

## Myriad 3D Engine Concept Demos

Delivering unique 3D experiences

As part of the NOMAD research project, Myriad in partnership with ST-Ericsson and LIG-IHIM research laboratory, presents innovative 3D experiences on Android devices. Myriad has developed two concept demos: 3DStream and 3DHome to showcase how 3D User Interface (UI), contextual awareness and DLNA technologies transform the way users interact with Connected Home devices.

### 3DHome - Turn Your Tablet or Smartphone into a Remote Control for Your Connected Home

Building upon Myriad Connect & Share technology, 3DHome places your companion devices at the centre of the Connected Home experience.

Easily browse your favourite music, video and photos and listen or view on your connected devices.



### 3DStream - 3D Visualization of Twitter

Building upon the Myriad Intelligence Hub platform, 3D User Interface and contextual awareness technologies transform the way users interact with social networks via their smartphones.

#### Benefits

- **Intuitive User Interface** - creating an enjoyable user experience, as access is simple and easy
- **Targeted Advertising** - non-intrusive Ads that are targeted and relevant to the user
- **Strengthens Customer Loyalty** - customisation on Android creates strong brand differentiation



## Features - 3DStream

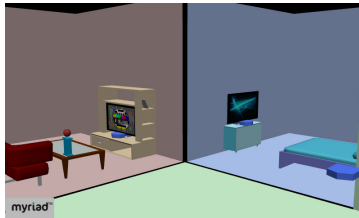
- **Premium 3D User Interface (UI)** - The 3D UI is fully dynamic: building height is based on the number of tweets in each category, the landscape and sky change based upon location & weather conditions, the UI theme adapts to the user profile
- **Targeted Advertising** - delivers a natural integration of targeted ads within the 3D landscape that are based on the user profile and activities

## Features - 3DHome

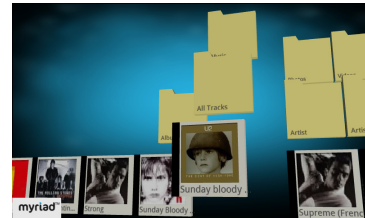
- **Intuitive User Interface (UI)** - Simple control of the home connected devices:
  - All connected devices are accessible and controllable on one screen through a 3D model of the home
  - An advanced multimedia file browser with dual mode view (list and thumbnail) delivers easy navigation through media files



3DStream Buildings



3DHome Visualization



3DHome Folder Browser

## About Myriad Intelligence Hub

Intelligence Hub from Myriad is a powerful consumer insight analytics engine designed with mobile in mind.

Myriad Intelligence Hub enables network operators, device manufacturers and smart advertisers to reach their mobile customers at the right time, with the right message.

## About Myriad Connect & Share

Myriad Connect & Share offers a fully integrated feature rich software suite that enables sharing of multimedia content anytime, anywhere. Music, photos, films and premium content can seamlessly stream between any device connected on the home network, including mobile devices, TV's, set-top boxes, games consoles and Blu-ray players.

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### About Myriad

Myriad is chosen by leading OEMs and network service providers to power rich mobile social and web experiences - from the most basic to the smartest connected device through a single, scalable platform.

Today, over 2.5 billion mobile users rely on Myriad software. Myriad apps often provide users with their first taste of the Internet, and with our proven technology embedded in every Android device we are on target to help our partners power the next billion users.

We operate worldwide, with offices in Switzerland, France, UK, USA, Mexico, India, UAE, China, South Korea, Taiwan, Japan and Australia. Headquartered in Zurich Switzerland, Myriad is listed on the SIX Swiss Exchange (SIX Symbol: MYRN).

For more information please visit our website: [www.myriadgroup.com](http://www.myriadgroup.com). You can also follow us on [twitter@MyriadGroup](https://twitter.com/MyriadGroup) and view our YouTube Channel - [YouTube.com/myriadgroupmarketing](https://www.youtube.com/myriadgroupmarketing).