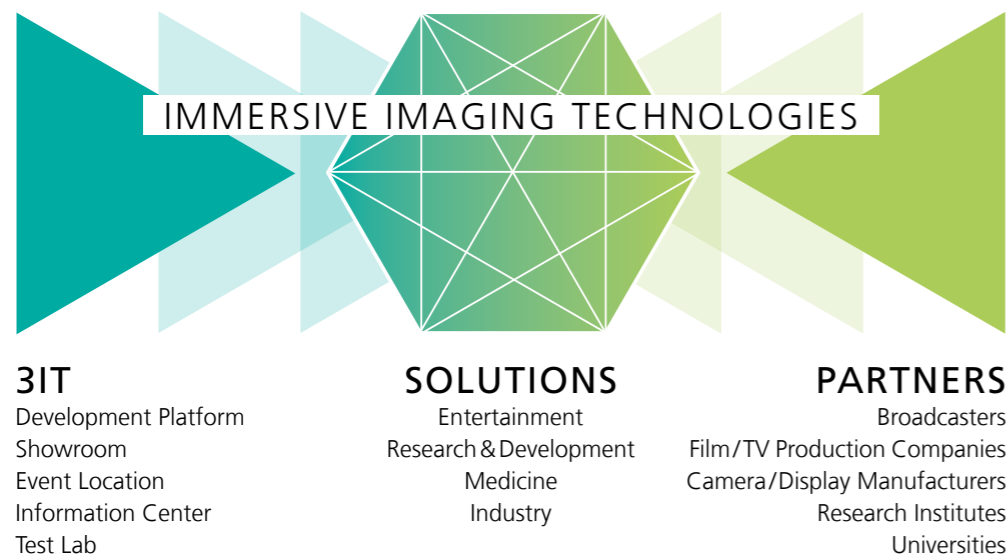




INNOVATION CENTER FOR
IMMERSIVE IMAGING TECHNOLOGIES

THE 3IT INNOVATION CENTER FOR IMMERSIVE IMAGING TECHNOLOGIES

THE 3IT IS A UNIQUE GATHERING PLACE FOR INVENTING MINDS WHO WILL DAZZLE US WITH FUTURE IMMERSIVE IMAGING TECHNOLOGIES.

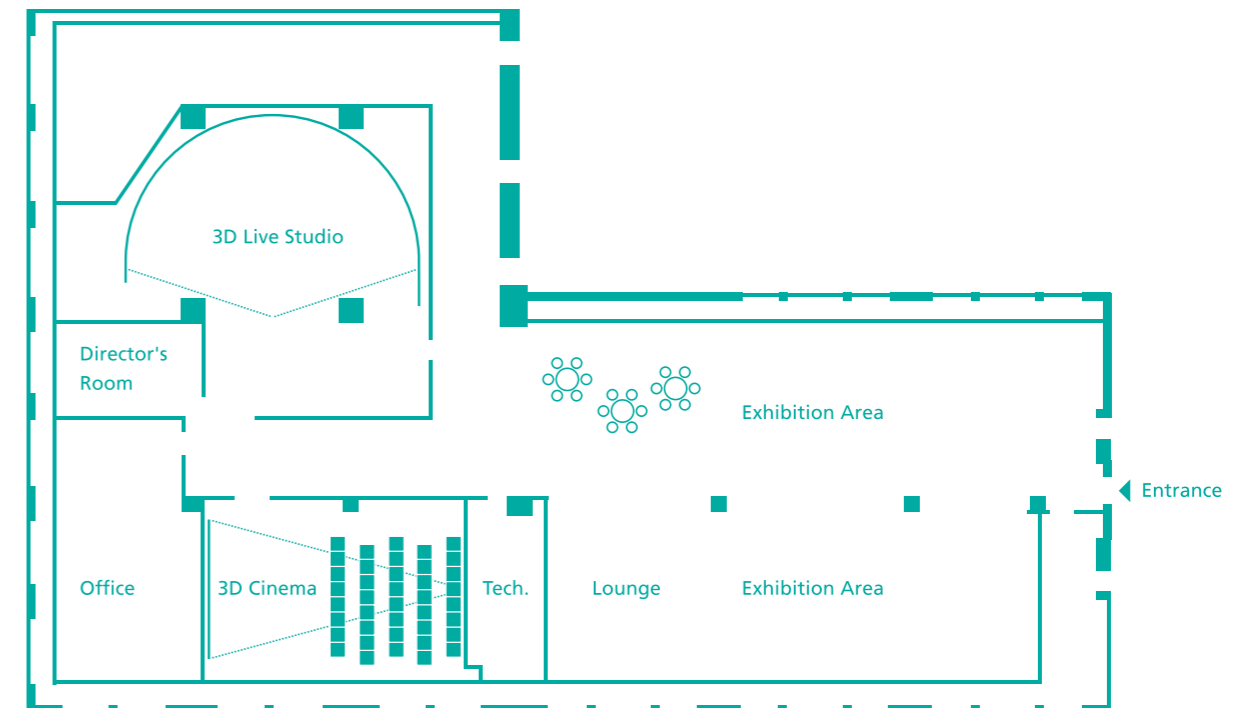


The center offers all who work in the field opportunities to meet and advance 3D, VR, UHD, HDR, HFR and related technologies in a precompetitive environment.

The **3IT partner network** creates a common platform for research institutes, universities, display and camera manufacturers, film production companies, broadcasters and developers of medical applications. The members do not only provide solutions for the entertainment industry but also for health care and industrial sectors. 3IT partners are free to use the platform to initiate contacts, exchange opinions, develop new ideas and engage in joint projects. They may also want to test their products and present them to various target audiences using the **600 m² of the 3IT facilities**. Regular conferences and workshops organized and hosted by the 3IT create additional value. This **transfer of knowledge and expertise** between science and commercial enterprises constantly generates new synergies.

WE OFFER

- a showroom, a green screen studio and a 3D cinema on 600 m² floor space
- a development and test platform for immersive imaging technologies, applications and infrastructures
- a knowledge pool e.g. communications in workshops and conferences
- a communication platform
- events, fairs, newsletters and social media for public relations as well as marketing, distribution and advertising tools
- support for industry-relevant research projects through advisory services and grant support from the Federal Ministry of Economic Affairs and Energy
- the adjacent CINIQ Center which provides 500 m² floor space for events



The **partnership model** consists of the four Bronze, Silver, Gold and Platinum membership categories. Depending on the selected category, partners have various privileges such as using the 3IT facilities for events, training or workshops, for the exhibition of products and as a marketing platform. Members may also join the steering committee to shape the strategic direction of the 3IT.



THE SHOWROOM



The partners will enjoy the 3IT showroom, which includes the exhibition area and the comfortable lounge. The **300 m² of floor space** give members plenty of room to display their products and prototypes and to present them to the public. The **seating area** invites the participants to sit down, talk and exchange ideas.

KEY FACTS

- Platinum, Gold and Silver Partners are welcome to exhibit their products, prototypes etc.
- The exhibits display current immersive imaging developments including hard- and software.
- The lounge offers sofas, stools, tables, chairs and a kitchen area.
- Flexible equipment and furniture for presentations and other events, extra seating capacity, a projector and a projection screen are available.



THE STUDIO

The heart of the 3IT is the green screen studio. It measures **110m²** and is equipped with **state-of-the-art technology**. With its 80 static and panning light sources, HD 3D cameras and a separate director's room, the studio provides an experimental environment for shootings, product testing, live talk shows, musical events and even advertising productions. The **flexible structure** suits the wide range of interests among 3IT partners who include developers and scientists as well as production and distribution companies.



EQUIPMENT

Green screen

- 20 m wall mounted curtain, curved, triple track system
- black and green screen with infinity cove and floor

Light equipment

- 50 Tecpro Felloni Bi-Color HO panel lights
- 12 Robe Robin 600 LEDWASH moving heads
- 18 Robe Robin 600 SmartWhite moving heads
- solid light instalment grid with 12,5 kg / 0,75 lfm, power and DMX

Controlling and power

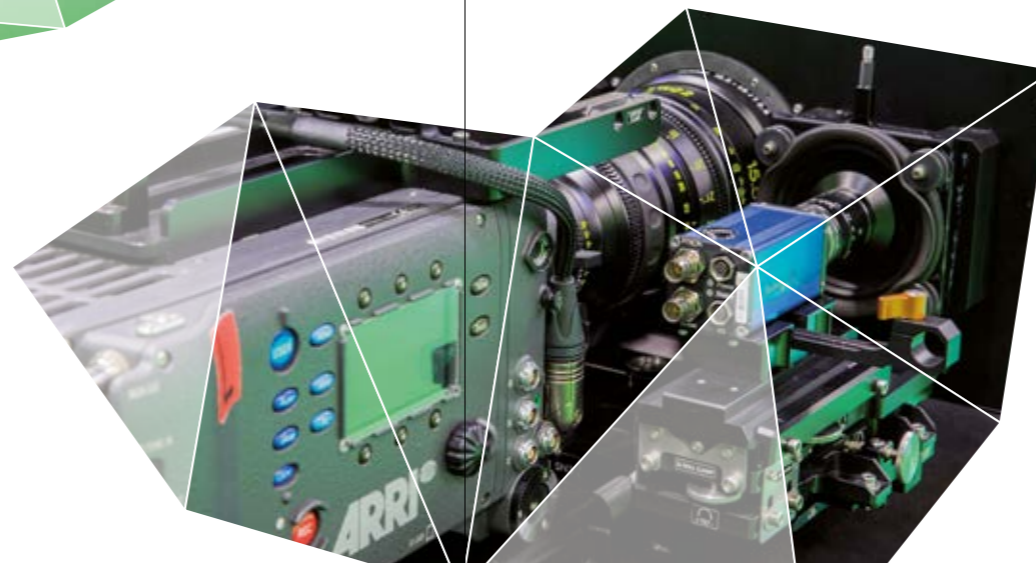
- ETC Ion light desk (ETCNet2 / ACN integrated)
- ETC 4-Port Gateway (POE Switch)
- 3 Sony 46" preview monitor

Cameras and rigs

- 4 Sony HDC p1 + Fujinon HAS 18x7.6 lens
- 2 Sony X300 + Sony lens
- 2 ARRI Alexa + LWZ (15.5 – 45)
- 1 Stereotec Live Rig
- 1 Element Technica Quasar Rig
- 1 Vinten Vector 90 tripod with wheels
- 1 Sachtler 25 EFP 2 CF tripod with wheels

Production

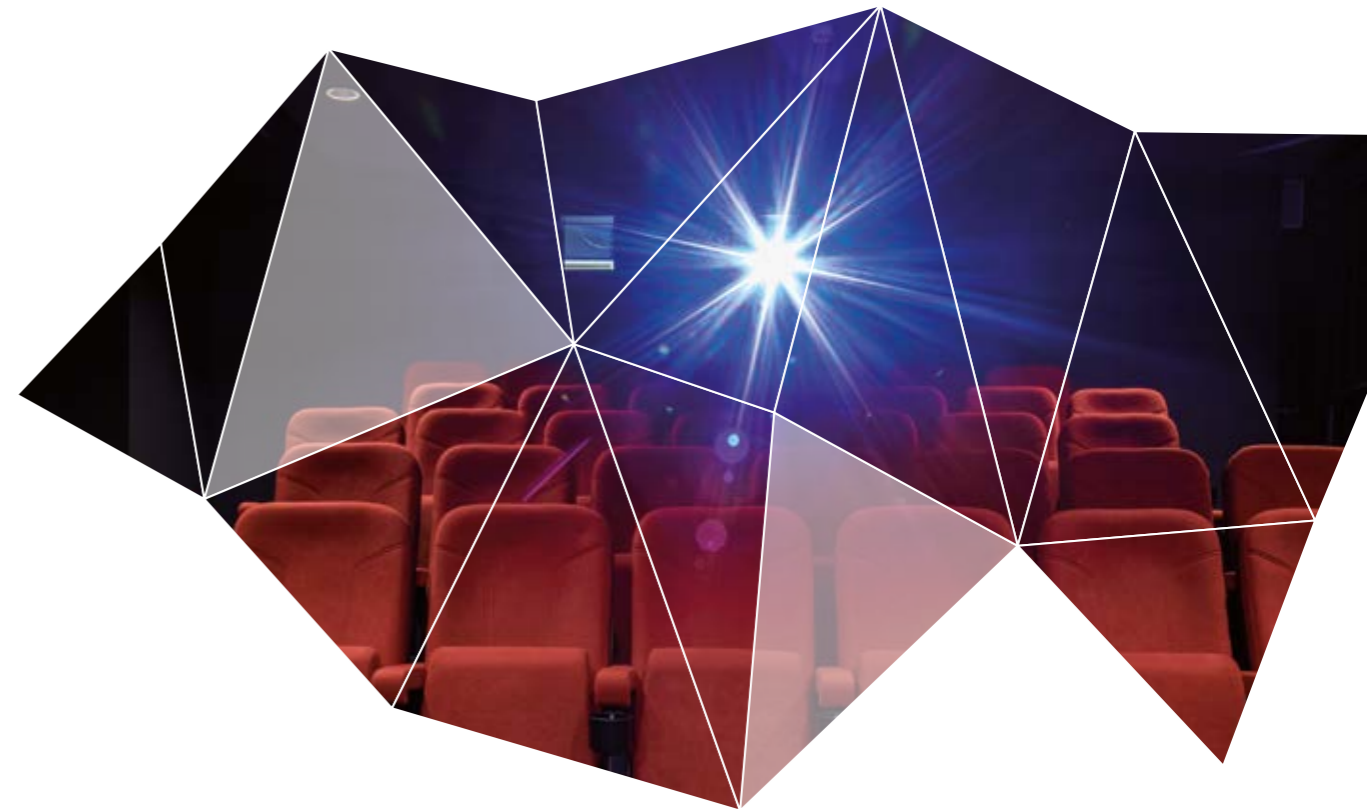
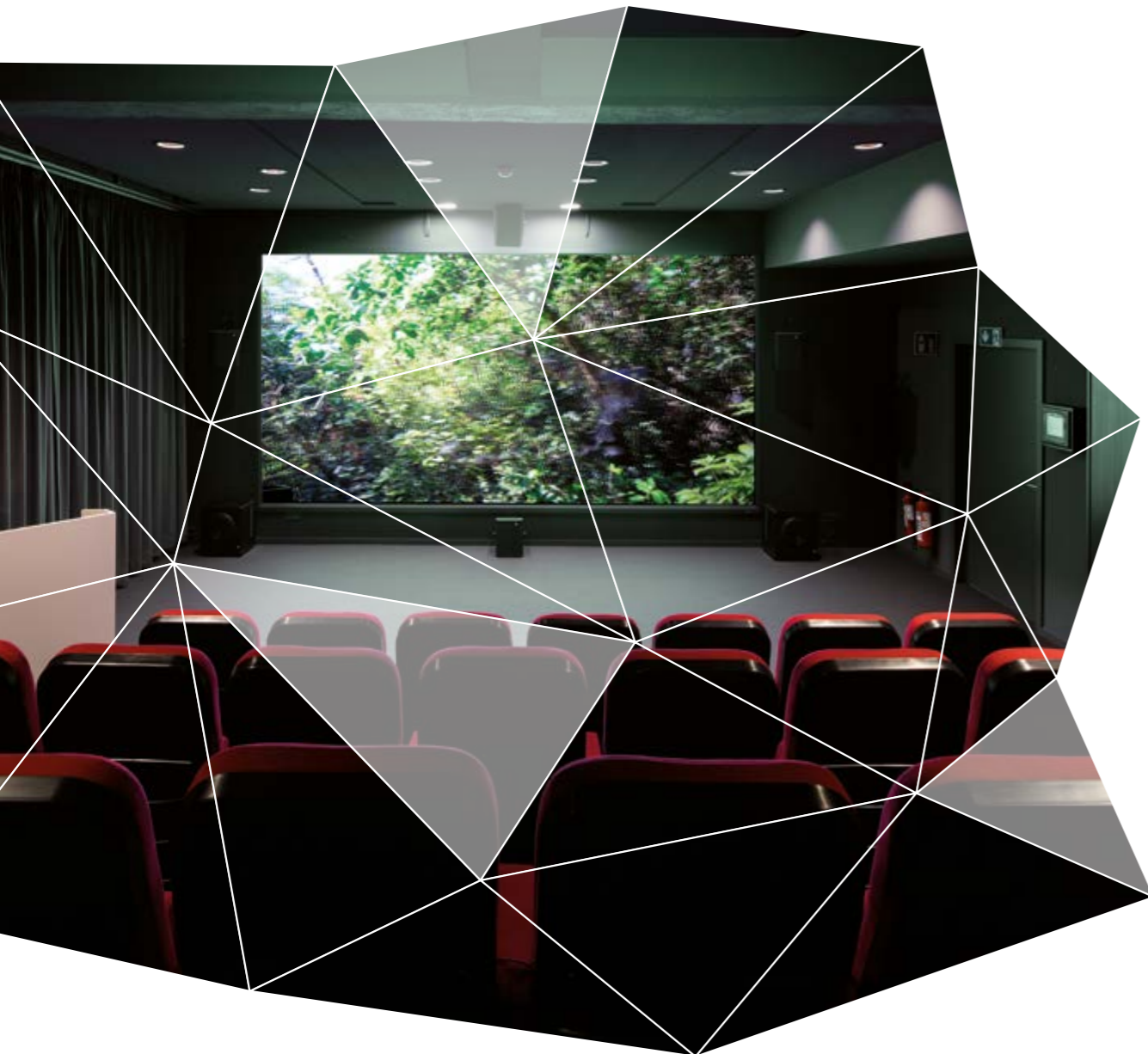
- 1 Kahuna 360
- 2 2D Sony 17" Preview Monitors
- 2 3D Sony 24" Preview Monitors
- 3 Stereoscopic Analyzers
- 1 Yamaha Audio Mixer
- 2 Venice Recordings



THE 3D CINEMA

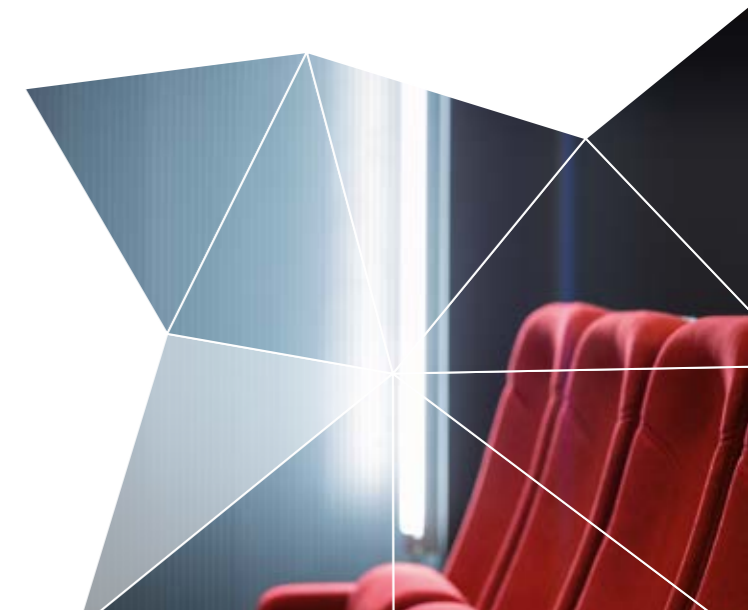
Identifying and presenting immersive imaging reference material, screening and discussing new technologies – it is all possible in the 3IT cinema. 35 seats, 3D and HFR technology, and a 5.1 Dolby Surround System create **real life cinema experiences**, which are available for you on demand.

Just open the blinds to transform the multi-functional cinema space into a bright and **fully equipped meeting room** for workshops, training sessions and interviews.



FEATURES AND EQUIPMENT

- 35 seats
- 3D & HFR (High Frame Rate, 60 fps)
- Christie CP 2210 Projector
- Doremi 2K Cinema Server
- IMB (Integrated Media Block)
- Z-Screen by Real D + silver screen
- 5.1 Dolby Surround
- RealD 3D System
- 3D Full HD projector by Epson for presentations
- Lectern with microphone



THE 3IT PROJECTS

WHAT WILL BE THE FUTURE ROLE OF THE VARIOUS IMMERSIVE IMAGING TECHNOLOGIES?

All 3IT partners have specific competencies in different immersive imaging technologies. Together, they cover the entire sector. The 3IT offers them a platform to meet and start new projects.

To date, three such projects received grants from the German Federal Ministry for Economic Affairs and Energy.



ASP

Automated Stereo Production (ASP) is a smart embedded 3D stereo camera assistance system for unattended broadcasting and POV applications. The aim of the collaborative research project is to reduce the costs of future 3D stereo recording by developing a new stereo concept, which is simple to use, cost effective, highly functional and largely automatic.

Project partners: Fraunhofer HHI, Fraunhofer IIS, KUK Film, Carl Zeiss, P+S Technik.



M3D

The rapid advances in input and output technologies for 3D data and in additive production methods allow the processes for capturing, processing and production to become location independent. This will result in substantial savings regarding warehousing, logistics and human resources and enable an individual production on site, which is especially suitable for small quantities or for the procurement of spare parts. However, fast and inexpensive processes for the provision of 3D data are still missing. Therefore, the M3D project will develop a complete processing chain for capturing, processing, 3D modelling, searching in data bases and 3D printing of spare parts. Particular emphasis is placed on the use of mobile devices (M3D) and processing in the cloud, which will enable the technician on site or the consumer to become part of a distributed production process.

Project partners: cirp, CPU 24/7, Fraunhofer HHI, Fraunhofer IGD, Siemens, TU Berlin, Wulf Gaertner Autoparts



3DInMed

Immersive imaging technologies do not only matter in the entertainment branch. The 3IT also promotes Germany's traditionally strong automotive and health care sectors for instance with the project *3DInMed* – 3D for industrial (In) and medical (Med) applications. The main objectives are to develop, evaluate and validate key technologies for 3D capturing, processing, transmission and autostereoscopic visualization and to integrate these technologies into currently targeted and newly emerging applications.

Project partners: ARRI Medical, C.R.S. iiMotion, Fraunhofer HHI, Fraunhofer IIS, Schölly, SeeFront, Solectrix

