

– PRESS RELEASE –
NVU ELECTRONICS TO DISTRIBUTE POPPY 3D CAMERA FOR iPhone

For Immediate Release:

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POPPY 3D CAMERA FOR iPhone NOW AVAILABLE IN CANADA

Concord, Ontario (March 31, 2014) – NVU Electronics Inc. is pleased to announce it has partnered with Seattle-based inventors and manufacturers of the successfully backed Kickstarter project, Poppy3D, to become their exclusive Canadian distributor.

Poppy 3D is an optical device, that allows you to capture beautiful images and videos in 3D using your iPhone’s camera. It requires no batteries or any specific skills to operate, and the results are amazing, and 3D! The Poppy iOS app, available free, works together with the viewer to create your images and videos that can be easily shared via social media directly within the app, or saved for viewing later. The Poppy App even allows you to create “wobble GIFs” which gives photos captured in the Poppy, a 3D effect without having to be viewed through a 3D device.

“There is a lot of nostalgia associated with the Poppy device,” exclaims Bobby Revai, president of NVU Electronics. “When people first see the Poppy, they will instantly be reminded of the famous ViewMaster 3D viewer from the late 70s & 80s, but then realize that you can now create your own 3D images & videos using your iPhone. At CES this past January, we realized this was a product that people of all age groups will instantly identify with. It fit perfectly within our distribution channel, and our resellers have responded very well to the product.”

Riyaz Dharamshi of the Photo & Video retailer Henry’s chimed in saying “the Poppy3D heightens the smartphone photography and videography experience by combining modern-day technology with a nostalgic factor. Best of all, it’s extremely easy to use!”

Poppy 3D is available now in limited quantities at Henry’s Photo & Video, Canada Computers & Memory Express. It is distributed exclusively in Canada by NVU Electronics Inc.

NVU Electronics Inc., is a Canadian distributor of Consumer Electronics, Digital Video & Audio products. You can contact NVU through their website at www.nvu.ca, or by phone at 1-(866)411-2NVU.

Poppy 3D is developing hardware and software products to help capture, view and share the world in 3D. They can be contacted via their website www.poppy3d.com