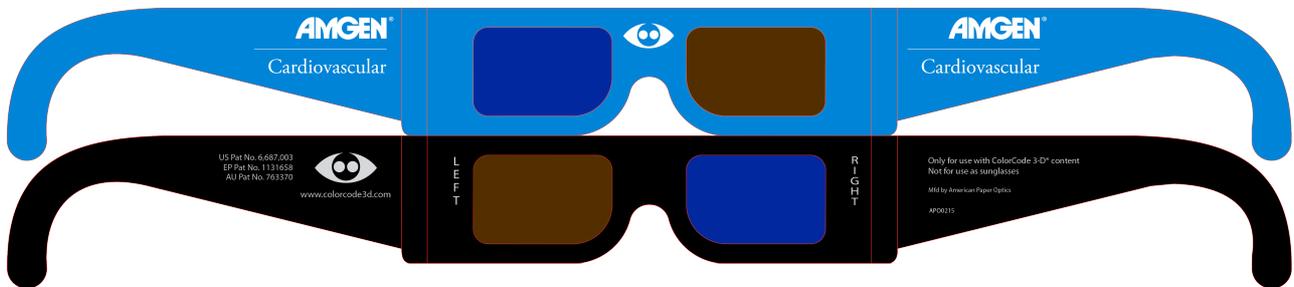


3-D information DVD and web-site

Amgen is one of the world's leading independent biotechnology companies. Since 2010 they have used ColorCode 3-D to present their research in Tumor Angiogenesis in 3-D on the web and DVD. Amgen delivers their custom printed ColorCode 3-D glasses and ColorCode 3-D encoded DVDs to potential partners and customers and up until today around 100,000 packages have been distributed around the world at events, trade-shows and through on-line orders. The project's web-site is found at angiogenesis.amgen.com.



Production process

All content has been produced by medical animation company Random 42 with support from the 3-D experts at Ogon. The content has then been ColorCode 3-D Pro encoded by Ogon before finalizing delivery formats for web and DVD distribution.



Things we learnt

- 👁️ DVD is still a useful delivery method for content around the world.
- 👁️ Flash is not a suitable delivery format for iPad.
- 👁️ Parallax (3-D effect) on the edge of being too large can still work if the display is small enough.
- 👁️ Looking inside our body in 3-D can be both beautiful and fascinating as well as increase understanding of how our complex bodies actually work.
- 👁️ A well made 3-D production can have a very long life span, this project is still running and actively used after 5 years.

Each project is a chance for learning and improving together with our partners and customers. Every lesson learnt will make us a better partner and you a happier customer...

Seeing is believing

If you have not already experienced ColorCode 3-D that is the first thing we would like you to do. Find out more at ogon3d.com/demo.htm

If you like what you see we are looking forward to discuss how we can help you benefit from using 3-D the best possible way. You can find more information at ogon3d.com

For any questions, or to order, you are always welcome to contact us at
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