WOWvx 3D Content Creation

2007-10-23, Philips 3D Solutions
Content flow

General principle: “Any content on Any display size”
- Animated Computer Graphics
- Interactive Computer Graphics
- 2D video
- 2D converted into 3D
- Stereo 3D converted
  - 3D image creation
  - Gaming, simulations
  - Good 2D quality on 3D display
  - Prototype automatic conversion
  - Existing 3D content, no glasses
• Easy-to-use 3D content creation from Philips

• Broad range of 3D conversion tools, application interfaces and play-out software
  
  – WOWvx BlueBox
  – WOWvx RedBox
  – WOWvx Compositor
  – WOWvx OpenGL Control
  – WOWvx 3ds Max plug-in
  – WOWvx Maya plug-in
  – WOWvx Media Player
  – WOWvx Media Sequencer
WOWvx 2D-plus-Depth format

- 2D-plus-Depth as input for display
- Rendering of multiple different views real-time inside WOWvx display
- 2D-plus-Depth advantages
  - Interoperability
  - Flexible content distribution
  - Local adaptation of content
  - Local real-time rendering
  - Future-proof standardized format (MPEG)
  - High quality (Deciplex occlusion handling)
WOWvx BlueBox

Easy 3D generation from 2D and Stereo content

WOWvx 2D-plus-Depth format
3D Solutions

WOWvx RedBox

Real-time rendering of 2D-plus-Depth from live stereo feeds

Live quality check

Live stereo 3D broadcast
WOWvx 3D Content Creation Services

• BlueBox 3D content service solutions
  – Hosted service for 2D and Stereo conversion to 3D
  – Make existing content alive in 3D
  – BlueBox hardware rented out to customer
  – Pay per conversion model
  – ➔ target audience: content creators, media companies

• RedBox 3D live conversion
  – Rental model typically used for live events
  – Live conversion of stereo camera input to 3D
  – Live quality check on production set
  – Live 3D broadcast
  – ➔ target audience: video production companies, media companies
Easy-to-use 3D content creation tools suite

- **WOWvx Compositor**
  - GUI tool for depth compositing
  - complementary to existing video compositing tools

- **WOWvx OpenGL control**
  - WOWvx interface layer
  - Demo existing 3D visualization programs on WOWvx displays

- **Plug-ins to commercial 3D Content Creation tools**
  - 3ds Max plug-in
  - Maya plug-in (provided by third party)

- **WOWvx Media Sequencer**
  - Flexible 3D play-out management tool

- **WOWvx Media Player**
  - 2D-plus-Depth media player

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Example: WOWvx Compositor

- Flexible compositing of Depth layers in 3D
- Perfect addition to existing compositing tools (e.g. Adobe AfterEffects)