

## PROJECT BEYOND

*San Francisco, CA – November 12, 2014. Think Tank Team, Samsung Research America.*

Today we offer a sneak preview of Project Beyond, the world's first true 3D 360° omniview camera. Beyond captures and streams immersive videos in stunning high-resolution 3D, and allows every user to enjoy their viewing experience in the way they see fit. It offers full 3D reconstruction in all directions, using stereo camera pairs combined with a top-view camera to capture independent left and right eye stereo pairs.

Project Beyond uses patent-pending stereoscopic interleaved capture and 3D-aware stitching technology to capture the scene just like the human eye, but in a form factor that is extremely compact. The innovative reconstruction system recreates the view geometry in the same way that the human eyes see, producing unparalleled 3D perception.

Project Beyond is not a product, but one of the many exciting projects currently being developed by the Think Tank Team, an advanced research team within Samsung Research America. This is the first operational version of the device, and just a taste of what the final system we are working on will be capable of. Once complete, we hope to deploy Project Beyond around the world to beautiful and noteworthy locations and events, and allow users to experience those locations as if they were really there. The camera system can stream real time events, as well as store the data for future viewing.

Although we won't have the camera for sale immediately, the content generated from Project Beyond will be available to every Gear VR user immediately. This way, you will not have to wait to teleport around the world with your Gear VR. With Project Beyond, the Gear VR will become a gateway to an ever-increasing pool of content that allows users to instantly teleport to places and events they always wanted to see. It frees the users of Gear VR from the limitations and rigors of physical travel, while providing a realistic experience that brings the nuances of an environment to the comfort of the living room.

Teleport to the places and events you always wanted to see.

Be anywhere.

For more information visit [thinktankteam.info/beyond](http://thinktankteam.info/beyond)

## **FAQ:**

### **When will I be able to buy a Beyond camera system?**

While Beyond is not quite ready for prime time on the store shelves yet, we will have content from Beyond available for viewing starting today, and more content will be coming soon.

### **How is Beyond different from other 360 degree cameras?**

Beyond captures and streams stunning 360 degree video in full HD 3D, and creates a stronger sense of 3D by mimicking the human eyes. It is also designed to be extremely compact, which makes the system more versatile than any other on the market.

### **How does Beyond differ from other 3D cameras?**

Beyond mimics the human eyes in a package that is the size of a human head, thus creating 3D information that perfectly matches what you would see with your own eyes if you were there.

### **What are the specifications of Beyond?**

Beyond captures the world around using 16 stereoscopic cameras and a top-view camera in stunning full HD. In all, 35 megapixels per frame – over a gigapixel per second – is captured and processed. The patent-pending stitching system uses this information to knit together an immersive view of the world. Project Beyond is not yet a product, and remains under heavy development. However, the content it produces is ready to teleport you to new destinations starting today.

### **How does beyond work?**

Project Beyond uses patent-pending stereoscopic interleaved capture and 3D-aware stitching technology to capture the scene just like the human eye, but in a form factor that is extremely compact. This recreates the geometry of the human eyes, producing unparalleled 3D perception.

### **When will content from Beyond be available?**

Content from Project Beyond will be available immediately on the Gear VR.