

# AUTOSTEREOSCOPIC 3D IN INDUSTRIAL APPLICATIONS

## The Next Step in Visualization

APRIL 25th, 2013 | 3 - 6 PM

Kozo Keikaku Engineering Inc., 4-38-13, Honcho, Nakano-ku, Tokyo

A special workshop event  
organized by



3D has the potential to become the next major innovation in industrial applications. But while 3D models and objects are widely used in imaging, this data is still displayed in two dimensions, leading to the loss of valuable information. Autostereoscopic 3D displays would allow this data to be output in true 3D during work procedures without the need for specialized glasses, creating additional benefits for users: speedier performance, a reduction in human error, and more efficient training, education and maintenance.

However, the deployment of such solutions is complicated by prevailing industry uncertainty with regards to the current state and future development of 3D display technology.

“Autostereoscopic 3D in Industrial Applications: The Next Step in Visualization” is a workshop event intended to address this knowledge gap. Sponsored by the Fraunhofer Heinrich Hertz Institute (HHI), this workshop will provide:

- **INPUT:** expert perspectives on 3D trends and the current state of the technology.
- **EXPERIENCE:** a first-hand opportunity to see medical images being output on autostereoscopic displays.
- **EXCHANGE:** direct feedback and discussion with participating experts.

This event is targeted at experts in core areas and services related to industrial applications. The workshop is also intended to generate partnerships for new 3D visualization projects.

Space for this event is strictly limited — to reserve your spot, please send an e-mail ASAP to:  
[michael.witte@hhi.fraunhofer.de](mailto:michael.witte@hhi.fraunhofer.de)

# AUTOSTEREOSCOPIC 3D IN INDUSTRIAL APPLICATIONS

## The Next Step in Visualization

APRIL 25th, 2013 | 3 - 6 PM

Kozo Keikaku Engineering Inc., 4-38-13, Honcho, Nakano-ku, Tokyo

### ABOUT FRAUNHOFER HHI

The Fraunhofer Heinrich Hertz Institute focuses on R&D in the fields of state-of-the-art communications systems and digital media and services use, particularly in the areas of 3D visualization, content creation, and image processing for the medical and security technology industries. HHI is a recognized leader in the field of digital technology whose work has been honored with numerous international awards; its EMMY-award winning video encoding algorithms are a worldwide industry standard.

Fraunhofer HHI is part of the Fraunhofer Society, Europe's largest application-oriented research organization with more than 20,000 employees and an annual research budget of US\$2.2 billion. Founded in 1949, the Society currently operates more than 80 research centers worldwide, performing industry-focused contract R&D in the areas of health, security, communication, energy and the environment. Fraunhofer's technology innovations touch almost every market and provide a variety of award-winning developments, including the ubiquitous MP3 format.

[www.hhi.fraunhofer.de](http://www.hhi.fraunhofer.de)

### EVENT PRESENTED IN COOPERATION WITH



### Agenda

#### WELCOME & KEYNOTE

*Makoto Hattori, CEO and Founder, KOZO KEIKAKU ENGINEERING Inc.*

#### PRESENTATIONS

**Introduction to the Fraunhofer Society and HHI**  
*Michael Witte, Head of Strategic Marketing, Fraunhofer HHI*

#### INTERACTIVE PANELS

**(Auto)stereoscopic 3D: Current Stage and Future Developments**

*Dr. Ulrich Leiner, Head of Interactive Media, Fraunhofer HHI*

.....  
**From Bad to Good Stereo, from Stereoscopic to Multiview 3D: How Minimally Invasive Surgery Could Benefit from the Entertainment Industry**

*Dr. Ralf Schäfer, Head Image Processing, Fraunhofer HHI*

#### FEEDBACK AND DISCUSSION

How do Industrial Fields Benefit from 3D Visualization?

Space for this event is strictly limited — to reserve your spot, please send an e-mail ASAP to:

[michael.witte@hhi.fraunhofer.de](mailto:michael.witte@hhi.fraunhofer.de)