

« 3D TECHNOLOGIES & HUMAN FACTORS »

WELCOME & INTRODUCTION

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Welcome

Welcome to our

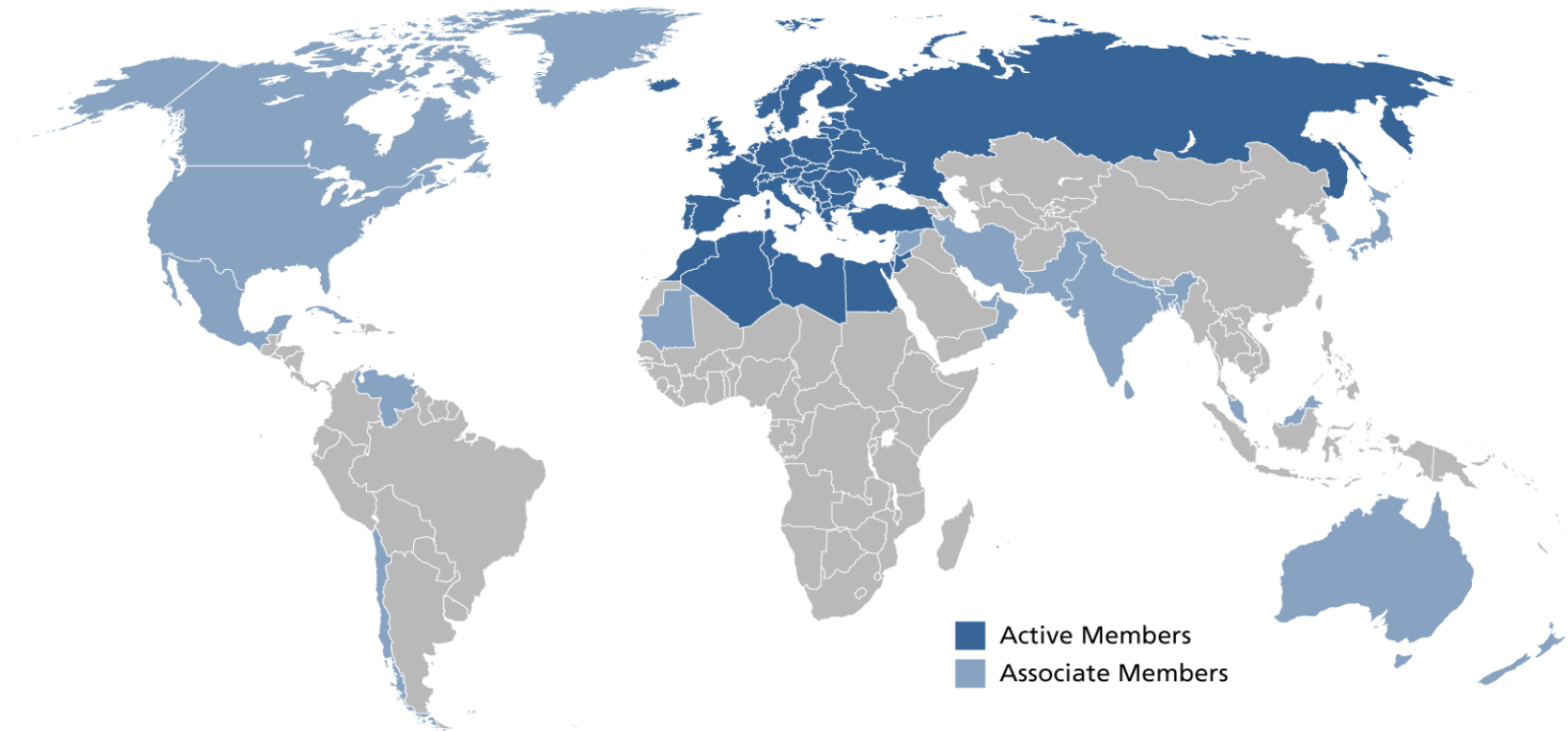
3D workshop on « 3D technology & human factors »

in Geneva

on the 6th & 7th October 2011

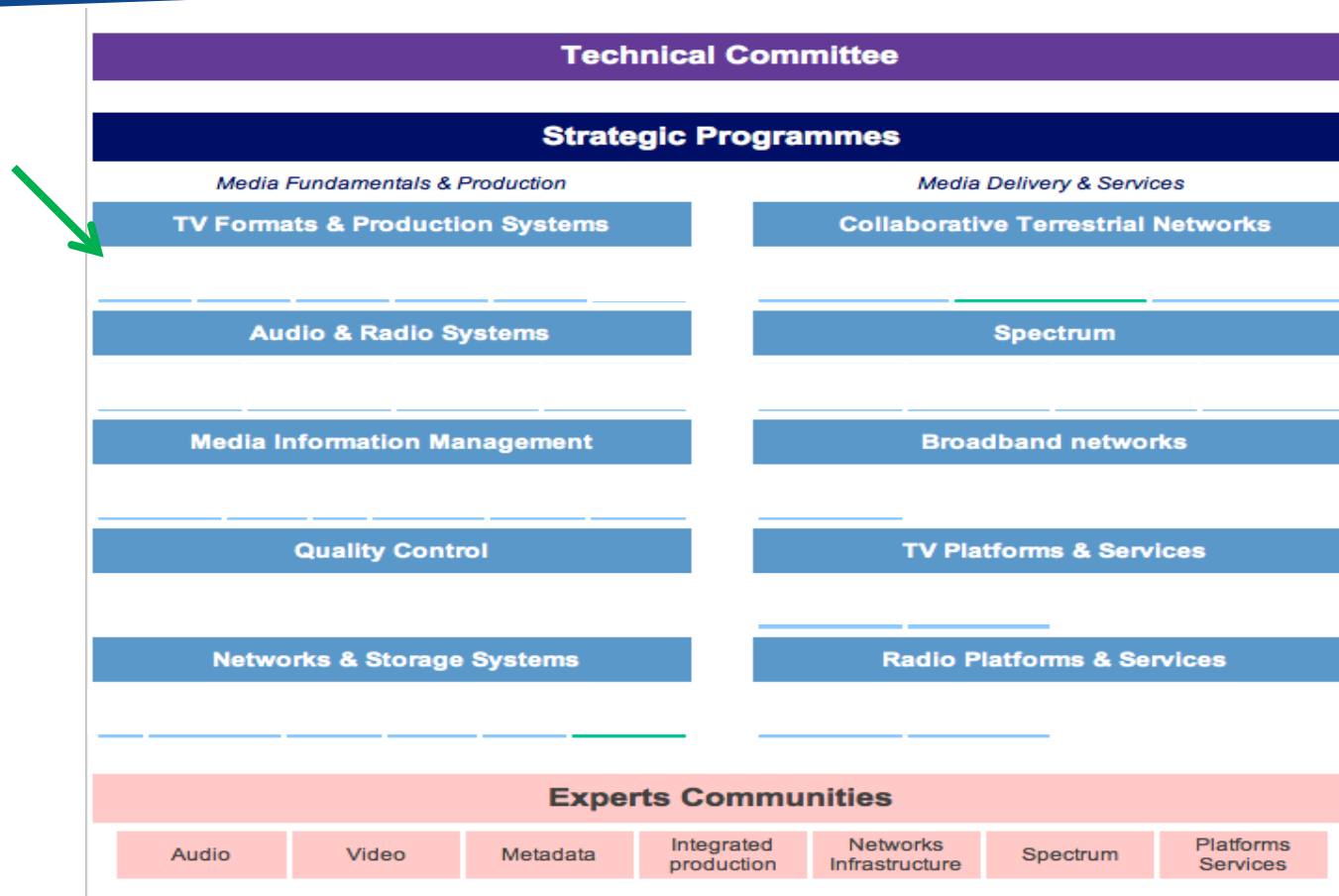


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Why are we here today?

- 3D left the **super hype** and found its right to **exist in specific niches**
- The 3D technology tries to **copy the natural stereoscopic viewing**
- The **percentage** of the audience with physical problems is still **too high**
- Why do we actually have **more problems with 3D** than with the 2D version?

Programme - Day 1, 6th October

11:00 - 11:15	Introduction	Welcome & Introduction	Yvonne Thomas	EBU, Switzerland
11:15 - 12:45	S3D basics	1o1: 3DTV technical basics	David Wood	EBU, CH
		Market overview - since the beginning	Dietrich Westerkamp	Technicolor, D
		A future Market overview	Carl Hibbert	Futuresource, UK
12:45 - 14:00	Lunch			
14:00 - 16:00	Human visual system	Why do we see 3D & Medical point of view of S3D	Dr. Med. Peter Höh	Ophtalmologist, D
		Distortion and impact of the visual systems	Jenny Read	Newcastle University, UK
		experimental data	Dr. Jun Arai	NHK, JP
16:00 – 16:15	Coffee break			
16:15 – 17:15	Use case session	Use case SKY	Chris Johns	BSkyB, UK
		USE case PINA	Stefan Albertz	Pictorion, D
		Use case Terra X – “Huberbuam”	Jens Monath	ZDF, D
		Rules for live production rules	Frank Hippler	Sportcast, D
17:15 - 17:30	Round up Day 1	Conclusion	David Wood	EBU, CH
17:30 – 18:00	Demo	TerraX, PINA		

Programme - Day 2, 7th October

9:00 – 10:30	Standards update	SMPTE	Hans Hoffmann	EBU, CH
		ITU	Andy Qusted/ David Wood	BBC, UK/ EBU, CH
		DVB	David Daniels	BskyB, UK
		3D@home	Heidi Hoffman	FlexTech Alliance, US
10:30 – 11:00	Coffee break			
11:00 – 12:30	Distribution & consumer	Distribution technology update	Walt Husak	Dolby, US
		Glasses, Displays, New developments	Dagmar Driesnack	IRT, D
		Autostereoscopic/Multiview Displays		
		Viewing 3D in the home	Dr. Med. Peter Höh	Ophtalmologist, D
12:30 - 13:30	Lunch			
13:30 - 15:00	Golden rules to produce good 3D	New Aquisition systems	Andy Qusted	BBC, UK
		Postproduction	Nicolas Henri Sieber & Claudio Sulser	Kamerawerk, CH
		Automatic quality check (Certify 3D)	Pierre Routhier	Technicolor, US
15:00 - 15:30	Medical vs. Technical requirements	What have we learned, what do we need to learn and what to do in the future?	Dietrich Westerkamp Dr. Med. Höh Jenny Read Heidi Hoffman	
15:30 - 16:00	Round up workshop	Summary & Recommendations	Yvonne Thomas	EBU, CH

- Have you ever seen a **doctor** in the EBU??
- **Evaluation** at the end of the workshop
→ Please tell us your opinion

And now we start...

Thank you all for coming to Geneva...

Enjoy the workshop and take the chance for **questions!**