



2020 3D Media Spatial Sound and Vision

D9.4 Project Progress Presentation

Project ref. no.	ICT-FP7-215475
Project acronym	2020 3D Media
Start date of project (dur.)	1 March, 2008 (48 months)
Document due Date :	September 30, 2009
Actual date of delivery	September 30, 2009
Leader of this deliverable	Santi Fort
Reply to	Santi.fort@barcelonamedia.org
Document status	Final

Version	Date	Description
1.0	15.09.09	Version for peer review
1.2	18.09.09	Revised after peer review
1.3	30.09.09	Pdf. version submitted



Deliverable Identification Sheet

Project ref. no.	ICT-FP7-215475
Project acronym	2020 3D Media
Project full title	2020 3D Media Spatial Sound and Vision
Document name	20203DMedia_D9.4_20090930
Security (distribution level)	Public (PU)
Contractual date of delivery	Month 19, September 30, 2009
Actual date of delivery	Month 19, September 30, 2009
Deliverable number	D9.4
Deliverable name	D9.4 Project Progress Presentation
Type	Report
Status & version	Final. V 1.3
Number of pages	10
WP / Task responsible	WP9 / Santi Fort
Other contributors	none
Author(s)	Santi Fort
EC Project Officer	Jorge Santos
Abstract	This document describes what has been done for the dissemination of the project during IBC 2009. It presents the partners involved, the stand and the success of the first presentation of 2020 3D Media to a large public.
Keywords	IBC 2009
Sent to peer reviewer	<i>Date September 15, 2009 and Eric Martrou</i>
Peer review completed	<i>September 16, 2009</i>
Circulated to partners	Via plone
Mgt. Board approval	To be approved at the next SB meeting

Table of contents

1.	Public Executive Summary	4
2.	The venue: The New Technology Campus (NTC)	5
3.	The opportunity	5
4.	Production.....	5
5.	The stand.....	7
6.	Specific dissemination of the event	8
7.	The “What caught my eye?” selection	9
8.	Conclusions	10

1. Public Executive Summary

As one of the main dissemination activities, the public presentation of the project is one of the major challenges of the Work package during the project life. Participating at the IBC was one of the tasks originally described in the Dissemination strategy document, delivered in M3.

The 2020 3D Media project had the opportunity to participate with a stand at the IBC. The involvement of the partners was good; 8 out of 14 partners were present at the stand. Academic and industrial partners were equally represented.

The stand was located in the New Technology Campus, a really interesting and adequate place to be since it is a specialized forum where research organisations can present and demonstrate their results to IBC conference delegates and exhibition visitors.

The amount of people that visited the stand was highly significant as the stand seemed to be one of the most popular ones. Most of the time visitors crowded the stand space. New key contacts were made by the 2020 3D Media partners that represented the project during the exhibition. One of the demonstrators exhibited, the omnidirectional video capture system from university of Hasselt was nominated by the organization of the IBC in the category "What caught my eye?".

This new Technology Campus at the IBC was the perfect platform for the first public integrated appearance of the project. Immediate results of this dissemination activity are already evidenced by the increase of the web page visits and the post event contacts made.

2. The venue: The New Technology Campus (NTC)

Since 1994, IBC has staged its New Technology Campus as a forum where research organisations can present and demonstrate their results to IBC conference delegates and exhibition visitors.

The NTC is home to a number of small booths where some of the cutting edge technology described in the technical papers sessions from the conference can be demonstrated. By presenting live, working demonstrations, innovations become reality and one can gain an understanding of the way in which the industry may move in the future.

It is often said that NTC demonstrations today are the hit products of IBC in the future. It has certainly been the case that research bodies have shown new work that has been snapped up by forward-looking manufacturers. So the New Technology Campus should be an essential part of the IBC experience for all of its audiences: delegates, visitors and exhibitors.

3. The opportunity

The IBC is the right place to be, so access to a broad audience completely focused in the media industry can be possible. For that reason it was very important that 2020 3D Media made its first integrated public appearance in such important event.

It is well known that obtaining a stand at the IBC or at the NTC is not an easy task but thanks to the offer made by David Meares, the organizer of the New Technology Campus, to one of the consortium partners Dave Stringer, (DataSat) 2020 3D Media was given the opportunity to present its work in that well-attended event. The IBC organizers gave us a cell stand of 4x3m with only one condition “ ... demonstrate new ideas and inventions that might not yet be commercial realities.”

4. Production

The dissemination Work Package leader immediately seized the opportunity to participate at the NTC and started the coordination of the participation of the project partners. Immediate interest was shown by partners; having as a result the participation of DTO, Fraunhofer, DataSat, DTS, Doremi, BM, JRS and UHasselt. DPL was also interested in participating but unfortunately due the characteristics of the stand no space was available for the use of big projectors. The final list of participants was closed by the end of June 2009.

Partners such as Thomas Brune (DTO) with great experience in Trade Shows provided very useful advice regarding the stand distribution. “Eye catchers”, such as the trifocal rig and the the omnidirectional video capture system were placed near the aisle to catch the attention of visitors. Participating partners were also available to provide information about the exhibited material. The stand distribution can be seen in the pictures below.



1: Pre-visualization of the stand in the design phase



2: Top view of the stand in the design phase

Organizers requested that the project is presented at the stand "... preferably in the form of a working piece of hardware, or software." therefore a great showcase of the technologies that are in the process of been developed were set up.

In order to properly exhibit the technology, additional power supply and specific furniture was rented. Below are some images reflecting the set up of the stand.



3: The stand barely empty



4: Starting to setup the stand

5. The stand

The stand was configured in the following 5 areas to show different aspects of the project's system architecture:

- Scene image capture with depth information: DTO presents the trifocal rig, and the related image processing software developed in collaboration with the Fraunhofer institute. Additionally the 10GE recording and transmission system was demonstrated. The demonstration included the prototype version of the Flashpack.
- Omnidirectional video capture: Philippe Bekaert and Tom Mertens from the University of Hasselt showed the prototype of the omnidirectional video camera, a prototype of panoramic video capture rig and the diverse processing software needed, for example, to stitch the different sources of image in real-time using a powerful image processor.
- Stereoscopic image management and distribution presented by Dave Stringer and Stephen Field from Datasat and DTS, with the collaboration of Doremi
- Spatial Audio presented by Pau Arumí and Toni Mateos from Barcelona Media.
- Metadata management and image tracking and segmentation by Werner Bailer and Felix Lee.

In all the above mentioned areas, functional prototypes or demonstrators were presented allowing visitors to better understand the capabilities of the presented systems. The amount of equipment used was considerably important: 5 big screens, one digital cinema camera, 10GE equipment, etc. The detail by areas is as follows:

- 5 monitors around 24 and 30 inches, including one capable of display stereoscopic content with polarized glasses, and a Cinetal digital cinema reference monitor,
- The trifocal rig composed mainly by a massive prototype trifocal rig over a Vinten tripod. The camera system was composed by one Viper digital cinema camera and two satellite cameras. In order to make the processing of the three sources of image a big image processor was used.
- For the 10GE demonstrator, a 10GE prototype of the Thomson Flashpack and a 10GE switch and a 10GE communications board.
- The spatial audio area used a multichannel audio processor, a Polhemus spatial tracker and a laptop running the software developed in the project.
- The image tracking and metadata management demonstrators presented by JRS used a laptop and a big LCD screen shared with the University of Hasselt delegates.
- Two omnidirectional image capture systems, and a panoramic video rig, composed by a high precision rig and 4 HD cameras. Two big PC for image processing were also used. All this equipment was given by University of Hasselt.

To complement the explanation of the exhibited technology, posters illustrating every area were produced and showed in the stand. Also a poster outlining the current, conceptual, complete end-to-end System Architecture of 2020 3D Media was exhibited. All marketing material was designed to provide an homogenous and coordinated outlook of the work performed by the Consortium. Dissemination Work Package leader provided guidelines and templates accordingly.

6. Specific dissemination of the event

Prior to the exhibition, dissemination about the presence of the project at the NTC of the IBC was performed. The promotion included: sending targeted communication to partners' contacts, offering them the opportunity to receive IBC exhibition invitations, and finally the publishing of a press release in the Stereoscopy News Newsletter, and in the project website.

For this event a revised version of the 2020 3D Media leaflet was produced. Approximately 550 units were collected from the stand during the exhibition. Additionally more than 200 project business cards were also collected by visitors.

Some international media journalists covering the event stopped at the stand during the exhibition days and made interviews, photos and video recordings to the participants. The interview made by Joel Welch, Director of Professional Development of the SMPTE, regarding the demonstrator presented by University of Hasselt is available online at:

<http://365.smpite.org/SMPTE/SMPTE/Resources/SMPTEProfessional/3D2020/default.aspx>

7. The “What caught my eye?” selection

Every year the IBC organizes a series of sessions called “What caught my eye?” They invite a person with good knowledge of the field, usually a journalist, an investor, etc. , to choose within the show the most appealing things of the current edition. Every day, around 10 “appealing things” were selected and presented during the 3 public sessions.

2020 3D Media started with luck as one of the exhibited demonstrators, the omnidirectional video prototype by University of Hasselt, was included in one of this year’s selections, the “Media on the Move”.



5: Philipp Bekaert and Tom Mertens



6: Public presentation of the selection

The organization made an interview to Tom Mertens (UHasselt) and edited a short video that was also projected in the public session of the selections to show to the audience the development of new technologies. The 2020 3D Media identification was clearly shown during the presentation.

The IBC organization gave the winners a plaque with the nomination. The recognition was put in a relevant place of the stand. From the dissemination point of view, been awarded in an exhibition with more than 1300 exhibitors is fantastic news for the project.

8. Conclusions

All planned activities for this project public presentation were achieved. The project as a whole has been presented in a major public event such as the IBC exhibition and specific demonstrators have been showed to professionals and researchers from very different locations and interests.

The professionalism of the IBC organizers and service providers, the interest and proactivity of the 2020 3D Media partners contributed to the smoothly coordination of the projects' presence at the IBC New Technology Campus.

The significant amount of visits received throughout the exhibition is the evidence of the interest shown by visitors towards to the project. This positive feedback encouraged even more the partners to continue the development of the project.

