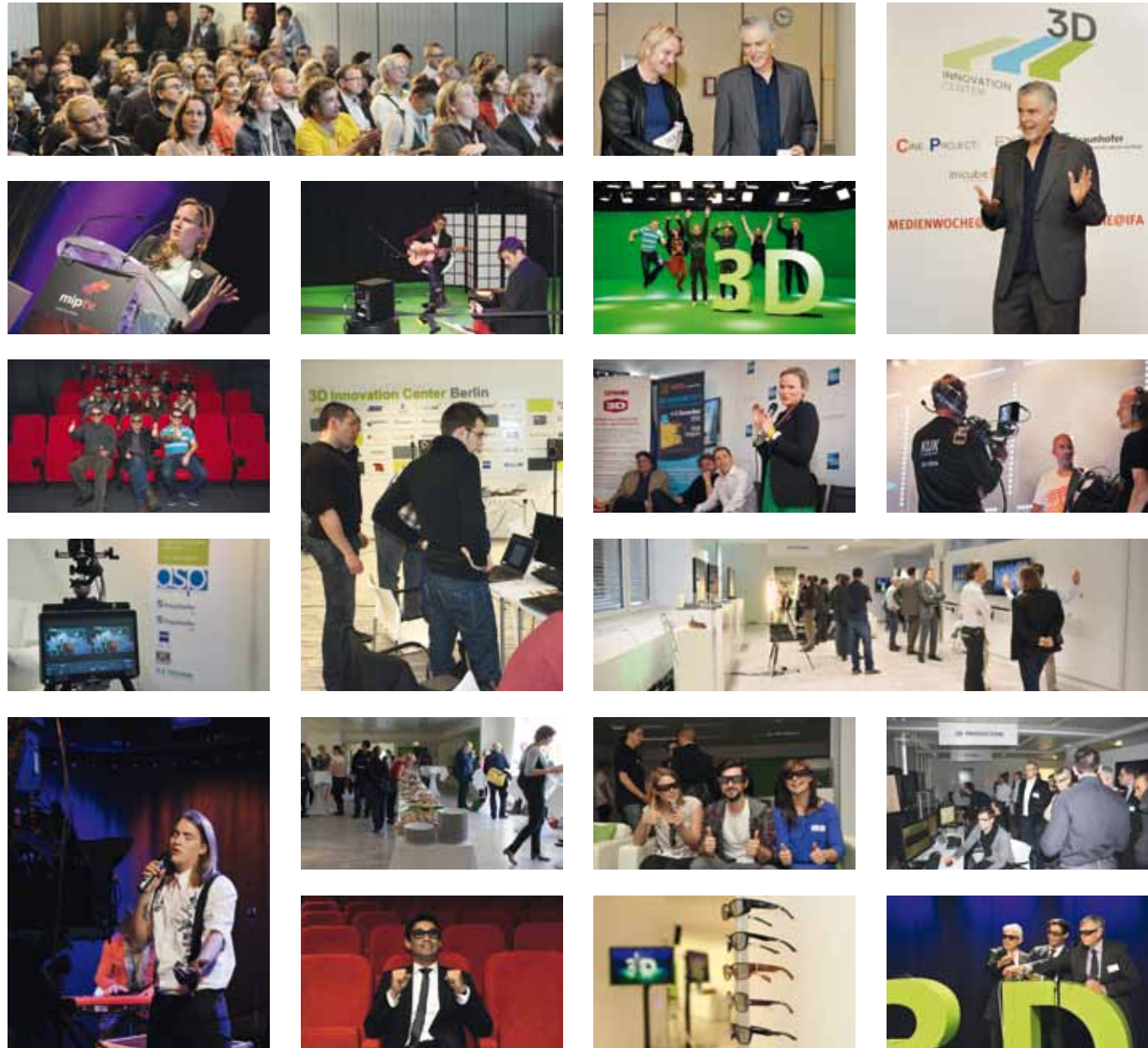




SYNERGIES
THROUGH COLLABORATION



JOINT DEVELOPMENT OF A NEW BRANCH

The 3D Innovation Center Berlin offers the worldwide unique opportunity of working together in a pre-competitive environment to develop a new industry sector. A platform of some 600 m² is open to all players as a place where they can build contacts, test products and systems – and make joint presentations to a variety of diverse target audiences.

New synergies are generated by the availability of a profusion of know how covering the 3D whole system chain – from product development and marketing and sales to positioning in the market and the public eye.

THE 3D INNOVATION CENTER BERLIN

- Showroom for products, prototypes and ideas
- Development platform and testbed for 3D technologies, applications and infrastructures
- R&D lab for projects, innovations and standards
- Communication platform for providers, users and the general public
- Transfer platform for know how and professional training
- Marketing instrument for advertising, sales and PR
- Resource pool of experts, know how and market & target group data

CONTACT
 Kathleen Schröter
 Tel +49 30 31002 424
 kathleen.schroeter@hhi.fraunhofer.de
 Dr. Ralf Schäfer
 Tel +49 30 31002 560
 ralf.schaefer@hhi.fraunhofer.de

PRESS CONTACT
 Dr. Gudrun Quandel
 Tel +49 30 31002 400
 Mobile +49 171 1995334
 gudrun.quandel@hhi.fraunhofer.de

WWW.3DINNOVATIONCENTER.DE

The Fraunhofer Heinrich Hertz Institute is responsible for the set-up and organization of the 3D Innovation Center. Operations of the 3D Innovation Center are initially planned for a period of five years.





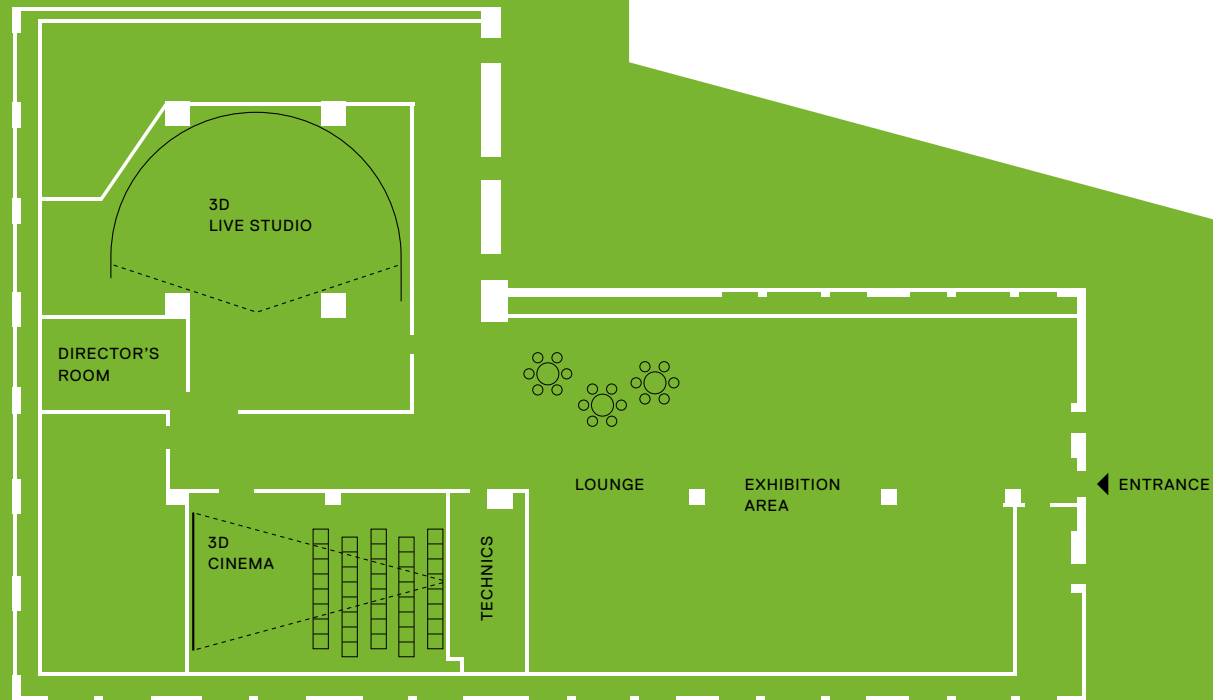
THE 3D INNOVATION CENTER INFRASTRUCTURE AND FACILITIES

Its flexible structure suits the 3D Innovation Center to a wide range of operational uses.

The 3D Live Studio

Equipped by partners with state-of-the-art facilities, this is an experimental environment for live talk shows, music events, and even advertising productions. Visitors can experience 3D in live action.

- ca. 110 sqm
- Green screen with channeling and floor for virtual content
- 18 LED spots
- 12 LED spots red, green, blue, white for mixing colors
- 50 LED panel lights



The 3D Director's Room

Production switcher Kahuna 360 by *Snell* with features to support image processing, live production, automation, workflow control and distribution within the 3D environment.

The 3D Cinema

Identifying and presenting 3D reference material, screening and discussing 3D movies – it's all possible in the 3D cinema; the multi-functional space can also be used for workshops and training sessions.

- Projector Christie CP2210 in combination with Doremi IMB (Integrated Media Block) server – playback of 3D High Frame Rate up to 60 fps possible
- Z-Screen by *Real D* + silver screen
- 5.1 *Dolby* Surround System
- 35 seats
- 2D projector by *Projection Design* for presentations

The 3D Lounge

Communication is written big here. The 3D lounge is a meeting place for experts and users from diverse industry sectors, research and government. It's a place where partners' events get started and networking is brought to a successful conclusion.

The Showroom

Just step inside the 3D Innovation Center to experience the whole world of 3D in a space that gives partners ample room to showcase their own solutions and offerings.

- ca. 300 sqm exhibition area
- Platinum, Gold and Silver partners are welcome to exhibit their products, prototypes, showreels etc.

SHAPING THE FUTURE OF 3D PARTNERS IN THE 3D INNOVATION CENTER

Companies, institutions and research establishments partner with the 3D Innovation Center to create the future of 3D. A multi-tier partnership program – Platinum, Gold, Silver, Bronze – enables them to tailor their commitment to fit their interests, aims and objectives.

USING THE 3D INNOVATION CENTER

Partners in the 3D Innovation Center have a variety of interests

- Organization of collaborative projects
- Production of different 3D formats
- Testing their own developments in conjunction with those of others
- Internal and external communication of the 3D message

All partners value the innovative, inspirational ambience of the 3D Innovation Center. A manifold array of synergies – on the technological level, in the field of content creation, in the enhancement of production processes or the training of young 3D professionals – enables each partner to follow their own interests and goals.

Partners play a proactive role in shaping the course of the 3D Innovation Center – in the Steering Committee and the active working groups.

Become a partner in the 3D Innovation Center and play your own part in shaping its future!



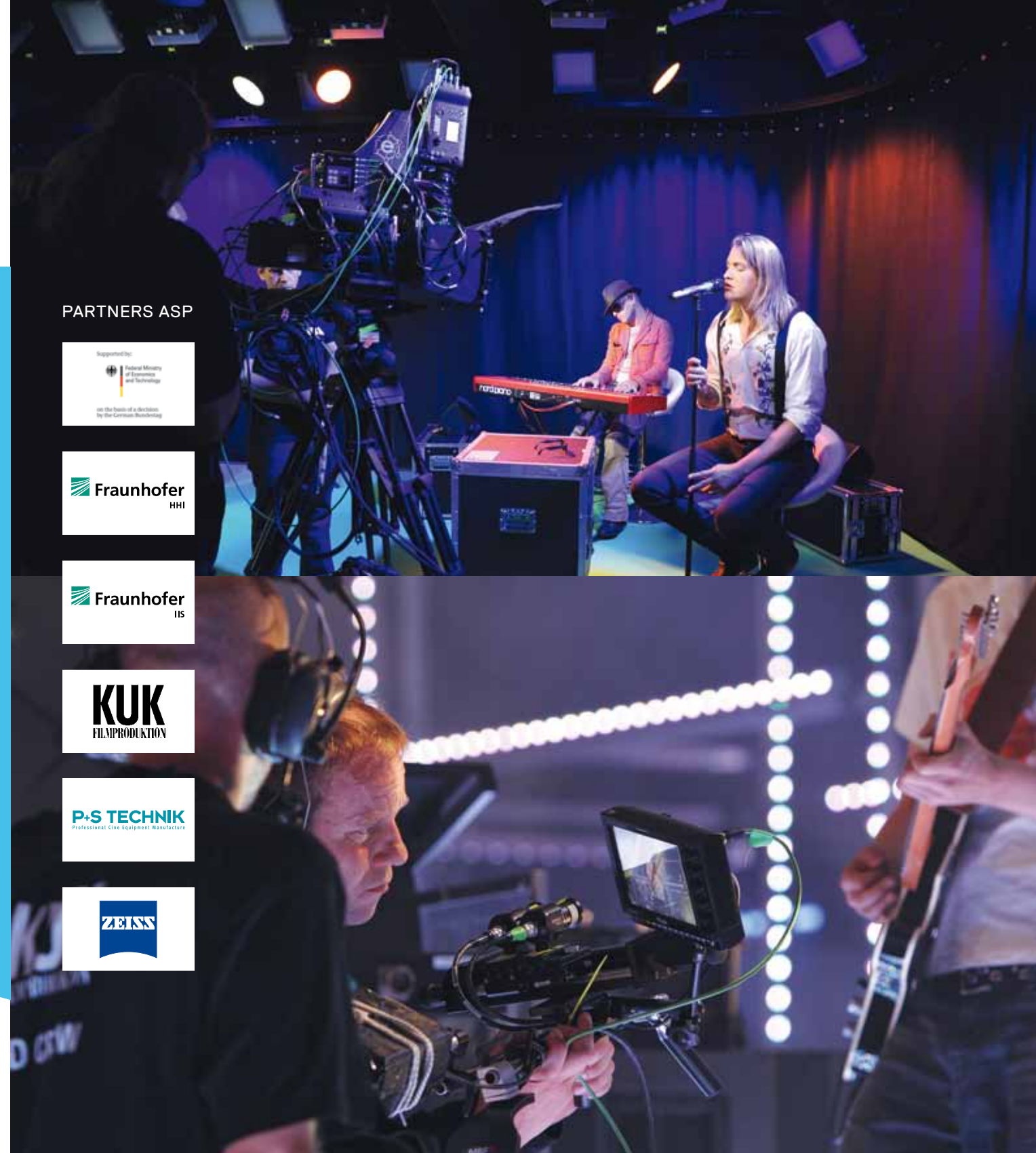
AUTOMATED STEREO PRODUCTION

A smart embedded 3D stereo camera assistance system for unattended broadcast and POV applications developed with BMWi funding


- Compact and robust side-by-side stereo rig – optimal solution for cost-effective 3D productions
- Simple to use, low cost, highly functional and largely automatic
- Small form factor, light weight, easy handling
- Integrated zoom lenses of high quality
- Smart POV cameras with onboard intelligence
- Scene-adaptive control of stereo parameters
- Automated adjustment of convergence and baseline
- Real-time stereo alignment, even while zooming
- Provision of comfortable 3D viewing quality
- Avoidance of time-consuming stereo rigging



PARTNERS ASP



PARTNERS OF THE 3D INNOVATION CENTER

 www.aha-media.de	