



3-D technology to dominate commercial industry in 10 years

By Robert Barron, Staff Writer

August 25, 2008 11:06 pm

— Living in a three-dimensional world is something Martin Keating looks forward to with great anticipation.

Ten years from today, he believes current technology, such as iPhones, personal computers and Blackberries, will be outdated. He believes people will be able to speak the vendor's name, wave their hand and "see" the image they desire. The choice will be made by interactive voice commands and a person's account charged by choice identification. It will put an end to junk mail crowding electronic mail boxes. "In my opinion, nothing since the Gutenberg Bible will be as significant for human communications," he said during a speech Monday at Enid Rotary Club.

Keating has a reason to hope the technology materializes. He is chief executive officer of 3DIcon, which designs and licenses 3-D imaging technology.

He may be right about his prediction. Walt Disney Co. recently announced all Pixar movies will be in 3-D beginning in May 2009. However, the technology that is coming goes far beyond the movie industry and could affect the lives of everyone on earth, he said.

There currently are examples of simulated 3-D projected from a two-dimensional screen, he said, but the coming technology is transformational. It is being designed to produce full-color, walk-around, three-dimensional images that are projected into a clear, volumetric space and will appear to float in the air. Objects will be seen in full 360-degree format, and Keating said it will transform the way people work and live. It is a multi-billion dollar communications revolution and it will totally change the world, he said. The simulated 3-D market will be a \$10 billion industry in five years, he said, but that does not include genuine 3-D technology that still is being developed. Three-dimensional technology has uses in transportation security, baggage scanning, all of Homeland Security and advance medical applications, including "touchless" mammograms, he said. Uses also include military, advertising, NASA, engineering, oil exploration, outdoor displays and video entertainment.

"In short, 3-D will create efficiencies, increase safety and open brand new fields and opportunities everywhere," he said.

Keating's company's re-search is led by the University of Oklahoma and is focused on commercial development of 3-D outcomes. His company will discover and make available intellectual property that can be used in a variety of businesses.

In 1996, Keating published "The Final Jihad," a terrorist suspense novel. He received his law degree from the University of Oklahoma and his bachelor's degree from Holy Cross.

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