

## Pecar Debuts 3D Video in Michigan Market at Troy Store

If your idea of 3-D imaging connects to paper goggles with a red and a green lens, come out of the dark ages. Last week Pecar Electronics on Rochester Rd. presented the area debut of the Sensio 3-D Processor, which presents incredible 3-D in the comfort of your home theatre.

This truly impressive technology is the brainchild of two Montreal investment bankers, Nicholas Routhier and Richard LaBarge. In the works since 1999, the fruits of their labor is currently on sale at about 700 high-tech stores across Canada and the United States – more than 150 units were on order before its official release.

It is difficult to verbalize an abstract concept like 3-D. John Bevier, National Sales and Product Manager for Audio Plus, describes it as "entering the action... vicarious living." And he is right on. IMAX is great 3-D viewing – Sensio is better. Indeed, IMAX, MGM Consumer Products and even some medical schools have expressed interest in the Sensio technology.

The Sensio processor is thrilling 3-D for a very affordable \$3,000. Included are two pair of the special battery powered glasses, with each additional two pair, \$125.

What will you watch? There are presently six titles available, with a release schedule of one title a month for the next year. You probably will want to watch a movie more than once, since you see something different every time you view it.

Sensio 3-D must truly be experienced to be believed. And, for the true videophile, this new technology will be the icing on the cake to any home theatre system. See it now at Pecar Electronics, 3732 Rochester Rd.®

Started in Detroit in 1946 this

family owned business has been offering Metro Detroiters the finest in consumer electronics for nearly 60 years. Its reputation for quality products and an exemplary consumer service has earned it national recognition. Now in its newly expanded and

remodeled showrooms in troy, the Pecar family and staff are demonstrating the latest in Home Theater, Lighting and Home Control. Pecar's annual Expo showcases these and other technologies in an exciting and educational forum.



RELAXING AT PECAR'S Rochester Rd. studio set-up, these gentlemen are enjoy the very newest in home theatre technology. It's the Sensio 3-D Processor, and, yes, the glasses are required. It's pretty amazing stuff, and the inventors believe it will soon become part of medical technology, too. Stop in and try it out. You'll love it, as Jamie Flora, Pecar marketing director, l-r, John Beurer, national sales manager & product manager, Audio Plus Services, and Bob Boyle will attest.

## Pecar Showcases New Technology in Gazette