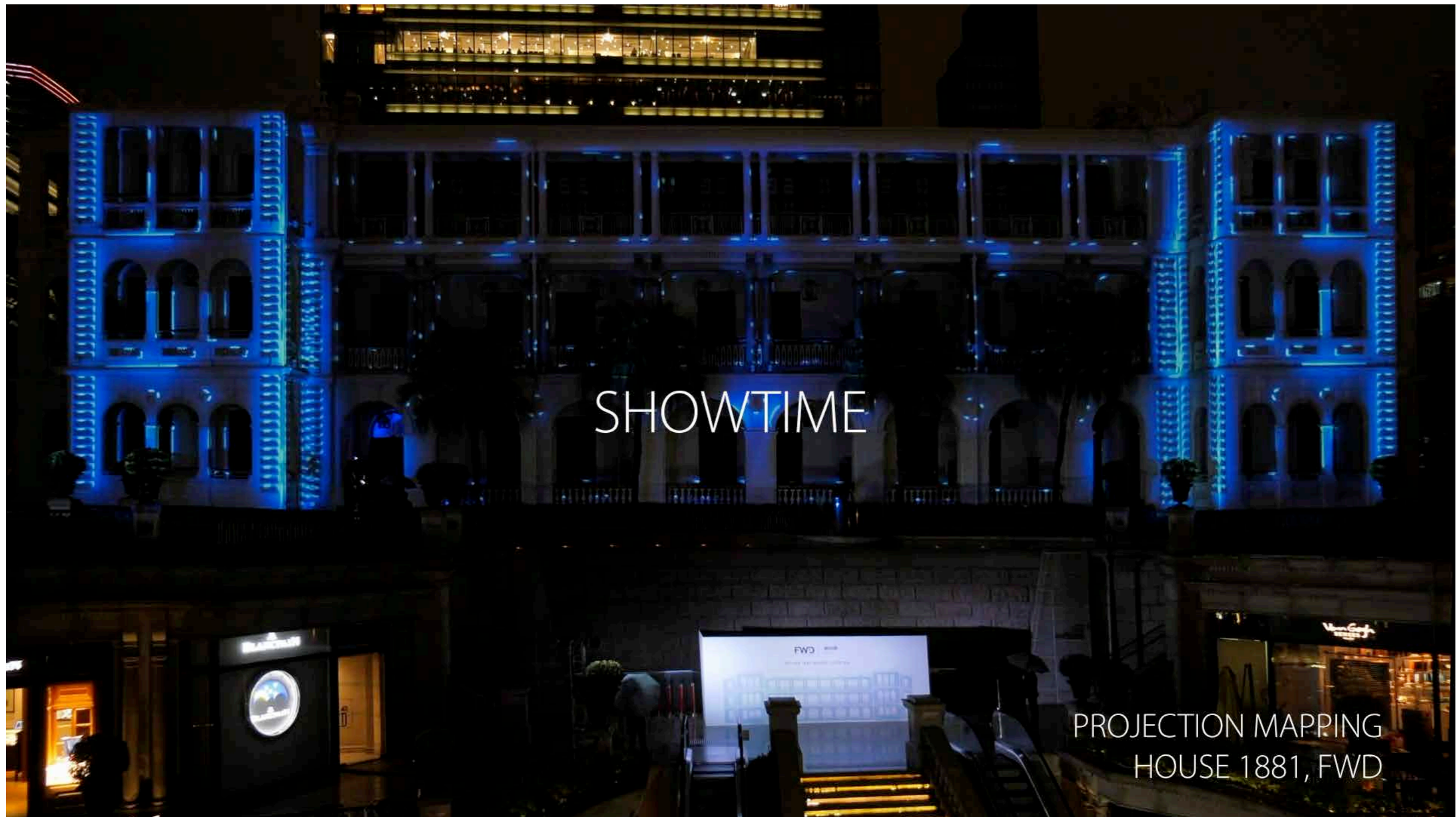


「擬」形換「影」
單車賽

HENDERSON LAND MCP MALL

Interactive Sport Experience

<https://youtu.be/liXuNyElZwg>



1881 HERITAGE

Projection Mapping

<https://youtu.be/chpYri0jcf0>



SUN LIFE

Projection Mapping

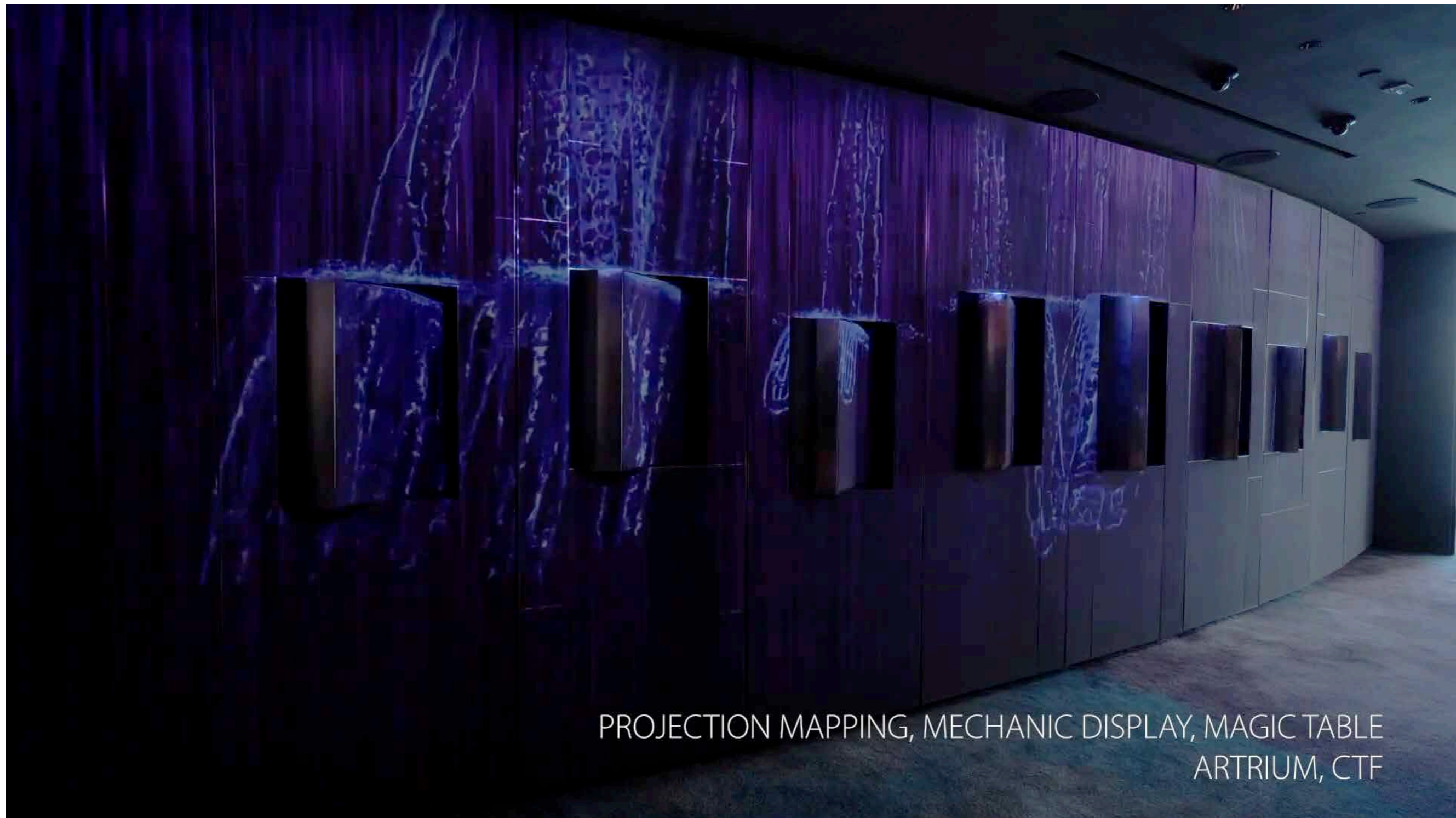
<https://youtu.be/chpYri0jcf0>



SUN LIFE

Projection Mapping

<https://youtu.be/chpYri0jcf0>

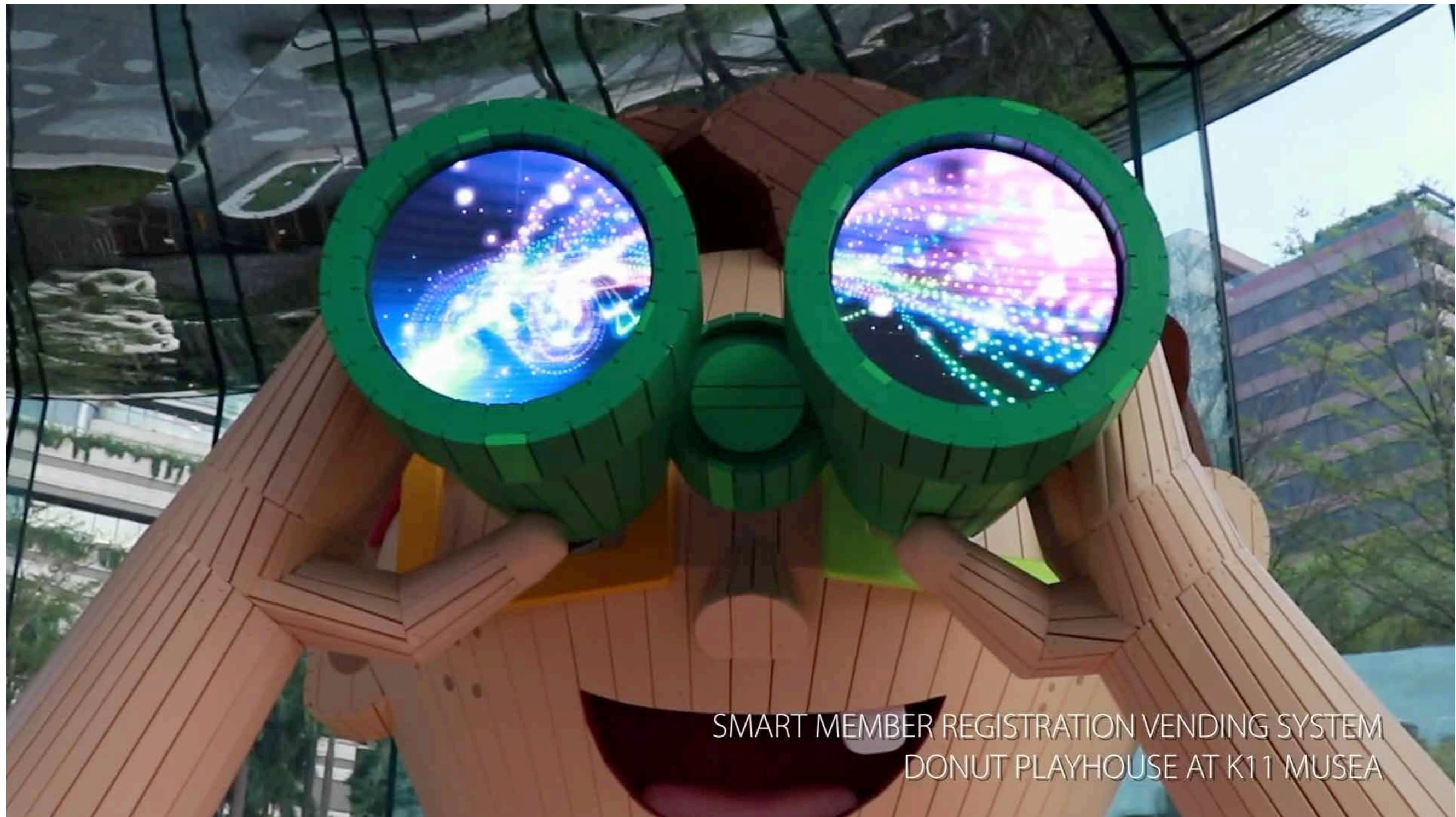


PROJECTION MAPPING, MECHANIC DISPLAY, MAGIC TABLE
ARTRIUM, CTF

ARTRIUM BY CTF

Art Tech Interior Design and Experience

<https://youtu.be/0G63OyCirK4>

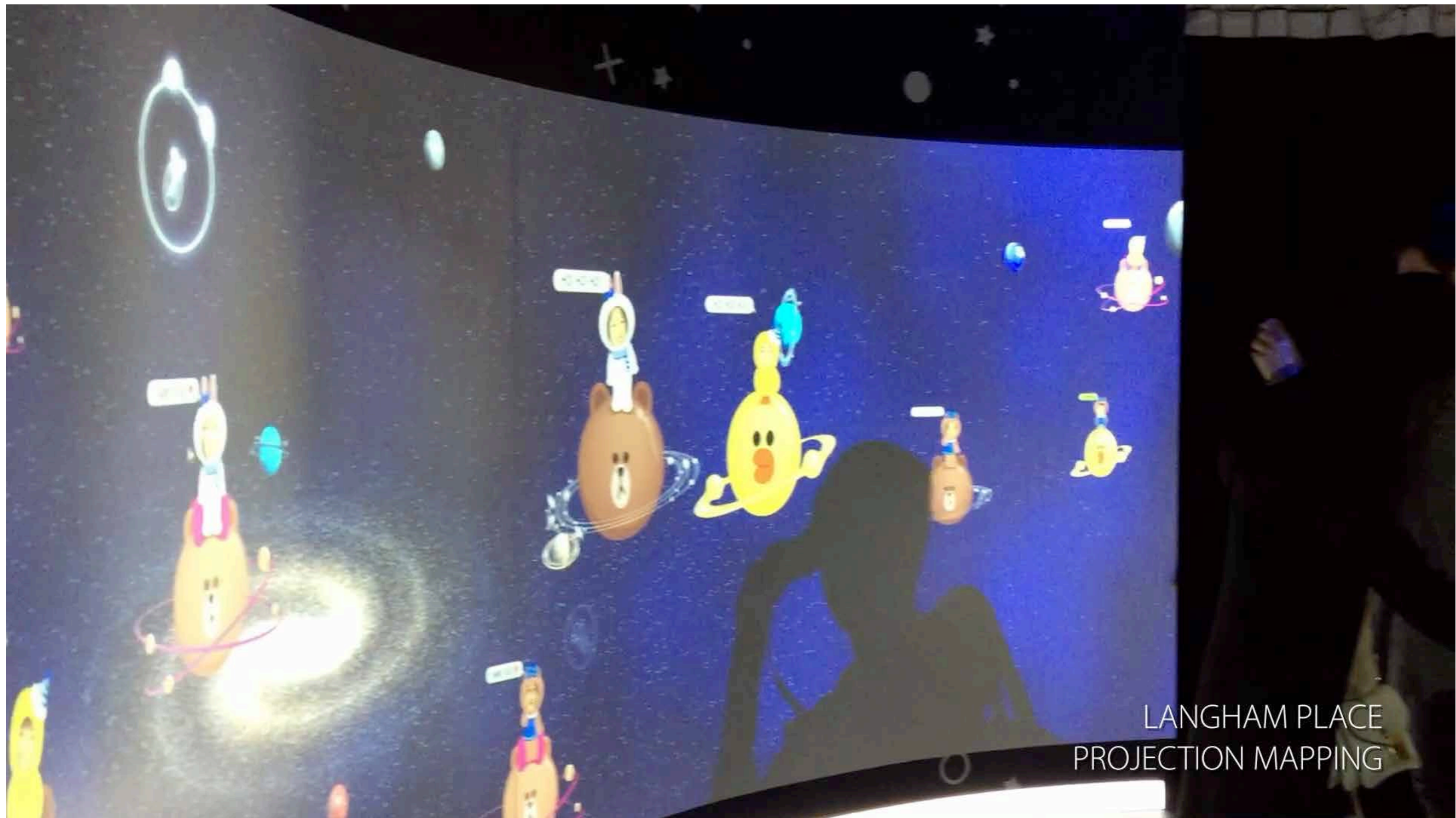


SMART MEMBER REGISTRATION VENDING SYSTEM
DONUT PLAYHOUSE AT K11 MUSEA

ARTRIUM BY CTF

Art Tech Interior Design and Experience

<https://youtu.be/0G63OyCirK4>



LINE & FRIENDS

Interactive Projection Mapping in Langham Place

<https://youtu.be/wwW5yngX5Ok>

Our Team & Lab



EPSON

3DsHK's strategic partner



EPSON

3DsHK's strategic partner



EPSON

3Dshk's strategic partner



EPSON

3DsHK's strategic partner



AMIS SINGAPORE

3Dshk's Strategic Partner



3DSHK TECH TEAM

We are the A-Team



3DSHK SHENZHEN TEAM

We are the A-Team



3DSHK PRODUCT LAUNCH IN FRANCE

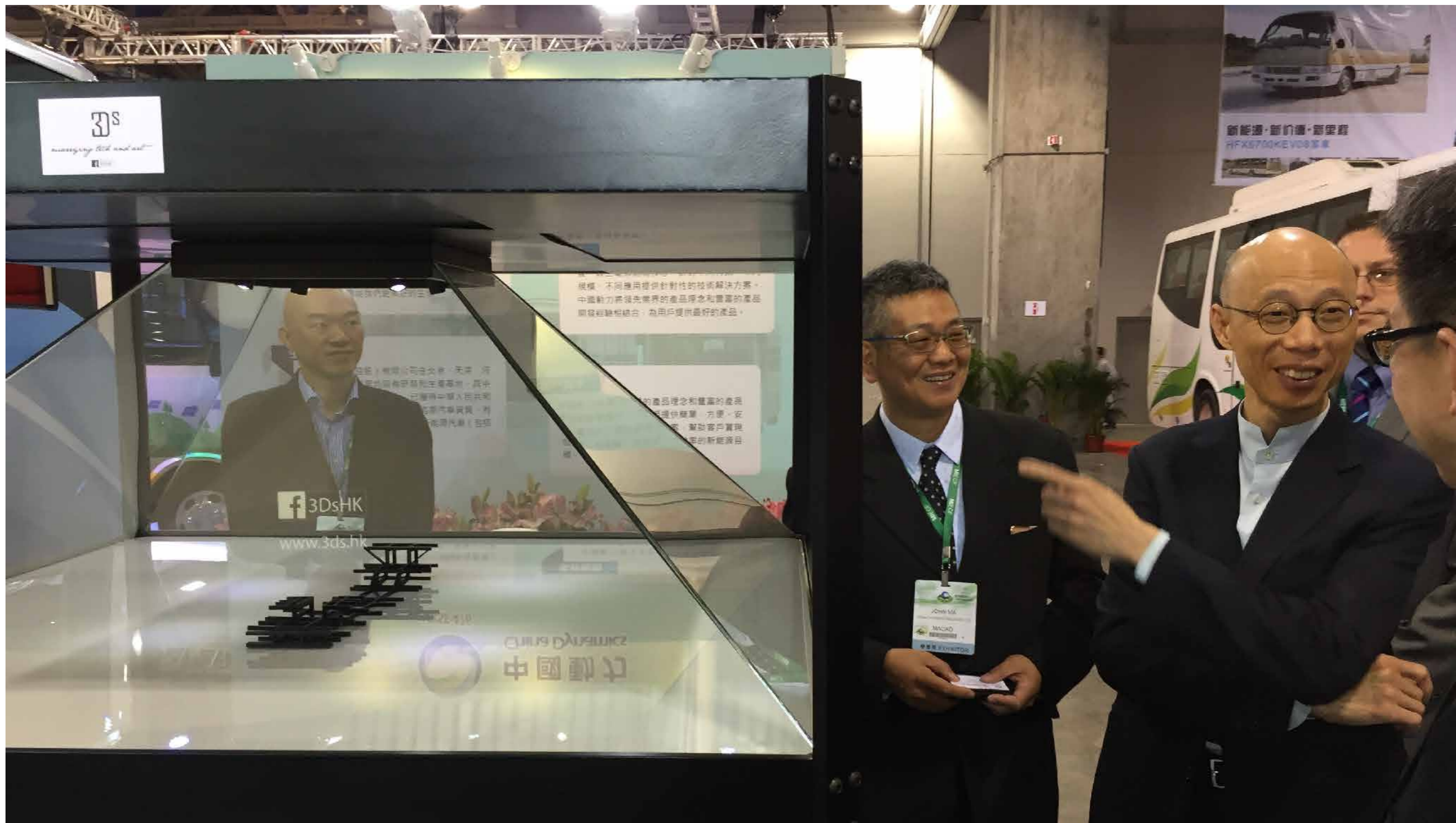
We bring our hologram technology to Europe



3DSHK X TESUME ART

Tesume Art is our destructor in Europe

Social Recognition



MR WONG KAM-SING, GBS, JP, SECRETARY FOR THE ENVIRONMENT - GOVHK, VISITED 3DSHK



HONG KONG AWARDS FOR INDUSTRIES



Hello Eduard.

The hologram and the animation has been well received by our clients and visitors at the past Eco Expo 2016. Thank you for the new innovation and technology. Wish you all the best in your future endeavors.

Regards.

Aneta

7-11-16

Unit 7601, 76/F, The Center, 99 Queen's Road Central, Hong Kong

香港中環皇后大道中99號中環中心76樓7601室

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THANK YOU NOTE FROM VEOLIA



MEDIA INTERVIEW

DBC Radio

3Ds TECHNOLOGY LIMITED



Edward Lam
Co-Founder of 3Ds Technology Limited

Please briefly introduce 3Ds Technology Limited and how it stands out from its competitors?
Our company is quite unique in nature.

The diversification of our people is special. For instance, the founders, Ben and I, were working in traditional media industry like advertising and graphic design companies until 2000. We had an artistic background from previous work experience. We focus on the effects of production that are highlighted by well-known international brands like Rimowa and Samsung. They emphasize on the quality of art, which we are very familiar with. We want to have a breakthrough in the traditional media industry and focus on new media as a lot of brands are seeking. Brands are eager to have an edge or impressive effects. Therefore we try to discover any new technology that is interesting to them. Moreover, I studied Physics and Engineering, and Ben's family has a factory, therefore we have the support for art and technological development with the help of manufacturing and production from factory. Normally, companies cannot

balance art, technology and production at the same time. The uniqueness of our company is that we are able to manage these three aspects. For instance, the hardware has to be tailor-made according to the size of the ceiling, which requires our workers to measure the size of the site for installation of machines. After the hardware design is out, we also need software to collaborate, like videos and music. For the Hong Kong Cultural Centre project, it includes interactions of people and games; for Regal Airport project, we stand out from other competitors by offering excellent maintenance and after-sales services. Recently we are invited to Japan by Epson Group for international technical exchange and we both learn from each other. I believe our company nature and experiences are competent to other companies.

As 3Ds would like to introduce its technology to interior design and

architectural industry, how can it benefit the industry?

In the early days, the technology was introduced mostly to shopping centres for promotion of events. Nowadays, developers, interior designers and architects would like to pursue something new, other than traditional themes and selection of materials, to impress the end-users. For example, when interior designers work on retail projects, despite the consideration of space and layout, they also look for interaction. We have sensor systems like RFID, when someone lifts up a product, the image will be projected on the walls immediately. It shows that technology can be involved in interior design development. No doubt a trustworthy company is crucial to professionals in the construction industry, as they have a lot of questions and worries regarding the long-term maintenance and system updates. Take Regal Airport Hotel as an example, we were selected against other companies as we provide great support that gives them confidence.

What are the challenges of other projects with a small space?

The projection technology is also feasible for projects with a small space as it is very mature now. It depends on the situation of the projector, and we can even project the images on the columns in the ballroom. We can turn challenges into new ideas.

Are there any difficulties you have encountered in Regal Airport Hotel Project?

Time management is one of the concerns. The installation lasted for almost a week, so we need to cooperate with the hotel since the hotel had to hold events. Moreover, the projector had to be tailor-made as different location has different size and depth. Thus, we had to bring our tools to work on site for measurement and production to ensure it can be located in a suitable and horizontal position.

So far you have done a lot of projects. Can you share with us about customers' feedback on 3D projection?

Most of the time, the customers are looking for new and innovative ideas especially for wedding. Every couple hopes to have a unique wedding that impress others. You can apply the same theory on commercial customers. Apart from LED walls and rollup banners, they wish to have a breakthrough, which is why 3D projection mapping is rising up nowadays. Sometimes there are uncontrollable factors during events. When we were showcasing in Hong Kong Cultural Centre, Typhoon Signal Number 10 was hoisted. Since our machines are waterproof and we had done a lot of preparation, we were able to leave our machines outdoor without any destruction. We provide strong confidence to our customers.

Lastly, what kind of creative ideas or solutions are you working on now in 3Ds? What is your plan for its further development?

We would like to introduce our

technology to professionals in construction industry, such as in hotel and retail development. We hope to involve in the early stage of design so as to achieve maximum efficiency in a long run. Even for existing buildings, like Regal Airport Hotel, we can cope with and make adjustments according to the conditions of built design. 3D projection mapping can be adopted in indoor and outdoor areas, and it can be projected on walls, ceilings, floors or even tables. The advanced version is interactive technology, for instance, to interact and play games with the image. We are now working on a project that can produce an effect of teleportation. The projection will change according to the movement of human. It greatly highlights customer experience in terms of visual and interactive effects. While we had experiences working for events and exhibitions which used temporary installation, we hope to involve in constructions that is permanent and last longer. Not only do we provide technology, but also innovative ideas and solutions to customers.



John Girard
Area General Manager of Regal Hotels and General Manager of Regal Airport Hotel Hong Kong

Regal Hotel is the first hotel to adopt 3Ds' 360-degree projection experience. Can you please tell me more about the project?

It all first started when we saw this in China. I was in China and I saw that briefly. I went back up there with our project team from China and Hong Kong. We visited 7 hotels in Guangzhou and Shenzhen, and we visited some restaurants that had the

360-degree projection experience. We were quite impressed, so we came back and said, "Let's try it in our company". We decided to do it in our large ballroom since the space has to be big, for otherwise it will lose the effect. For instance, there are a couple of hotels with small ballrooms, although the projection might work, the view is not as great that you would benefit from. Our ballroom is very large and tall, so you can experience the whole presentation of movements like waves, whales, dolphins, rain or flower, etc. So it is quite impressive. I am not sure it will be appealed to conference goers, because they want their people to be more focused on the business at hand. But I think it might be appealed to the younger generation, like people who are getting married, having celebrations or graduations or award presentations that could be tailor-made. The 360-degree projection experience could be beneficial.

How will the introduction of 360 degree projection assist customer experience in hotel ballroom?

We are the only hotel at the moment to have this technology, so the customer experience will benefit from the fact that they come to the only hotel that offers it. If you are an exhibition company or a trade

company, and you try to sell something using selling machines or computers or phones, you can have 3Ds tailor-made a presentation that will augment what you are selling, like the trademark of your company, or tell a story through a 3D projection of the actual product that you are trying to sell. That's where I think the benefits will come from. And if you are getting married, you can project different sorts of things like pictures of the groom and the bride's family.

Are there any challenges you had on this project?

I think 3Ds has been very accommodating and patient with us because this is new to us. We met several times, and they had to wait for other people and me to see and be convinced, because everybody was sceptical. But until you have seen it, you can experience the beauty of it, especially when the lights are low and dark in the room. There were not any downsides, only when the ballroom is small and you need a large space to see the full effect.

Why did Regal Hotel choose 3Ds?

We want to be competitive, and have an edge against our competitors. We are the only hotel in Hong Kong having it at the moment, and I am sure there will be more eventually because their business has to grow. But we can compete against Marriott International, Accor Hotels, etc. We are not a wedding hotel, but we can offer it to exhibitors and tradeshow. Let's say, if you have a diamond show, for instance we have AW Diamonds here every year, and you project a 360-degree imaging of diamonds, it will be fantastic and impressive. It is a win-win of us. So we will see how we are going to attract businesses to come and use it, primarily tradeshow and exhibitions, sometimes weddings. It would be great to trade associations, awards, graduations and celebrations. You can have an extra edge.



Brought to you by 3Ds Technology Limited

MEDIA INTERVIEW

A man with dark hair and glasses, wearing a black long-sleeved shirt, stands with his arms crossed in front of a large, illuminated, stylized tree sculpture. The sculpture is made of dark material with glowing green and blue lights tracing its branches and leaves. The background is dark, making the glowing sculpture stand out.

Thank you

Edward Lam

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ed@3ds.hk