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CONSUMERS TO WALK IN A 3D DIGITAL WORLD

Toshiba's new technology gives digital 3D models of moving objects in real-time

Every consumer could soon be able to star in 3D in their own digital world, thanks to exciting new research from Toshiba.

Toshiba Research Europe's Cambridge Research Laboratory is developing a system that can capture and track detailed 3D shapes as they move and deform, showing the bends and wrinkles of objects in real time. Consumers will be able to create accurate models of themselves in online worlds or computer games, taking the concept of an avatar to a whole new level. Visitors to IFA will be able to view the results of the latest research via a video demonstration at Toshiba's stand (hall 21, stand no. 101)

The new technology allows consumers to dive into a digital world and offers great advantages to online retailers, allowing them to show clearly how a garment will look and how it will move. Consumers will also be able to try on virtual clothes of different colours or patterns while shopping at the store.

"This is a really exciting development which has applications right across the business world," commented Professor Roberto Cipolla, Managing Director at Toshiba's Cambridge Research Laboratory. "Consumers will love the fact that they can star in their favourite games, whilst the business world will be able to use this technology to bring consumers closer to their products and drive revenues."

Previously generating 3D computer graphics of people moving in computer games or films was complicated, time consuming and expensive. It involved attaching an array of sensors to faces and bodies and using multiple cameras to capture the images. Toshiba's technology allows moving 3D objects to be captured, modelled and recreated quickly, easily and cost effectively, using a single ordinary video camera in conjunction with three coloured lights.

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About Toshiba's Cambridge Research Laboratory

The Cambridge Research Laboratory (CRL) was Toshiba's first overseas corporate level R&D laboratory. Originally the Toshiba Cambridge Research Centre, it was established in 1991 to undertake scientific studies which may lead to the semiconductor technology of the 21st century.

For nearly 20 years the group has been producing ground breaking research and developing technologies which have the power to revolutionise the future of electronics. CRL currently consists of three research teams: Quantum Information, Speech Technology and Computer Vision.

Visit <http://www.toshiba-europe.com/research/crl/> for more information.

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