



Anamorphic 3D[®]
Patented 3-Dimensional Advertising Supports

A new concept in sports field advertising



2D OR 3D?
BETTER 3D!!

Example of a real installation using A3D



Anamorfic 3D is a patented system that gives the maximum impact to brands.

*This system consists of graphically representing **trademarks or advertising messages** on canvas or self-adhesive vinyl.*

*Using **A3D** you get a flat support that appears as three dimensional on TV.*

*Now, you can place the logos close to, or even inside, the playing area, whereby the **trademarks are perfectly visible and all messages are clear to read**, posing no risk whatsoever to the players.*




**EXCELLENT
VISIBILITY!**

Excellent visibility
of the brands, texts and logos.

High level of television exposure.
Ads appears on the edge of the
playing area or inside of it.

Diversity of exposures.
As well as during the transmission
itself, the advertising will appear
during action replays, sports
summaries, special
programmes...

Increases the value of
sponsorship packages.

INSIDE THE COURT...
WHY NOT ?





Thanks to **Anamorphic 3D** it's now possible to put **3D advertising** on the floor.

Close to the game. Attached to the court.

No danger for the players.

It does not block the view of the fans.

PUT YOUR AD
IN THE
POLE POSITION
#1



Compare the visibility of 2D and **A3D** supports

The effect of **Anamorphic 3D** has been measured several times by independent monitoring companies and the results are notable.

Anamorphic 3D scores high on:

- + **EXPOSURE**
- + **RECALL**
- + **IMPACT**
- + **PERCEPTION**

↑ **MORE
VALUE**



Virtual AD Services

Measurement of spaces and boundaries in sports halls.

3D simulations for better exposure of each brand.

Production of models and originals of the final logos and messages to be printed.

Optical processing of the final artwork.

Printing of the advertising materials.

Quality control in each and every step of the processes.



+ INFO

Virtual AD – Sports Marketing & Sponsoring
Ronda General Mitre, 126 2-4
08021 Barcelona (SPAIN)

Tel. +34 93 200 06 56 – Fax. +34 93 387 10 79
Contact: Mr. Miquel de los Aires – Mobile: +34 629 36 32 36

info@virtual-ad.com - www.virtual-ad.com