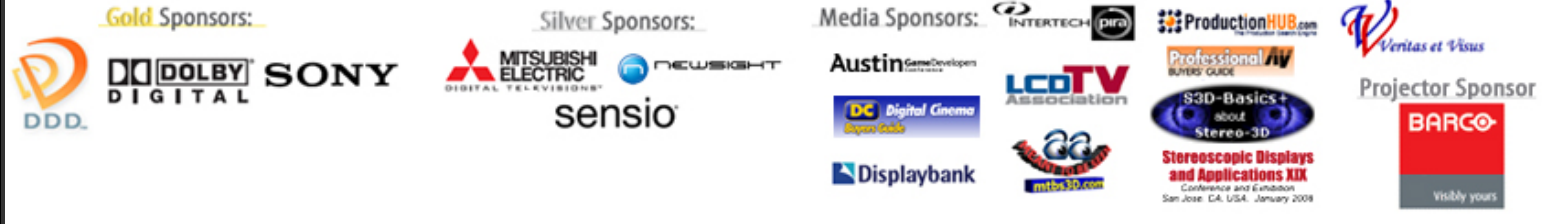


**3D Biz-Ex**  
**Embassy Suites On-The-Bay, Burlingame, CA, USA**  
**September 18-19, 2007**  
[www.3DBizEx.com](http://www.3DBizEx.com)



**Tuesday, September 18, 2007**

**Session 1: 3D Public Displays**

8:15 AM	Rob de Vogel Sr. Director Business Creation <b>Philips 3D Solutions</b>	Leveraging 3D Digital Signage into 3D Entertainment
8:40 AM	Jeremy Tear Consultant/Partner <b>GGT Consultants Ltd.</b>	Does 3D Advertising Increase Brand Retention?
9:05 AM	Keith Fredericks CTO <b>NewSight</b>	3D Digital Signage Solutions
9:30 AM	Panel Discussion - Moderator: Chris Yewdall, CEO, DDD	
9:50 AM	Coffee/Tea Break	

**Session 2: Stereoscopic 3D for Gamers**

10:10 AM	Neil Schneider President & CEO <b>Meant To Be Seen (MTBS)</b>	Taking Stereoscopic 3D Gaming to the Next Level
10:35 AM	Tarek El Dokor CTO, <b>Edge 3 Technologies</b> Director, <b>Embry-Riddle Machine Vision Lab</b>	New Ways in Game-Human Interface
11:00 AM	Richard Marks Manager of Special Projects <b>Sony Computer Entertainment of America</b>	TBA
11:25 AM	Panel Discussion - Moderator: Arthur Berman, Analyst, Insight Media	
11:45 AM	Lunch	

**Session 3: 3D Digital Cinema**

1:00 PM	Matthew Brennesholtz Sr. Analyst <b>Insight Media</b>	Prospects for 3D Digital Cinema
1:25 PM	Lenny Lipton CTO <b>RealD</b>	Next Steps in the 3D Cinema Revolution
1:50 PM	Dave Seigle President/CEO <b>InThree, Inc.</b>	Trade-Offs in 2D to 3D Conversion
2:15 PM	John Carey Vice President of Marketing <b>Dolby Laboratories</b>	Stereoscopic Technology Options for 3D Digital Cinema
2:40 PM	Coffee/Tea Break	
3:00 PM	Aaron Parry Executive Producer <b>Paramount Pictures</b>	Challenges to 3D Filmmaking

3:25 PM	Jim Mainard Head of Production Development <b>Dreamworks Animation</b>	<b>Authoring in Stereo: Rewriting the Rules of Visual Story Telling</b>
3:50 PM	Panel Discussion - Moderator: Chris Chinnock, President, Insight Media	
<b>Session 4: Novel 3D Technologies</b>		
4:10 PM	Thomas Ruge Representative of the Americas <b>Holografika</b>	<b>Light Field Reconstruction Approach to 3D Displaying</b>
4:35 PM	Alex Corbett Sr. Engineer <b>Light Blue Optics</b>	<b>Steerable Holographic Backlight for 3D Autostereo Displays</b>
<b>5:00 - 8:00 PM</b>	<b>Exhibits Open to Conference Attendees ONLY</b>	
<b>5:45 - 8:00 PM</b>	<b>Networking Reception</b>	
<b>Wednesday, September 19, 2007</b>		
<b>Session 5: 3D TV</b>		
8:15 AM	Arthur Berman Analyst <b>Insight Media</b>	<b>3D in the Home</b>
8:40 AM	Chris Yewdall CEO <b>DDD</b>	<b>3D TV - Crossing the Chasm</b>
9:05 AM	David Naranjo Director, Product Development <b>Mitsubishi Digital Electronics America</b>	<b>Educating Retailers &amp; Consumers on 3D TVs</b>
9:30 AM	Nicholas Routhier President <b>Sensio</b>	<b>Joining Forces: Is a 3DTV Consortium Needed?</b>
9:55 AM	Panel Discussion - Moderator: John Merritt, CTO, Merritt Group	
10:15 AM	Coffee/Tea Break	
<b>Session 6: 3D Visualization</b>		
10:35 AM	Dr. Paul Singh <b>Albany Medical College</b>	<b>Minimally Invasive Surgery</b>
11:00 AM	Ronald Enstrom President & CEO <b>The Colfax Group</b>	<b>Geospatial Analysis</b>
11:25 AM	James Oliver Director, Virtual Reality Applications Center <b>Iowa State University</b>	<b>Fully Immersive Ultra-High Resolution Virtual Reality</b>
11:50 AM	Johnny Lawson Director of Visualization <b>Louisiana Immersive Technologies Enterprise</b>	<b>Bringing Immersive Visualization into the Light: The Challenges and Opportunities Creating the LITE™ Center</b>
12:15 PM	Panel Discussion - Moderator: André Floyd, Marketing Manager, Sony Electronics	
<b>Exhibits Open to Public 10:00 to 3:00 PM</b>		
<b>Special Screening at Dolby (Buses leave for Dolby at 3:15 and 3:30 PM)</b>		