



All about the business of 3D

September 29- October 1, 2008

Universal Sheraton Hotel

Universal City, CA

CALL FOR TOPICS

Submission Due Date: May 15, 2008

The US Display Consortium (USDC) and Insight Media will host the third annual **3D Biz-Ex**, to focus on the trends in markets and applications for 3D displays. This year, 3D Biz-Ex will focus on four major areas:

- A Symposium with presentations on 3D technology and business issues
- An exhibition of 3D hardware, software and related services
- Special 3D events or demos (screenings, contests, parties and unique entertainment)
- Educational Seminars

We seek input from the industry for ideas, topics, speakers and exhibitors for this growing event.

Symposium

The symposium will consist of two days of focused presentations on the 3D industry. The topics can cover all aspects of 3D from acquisition, to processing, to transmission and distribution to display systems. It can include hardware and software and professional or consumer systems.

Other presentation ideas should focus on the opportunities and challenges that face the industry in seeking to expand its size. What are the key industry needs and challenges? Where are the pockets of opportunity? How can technology and content companies play in the exploding 3D opportunity?

Please submit your ideas in the form of an abstract for the following sessions:

- 3D Markets & Outlook
- Cinema
- Professional Applications (e.g. visualization, simulation, CAD)
- Entertainment In The Home
- 3D Entertainment
- Mobile 3D
- Gaming

- Military and Security Applications
- Content Delivery
- Content Creation

Exhibition

The new venue at the Sheraton in Universal City offers a large site and we are planning an expanded exhibition area. Tabletop demos will offer a cost effective way to showcase technology to a room full of the industry's leaders and decision makers. Larger, 10x10 foot spaces are available too. Last year's exhibitors told us that the ability to network and make business connections was one of the most valuable benefits of the conference.. Pricing begins at \$2,500.

Special 3D Events

We are looking to organize a series of special events at this year's 3D Biz-Ex that will be destination events in their own right. We are looking for creative ideas for 3D screenings, 3D parties, 3D interactive entertainment or even 2D/3D contests. The idea is to showcase the high value of 3D in professional, consumer and entertainment applications. We already have discussions underway on a number of ideas, so get creative and talk to us about an event that could create real conference and media buzz.

Educational Seminars

The first day of 3D Biz-Ex will be dedicated to education seminars (typically 1-2 hours each). Academic institutions, well-known industry experts or knowledgeable analysts can use this opportunity to provide tutorials on a range of topics. This can include content creation practices, workflow management techniques, 3D content distribution methods, 3D TV technologies, visualization systems, 3D camera systems, etc. Give us your ideas and why you think audiences will be interested in attending.

Sponsorships

Gold and Silver sponsorship packages are available that will give your company high visibility and leadership status, attendee passes to the event, exhibition spaces, branding and media support and more. For more info.....

The 3D Biz-Ex event creates the opportunity for the industry to gather and present, discuss and debate the richness of the stereoscopic 3D industry. Over the course of 3 days, the focus will be on interdisciplinary discussions and cross-pollination of the 40+ applications for 3D technology

This year's event will feature 8 sessions of talks, at least 4 short courses and over 40 exhibits plus special events. The breaks, lunches and receptions will be devoted to product demonstrations, the exposition, and networking for members of the press and non-symposium guests.

A committee of industry veterans will review submissions for novelty of information, applicability to one of the topics listed above, and anticipated audience interest. Although there are many technical developments underway in the 3D industry, papers at this conference are intended to show how these developments affect the market/applications rather than the technical details themselves and abstracts should reflect a strong market/application focus. Presentations will be 20 minutes, plus 5 minutes for Q&A.

Submission Guidelines

Please submit a title, affiliation and a succinct but descriptive abstract of your offering in electronic format (word doc.) on or before **May 15, 2008** to dian@insightmedia.org. Inquiries can be addressed to Mark Hartney, USDC, hartney@usdc.org or Chris Chinnock, Insight Media, chris@insightmedia.info.

Written papers are not necessary, but *final presentation slides must be provided in electronic format three weeks in advance of the conference (September 10, 2008)* for the proceedings booklet, or possibly a CD. Accepted speakers will receive complimentary registration to the conference.

Based on last year's 3D Biz-Ex, over 250 participants are expected from industry and government, who represent many established and emerging application fields and supply-chain companies. We expect these attendees will come to:

- Share the vision, strategic and tactical plans and implementation schedule for 3D technologies and markets.
- Understand the who, what, where, status and results of the numerous efforts focused on meeting the needs for 3D systems.
- Present, discuss and debate the requirements, status, progress, barriers, gaps and opportunities in 3D display development and product implementation.
- Network with attendees and exhibitors from other disciplines to develop new understand that can be leveraged in your development area
- Refine their strategic and tactical business planning
- Make new supplier, distributor, customer and partner connections
- Visit over 40 stereoscopic demonstrations of hardware in one location

We believe this focused conference and exhibition, which draws together a large majority of the key industry participants and experts, will be an excellent venue for presenting your most significant achievements in the 3D market.