ColorCode 3-D is a new and patented 3-D Stereo system

The ColorCode 3-D System is the only system in the world that can deliver full-color 3-D to any display including print, mobile devices ad tablets, computer- and TV-displays, projectors and large LED-walls, without costly investments either in distribution infrastructure or display devices.

3-D for everyone

3-D is one of the most talked about "new" possibilities within visual communication in a long time. Despite that, current development of, and access to, new 3-D devices and solutions such as 3-D Cinemas, 3DTVs, auto-stereoscopic displays, head mounted displays etc. is moving forward at a much slower pace than anyone in the business has predicted and hoped for.

ColorCode 3-D enables easy accessible and cost effective high quality 3-D distribution to the masses. With ColorCode 3-D we can reach every (2-D) color display (including print) tin the world. No other 3-D system can offer you the combination of high quality, ease of use, unlimited accessibility, and a very reasonable price. We can thereby enable the evolution of 3-D at a much faster pace and larger scale than otherwise possible, making great 3-D available for everyone today.

ColorCode 3-D for You

3-D is a very hot topic today making the commercial interest and possibilities to benefit from using 3-D in visual communication huge. On top of that it is scientifically proven that 3-D gives up to 400% better visual perception than the equivalent images in 2-D. Research also shows the benefits of 3-D in as various areas as education, marketing, games and entertainment. If 3-D is used the right way it can improve communication and decrease risk for misunderstandings as well as create a lot of new business opportunities and expanded experiences that can be very beneficial to you.

One of the major challenges is to reach the users since 3-D enabled screens and devices are still quite costly and not commonly available.

ColorCode 3-D can be the solution you need to benefit from using 3-D either you are working in entertainment (i.e. movies, games or broadcasting), advertising, education, publishing, visualization, medicine, product development, photography or somewhere else we haven't mentioned but not forgotten. Feel free to contact us and tell us about your projects, thoughts and ideas and we will be happy to share our experience and knowledge to help you expanding your business and improve your communication using 3-D.

Examples of successful ColorCode 3-D projects

- Medical 3-D product presentations, education, and promotion used worldwide by companies such as Alcon, AstraZeneca, Leo Pharma, Hoffmann-La Roche, Bayer, Merck and Nobel Biocare.

- Super Bowl Halftime commercials 2009 in 3-D with DreamWorks, NBC, Intel and PepsiCo. 130 million ColorCode 3-D Glasses manufactured and distributed in what has been called the largest marketing even in history.

- Special 3-D double episode of the Emmy award winning spy-fi comedy "Chuck" with Warner Bros TV and NBC. Broadcast and DVD release in USA and across the world.

- News and trends in the field of 3-D presented in Entertainment Weekly, Fortune, People, Sports Illustrated and Time Magazine. A total issue of 16 million magazines.

- "3D Week" at Channel 4 in the UK. 10 million ColorCode 3-D glasses distributed through Salisbury stores.

- "Comcast Holiday Spectacular" shown on the world's largest indoor LED video wall (8x25m/ 26x82 ft) in cooperation with Comcast and Niles Creative Group in USA.

- Video On Demand including a series of Hollywood 3-D movies for Telenet and Q-Music in Belgium.

- Queen Elizabeth in 3-D at CBC - 3-D broadcast in Canada.

- 3-D presentation on the world's largest outdoor LED video wall (49x22m/160x72ft) at the Scitor Kickoff event on Dallas Cowboys Stadium in USA.

- International 3-D web campaign for EF Education reaching 1 million students.

- 3-D information campaign for VMware in South East Asia, Australia, and New Zealand distributed via YouTube.

More than 170 million ColorCode 3-D Glasses have been sold and distributed around the world. They are customizable and available in a number of different models and have the great advantage of being compatible with all display types and viewing scenarios.

The ColorCode 3-D products and possibilities

ColorCode 3-D makes it possible for anyone to use 3-D in visual communication everywhere. Ogon is licensing and selling the use of the ColorCode 3-D System which includes ColorCode 3-D Pro Encoding, ColorCode 3-D RealTime, ColorCode 3-D Glasses, and software to support the use of ColorCode 3-D. You can find more information at ogon3d.com/colorcode3d.htm.

Since 3-D can be used in such a wide range of areas and contexts we are very perceptive to our customers needs and try to build our business in a way that suits our customers and partners no matter what background they are coming from.

Ogon has a deep and extensive knowledge and experience in 3-D from a business, as well as technical and creative perspective that we are more than happy to share to develop the world of 3-D and to help our partners making business out of 3-D. Our international network in a wide range of business areas will also be beneficial for our partners and clients.

Technical description

A ColorCode 3-D encoded image is a single, full-color image with the stereoscopic information encoded as minute variations in the colors. All 3-D material on digital form can be ColorCode 3-D encoded, including 3-D images, movies, and animations based on Left and Right stereo pairs, as well as real-time generated content such as games, simulations and live broadcasts.

To the naked eye a ColorCode 3-D image appears essentially as an ordinary color image with a slightly increased contrast and with distant, or sharp-edged, objects surrounded by faint halos of golden and bluish tints. When the ColorCode 3-D image is viewed through the ColorCode 3-D Glasses with specially designed filters the halos disappear, the color balance is re-established, and the image is seen in full color 3-D.

The ColorCode 3-D Glasses have amber and blue filters with complex spectral curves to separate the left and right image contained in a ColorCode 3-D image. In essence, the color information is conveyed through the amber filter and the parallax information (to perceive depth) is conveyed through the blue filter.

Seeing is believing

If you have not already experienced ColorCode 3-D that is the first thing we would like you to do. You can order our free demo package at ogon3d.com/demo.htm

If you like what you see we are looking forward to hear from you to discuss how we can help you benefit from using 3-D the best possible way. We are happy to share our knowledge and experience on how 3-D can be used to expand communication and business possibilities from a technical, as well as creative and commercial perspective.

For any questions, or to order, please contact us at

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