

# 3DIcon research yields commercial product

By **ROBERT EVATT**  
World Staff Writer

Researchers at the University of Oklahoma and 3DIcon Corp. haven't yet perfected their vision of moving, three-dimensional images, though a byproduct of their research has become their first commercial product.

Pixel Precision, unveiled by Tulsa-based 3DIcon this month, is a development suite for Digital Micromirror Device chips produced by Texas Instruments.

DMD chips, which use tens of thousands of microscopic mirrors to project light onto pixels on a screen, are used in devices such as holographic data storage units, medical imagers, 3D scanners and cameras.

Vivek Bhman, president of 3DIcon, said Pixel Precision vastly streamlines programming for the chip.

"It's a user interface that allows the person to manipulate each and every pixel on the chip precisely," he said.

Bhman said Pixel Precision grew out of some hurdles that researchers encountered while pursuing their vision of commercially viable 3D imagery.

3DIcon CEO Martin Keating said he wants to create detailed images — from models of merchandise to entire concerts or sporting events — that are easily viewed on small areas without specialized glasses.

While using DMD chips as part of that effort, researchers

found image manipulation took lots of tedious programming.

"We had to spend 30 days developing a routine for the chips that our researchers said should only take 30 minutes," Keating said.

When officials at 3DIcon realized there was not a widely available product that could help, they saw a business opportunity.

Bhman said the company has an agreement with Digital Light Innovations, a key sup-

plier of applications for DMD technology, to distribute Pixel Precision to DMD developers.

Though Pixel Precision is an offshoot from 3DIcon's main goal, Bhman said the company hopes to build a small team for technical support, continuing software development and product management. The number of jobs added will depend on how the market responds to the product, he said.

As for the ongoing pursuit of a new type of 3D, Bhman

said the new technology being used makes it impossible to set a goal date, and the final product might not even use DMD chips.

"It's not like constructing a building, where all the technology you use is well known," he said. "But we're happy with the progress we've made so far."

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## 'Green' architecture talk topic

By **LAURA SUMMERS**  
World Correspondent

BARTLESVILLE — Green architecture — ways to build using environmentally friendly measures — is the focus of a forum scheduled Thursday at Bartlesville Community Center.

Dan Rockhill, a University of Kansas distinguished architecture professor and the founder of the Rockhill and Associates architectural firm, will talk about his efforts to rebuild Greensburg, Kan., as the nation's first "green city."

The talk, slated for 6:30 p.m. in the Studio Theatre at 300 SE Adams Blvd., is sponsored by Price Tower Arts Center.

Rockhill's lecture, entitled "Design and Construction: Hand and Mind," is the first of

the Sustain:Ability event series, a program organized by Price Tower's Architecture Study Center.

By definition, green building is the practice of increasing the efficiency with which buildings use resources — energy, water and materials — while reducing impacts on human health and the environment through better design, construction, operation, maintenance and removal — the complete building life cycle.

The lecture series is designed to show how small changes can make a large difference, organizers said.

Rockhill is founder and executive director of Studio 804, a KU graduate program committed to the design and construction of a sustainable pro-

totype for Greensburg. The city was devastated by a tornado last May.

Rockhill will present how he and his students are creating, in his words, "what we hope to be the first LEED (Leadership in Energy and Environmental Design) Platinum building in Kansas in two months' time in Greensburg."

Rockhill will also show nearly two dozen projects that exemplify a green approach to construction of small-scale buildings — mostly residential — without compromising design quality.

Sustain:Ability includes some of the nation's most progressive architects whose work incorporates sustainable designs, systems and products. Four events are planned,

including three lectures and a design forum, which will feature a showcase of green products.

The Sustain:Ability series is sponsored by the Eastern Oklahoma Chapter of the American Institute of Architects. Additional support is provided by Ambler Architects and the Barnett Family Foundation of Bartlesville.

Admission to the forum is \$8 for Price Tower Arts Center members and AIA members with valid membership IDs; and \$10.00 for non-members. College students with a valid student ID will be admitted free.

Reservations and other information are available at (918) 336-4949 or [www.tulsaworld.com/pricetower](http://www.tulsaworld.com/pricetower).

## Tourism firm assesses Bartlesville

By **LAURA SUMMERS**  
World Correspondent

BARTLESVILLE — Randall Travel Marketing is in Bartlesville this week conducting a review of area tourism and hospitality programs.

The national marketing professionals are meeting with area tourism partners to talk about the progress Bartlesville has made in attracting visitors in recent years, along with analyzing ways to improve the travel experience for people visiting the city.

Randall Travel released a

report in 2002, with follow-up visits in 2004 and this year.

Area Tourism/Hospitality Industry Partners will meet with Randall Travel officials Wednesday to discuss the impact of current and future visitors on hotels, motels, parks, recreational facilities, museums and retail businesses.

Randall Travel officials called upon the city six years ago to capitalize more on telling the story of its oil heritage and to work on revitalizing downtown. Bartlesville now boasts the Phillips 66 Museum, which opened last year. It

is the heart of the city, providing them the opportunity to learn about how Phillips Petroleum Co. was born here.

The previous study found that the top tourism attractions for the Bartlesville area were Woolaroc, Keepsake Candle Factory and Osage Hills State Park. The 2002 report called for utilizing the American Indian culture to boost tourism traffic and providing more restaurants for visitors.

Bartlesville Convention and Visitors Bureau utilized the earlier reports to draft a tour-

ism plan that would increase hotel and motel tax revenue, with municipal sales tax revenue also remaining steady.

Now Randall Travel will be working on a comprehensive research and strategic destination plan for Bartlesville.

Randall Travel officials will conduct reconnaissance and shopping reports, review area facilities, look at visitor profiles and evaluate marketing materials. The group then will create a strategy for the com-

## FYI: BUSINESS

### American Eagle grounds 25 jets for inspection

American Eagle, the regional carrier for American Airlines, grounded 25 jets for several hours Friday while it reviewed inspection paperwork with federal regulators.

Parking the Bombardier Canadair CRJ-700s forced the airline to cancel 13 flights at Dallas-Fort Worth International Airport and two more at Chicago's O'Hare International Airport, company spokeswoman Andrea Hugely said Monday. The planes' rudders and hydraulic systems were inspected and serviced under a U.S. airworthiness directive, she said.

The grounding reflected the increased scrutiny on airline maintenance after Southwest Airlines was hit with a \$10.2 million Federal Aviation Administration fine for flying 46 jets without the required fuselage inspections. The FAA plans to perform a special audit on U.S. carriers.

"We literally sat at a table with the FAA and made sure all the processes had been correctly completed," Hugely told Bloomberg News. "We knew we had done the work."

American Eagle grounded the planes from 6 p.m. to 9:45 p.m., and they were returned to service after the FAA reviewed the paperwork, she said.

The groundings were first reported by the Fort Worth Star-Telegram.

### Sonic earnings jump 49 percent

Drive-in restaurant operator Sonic Corp. said Monday that fiscal second-quarter profit rose 49 percent on sales growth and an easy comparison to a prior-year quarter weighed down by a one-time charge.

For the quarter ended Feb. 29, Oklahoma City-based Sonic earned \$9.3 million, or 15 cents per share, compared with \$6.2 million, or 9 cents per share, for the same quarter in fiscal 2007.

The fiscal 2007 period included a loss of 5 cents per share related to the extinguishment of debt and a gain of a penny per share related to the reinstatement of a tax credit. Revenue rose 8.2 percent to \$174.6 million.

Systemwide same-store sales — sales at stores open at least a year — rose 3.2 percent.

The company also said it still expects its fiscal 2008 earnings per share to be up 15 percent to 17 percent from its fiscal 2007 profit of 96 cents per share, implying a profit of \$1.10 to \$1.12 per share.

Sonic shares rose \$1.29, or 5.9 percent, to \$23.29 on the Nasdaq Stock Market. The stock has ranged from \$18.53 to \$26.19 over the past year.

### Rates on Treasury bills rise

Interest rates on short-term Treasury bills rose in Monday's auction.

The Treasury Department auctioned \$24 billion in three-month bills at a discount rate of 1.200 percent, up from