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Immersive Technology Overview
New Markets, New Opportunities

Since 1995, more than 14 companies have entered the immersive imaging software marketplace and Apple's QTVR now has to compete with RealSpace, IPIX and Java based applications. The use of immersive images on the World Wide Web and CD ROMS is creating exciting new opportunities for imaging professionals who learn this new technology.

My intent in this presentation is to talk about the technology. My presentation this afternoon will demonstrate the "how to".

Hardware and image capture requirements

Virtual panoramas:
Camera with a wide angle lens (digital or film)
Camera rig
Solid tripod

Virtual objects:
Camera (digital or film)
Turntable (single row objects)
Automatic object rig (multi-row objects)

Hardware and image capture requirements

Film advantages:

- Cameras have manual exposure control
- Cameras can shoot faster
- Cameras have interchangeable lenses
- Cameras capture more information (especially for IPIX)

Film disadvantages:

- Scanning problems (exposure, color balance, alignment)

Hardware and image capture requirements

Digital advantages:

- No film cost
- Instant preview

Digital disadvantages:

- Slow image capture (time to save image)
- Lack of manual exposure control
- Lack of short focal length lenses

Immersive Imaging Opportunities

Virtual panoramas:

- Real-estate rental and sales
- Travel and tourism
- News events

Virtual objects:

- Museums

Training programs (*I expect this to be BIG*)

- Catalogs
- Web sales

Immersive Imaging Opportunities

So far, most of the applications of this new technology have been obvious.

QuickTime 3 was just released and many new QT and QTVR aware applications are being produced that will extend the usefulness of QT/QTVR technology.

The *real* opportunities are yet to be discovered by creative users.

Immersive Imaging Opportunities

Both QTVR Authoring Studio and Reality Studio are easy to use.

The technology has advanced to the point it is a useful tool.

This is a great time for creative individuals to get involved!

How to stay up-to-date

My Web page (<http://home.eznet.net/~fshippey>)

QTVR (and other) list servers/news groups

Browse the Web
