



## **Takee 3D Holographic Phone from EStar America Wins 2015 CES Innovations Award**

*EStar America's Takee 3D Holographic Smart Phone was named a 2015 CES Innovation Awards Honoree. The phone provides a 3D Holographic image visible to the naked eye that is both projected out of the screen and appears to go right through the device.*

EStar America's Takee 3D Holographic Smart Phone was named a 2015 CES Innovation Awards Honoree at today's 2015 International CES Unveiled New York event. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, independent engineers and members of the trade media to honor outstanding design and engineering in cutting edge consumer electronics products. The Takee 3D Holographic Smart Phone scored highly across all judging criteria. It joins a small percentage of products that are given this honor each year.

The Takee 3D Holographic Smartphone is the world's first mobile device to integrate Smart Holographic Technology. First, the forward facing camera tracks the viewer's head and eyes. Next, the 3D phone's spacious 5.5" high-definition screen sends separate images to each eye. The result is a 3D Holographic image visible to the naked eye that is both projected out of the screen and appears to go right through the device.

"The biggest difference between our 3D Holographic display technology and legacy naked-eye 3D displays is that holography won't make you feel dizzy" said Meihong Liu, Chairman and General Manager of EStar Technology Group, "3D Holographic technology can adjust perspective to users' changing position. It's closer to the feeling of watching the real scene."

The Takee 3D Holographic Smartphone supports naked-eye 3D holographic pictures, games, videos and applications. The Anti-Friction coating makes the screen durable and fingerprint resistant, while the matte finish on the back adds extra grip. Constructed of aircraft-quality aluminum and Corning 3rd Generation Gorilla Glass, the Takee 1 is durable yet refined.

The first Takee 3D Holographic Smartphone, the Takee1, is powered by the MediaTek True Octa-Core processor. It has 32GB of storage. AudioCauldron 3D Sound technology from Bit Cauldron Corporation provides 3D Sound to match the 3D video, enabling a new level of 3D immersion and a more believable sensory experience. It also supports dual SIM cards (one standard SIM card, one Micro SIM card) to allow calls to and from two phone numbers and calling plans at the same time.

"We are pleased to be able to offer this phone both as an unlocked no-contract phone and as a carrier-customized differentiated device" said Dalton Ferdinand, Vice President of EStar America.

EStar America will showcase the Takee 3D Holographic Smartphone at the 2015 International CES at Sands booth #70354, which runs Jan. 6-9, 2015, in Las Vegas, Nevada. Honorees will also be displayed at CES Unveiled New York, which features dozens of exhibitors and networking opportunities, and runs 4:30-7:30 PM November 11 at the Metropolitan Pavilion, New York.

About EStar America, LLC:

EStar America is a Gainesville, Florida based Consumer Electronics Original Equipment Manufacturer. We



design 3D Glasses, 3D Phones, 3D Audio products and 3D Video products. We sell our products to consumers through retail channels. EStar America is also North America's exclusive agent for phones, tablets, and accessories made by Estar Technology Group Co., Ltd. Founded in 2004, Estar Technology Group Co., Ltd. is the largest 3D virtual display product manufacturer in China and provides products to China domestic giants including Changhong, Skyworth, Haier, and Jiuzhou. Estar Technology Group Co., Ltd. is an enterprise rooted in Shenzhen, China with business all around the world.



**Contact Information**

**Dalton Ferdinand**

EStar America

<http://www.estaramerica.com>

(352) 462-3020