



Technology for Media and Culture Industries

Greeting

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Development of Convergent ICT

Federal Ministry of Economics and Technology

Innovations in Germany: 3D Competence Center at HHI

Future Applications of 3D

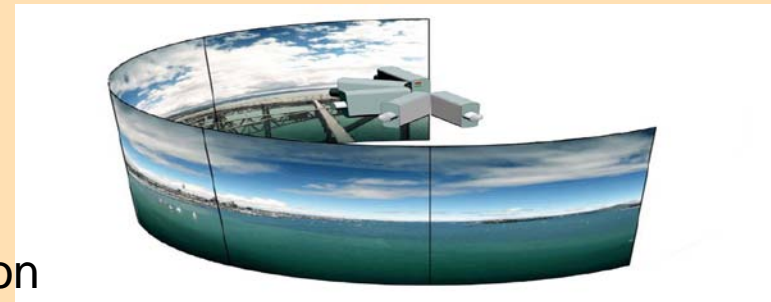
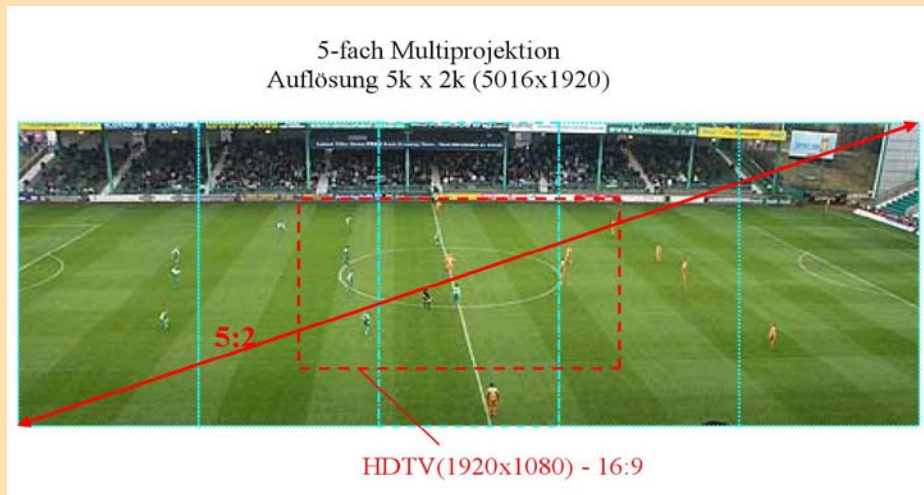
- Cinema
- Broadcasting / TV
- Gaming
- Virtual Factory (Design, Simulation)
- Telemedicine

Intention

- Feasibility
- Demonstrators / Solutions
- International Standardization
- Reference Center
- Support

Highlights

- Cinevision 2006: world's 1st 5K Multiprojection
- 3D Media Workshop 2009: 6K Panorama Projection + IOSONO Sound



PRIME – Production and Projection of Immersive Media*

Main Issues

- **Innovations for standardized stereoscopic productions**
 - Progress in stereoscopic camera equipment: standardized, manageable, low-cost
 - Recording of raw data
- **Common data formats for production: 3D cinema and 3D TV**
 - Format conversion: Stereoscopic to display specific Multiview Formats
 - 3D production format DES (Depth Enhanced Stereo / HHI development)
- **Production and Projection of 180° Stereo Panoramas**

* *Funded by the Federal Ministry of Economics and Technology*

Public ICT Support Programmes in Germany

Internet of Things / RFID

NextGenerationMedia

Autonomik



Internet of Services

THESEUS



Mobile Internet

SIMOBIT



Internet of Energy

E-Energy



ICT for E-Mobility

Green-IT

Entrepreneurship



ICT – Political Roadmaps in Germany

- ID2010 - Information Society Germany 2010
- Hightech Strategy for Germany
- Research Programme ICT 2020
- National IT Summit



Nationaler IT-Gipfel

Potsdam, Dec. 2006

Zweiter Nationaler IT-Gipfel 2007-

Hannover, Dec. 2007

Dritter Nationaler IT Gipfel

Darmstadt, Nov. 2008

Stuttgart, Dec. 2009

Prospects for 3D

- **New business models**
e.g. for panorama projections
- **Production & support platforms for SMEs (supply chain)**
e.g. in advertising
- **Focal point for investments and start-ups**
e.g. establishment of a regional cluster



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Many thanks for your attention