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WE LIVE IN A 3D WORLD, WHY DON'T WE COMMUNICATE THAT WAY?

An address by Martin Keating

Thank you, David, and thank you, fellow Rotarians and guests.

Looking Ahead

Ten years from today, if you want to buy an iPhone, PC or Mac, a BlackBerry, DVD, or even a flat-screen TV, you won't go to your local Wal-Mart, Radio Shack, or "big box" electronics store. They won't have any of those items in stock, and they probably won't even know what you're talking about. You'll have to go to eBay.

Of course, that assumes that eBay, as we know it, is still around. In the unlikely event that it is, today's technological marvels will be but antiques of inventions long-since rendered obsolete. If you're a collector of old gizmos, a few of today's high-tech wonders might still be obtainable, and they might even be made to work (probably only after a family teenager works his or her electronic resuscitation wonders).

However, if eBay, or one of its successors, still exists, it most assuredly will not be accessible in its present form. If I'm right, to get what you want, you'll simply speak the vendor company's name, wand you hand, and "see" the objects you desire, right in front of you. Choices will be made by interactive voice commands. Your account will be charged via voice ID. No more infuriating junk mail or wasteful paper catalogues to crowd your mail box, electronic or postal.

Far fetched? Hardly, and certainly not if a new generation of genuine 3D technology is successful in changing the way the world communicates. I'm here to give you a briefing, from my perspective, as to what's coming, why it will work, and what you should expect from it. In my opinion, nothing since the introduction of the Gutenberg Bible will be as significant for human communications.

Whether or not every detail of real 3D develops over the next ten years exactly as I'm predicting, it's coming like a freight train, and you need to know about it. Your business and personal plans, your investments, and your very way of life depend on the fact that all of this is indeed headed your way. Get ready.

The Coming 3D Revolution

According to Insight Media, the leading publishing firm focused on the display industry, the simulated 3D display market alone will be as much as \$10 billion within five years. But that doesn't include the genuine 3D technology that, today, remains just below the radar screens. But not for long. The "real thing" is the elephant in the living room. No one in the world, in my opinion, will be untouched by it.

Numerous companies have told us that they need 3D displays to take full advantage of what they already use. The world is awash in 3D data. It just can't be shown in 3D. For example, the world's automakers have scanned all new cars in 3D for years, but they've been unable to show them except on 2D screens or in other two-dimensional formats, like magazines and newspapers.

Let's take a look at the future...

Imagine being able to see and talk with people anywhere in the world as if they were right in front of you. Real-time, 360-degree, full-color images, via a simple and portable device as small as a cell phone. You won't be able to tell the difference between the real and the replication.

When that happens, it will revolutionize or replace all existing forms of electronic communications, including television, telephones, and personal computers. Forget voicemails, pagers, and needless travel. All gone, like the carrier pigeon. In short, no more business as usual.

It will be a tectonic shift. There's never been envisioned a more dramatic or all encompassing advancement in human communications. It will forever change the world, and it lies just ahead. I believe that ten years from today, the names of new billion-dollar technology companies not yet started, or just getting off the ground, will be household words. Your imagination is your magic carpet to our astonishing future.

Imagine

...bringing your family home for a holiday and visiting with everyone around the table, even though they remain thousands of miles away.

...sitting with your friends on the 50-yard line at the Super Bowl in, say, Tampa, when you're in Toronto.

...admiring a brand-new car in your garage, even though it hasn't yet been manufactured.

...discussing business with associates on a plane to Tokyo while you're flying to Paris.

...enjoying a live play from inside the theatre on Broadway, but you're in a Sydney hotel.

...receiving personal golf lessons from Tiger Woods who appears as real as if he were standing next to you; and a million other applications of crystal-clear 3D transmissions in our tomorrows. And those tomorrows will be the fulfillment of ventures both planned and underway today.

The "First Adopters"

Who will be the early users (or "first adopters," as they're called)? Virtually anyone. The list is endless.

Think Transportation Security Administration, baggage scanning, and the rest of homeland security, advanced medical applications (including "touchless" mammograms), the military, advertising, the FAA and air traffic control, NASA, the entire engineering world, oil and gas exploration, eye-popping outdoor displays, and all forms of video entertainment.

In short, real 3D will create efficiencies, increase safety, and open brand-new fields and opportunities everywhere. Eight years ago, a Google search brought up a few thousand sites mentioning 3D. This morning, it's 627 million! And 99 percent of those hits are still to 2D sites that feature 3D simulation. Talk about timing. It's the perfect marketing storm for a wondrous new technology...genuine 3D technology.

3DIcon

I'm the founder and CEO of 3DIcon, one of the companies working to make all of this happen. The challenges are enormous, but we intend to be a major player.

I can't speak for others in the industry, but I can give you a snapshot of where we are in building the future of 3D communications. We're a public company, an SEC-reporting company and on the Over The Counter Bulletin Board, and we're already a leader in this pursuit. Along with Philips, Samsung, Walt Disney Studios Home Entertainment, IMAX, and Universal Studios Home Entertainment, 3DIcon is a founding member of 3D@Home Consortium, a group whose mission is to speed the commercialization of 3D into homes worldwide and to provide the best possible viewing experience by facilitating the development of standards, roadmaps, and education for the entire 3D industry—from content, hardware, and software providers to consumers.

There are hundreds of other companies expanding the 3D horizon. Competitors, yes, but also potential collaborators. The territory is vast. Of course, again, most are still tweaking the 2D model. Royal Philips Electronics, for example, just announced new 52-inch, 22-inch, and 8-inch 3D displays that need no eyewear to see the 3D effect. They were a major hit at InfoComm 08, the big trade show held last month in Las Vegas. However, they aren't "pure" 3D. They feature special lenses fixed on a conventional LCD display, giving the perception of 3D. But the evolution is continuing.

Our research is being led by the University of Oklahoma, both in Tulsa and in Norman, and it is tightly focused on accelerated commercial development of pure 3D outcomes. The goals of OU's research are to produce patentable and copyrightable intellectual property, to produce proof-of-concept technology that demonstrates the viability of that intellectual property, and to help us assess opportunities for licensing, joint venture, and strategic partnership relationships. It's an evolutionary path and not a straight one. This is a brand-new industry. There is no template for us to follow. We are literally blazing a new trail.

The University of Oklahoma has made significant progress in the research field of 3D display systems. We expect to see more and accelerating advancements in intellectual property development and continued work on building demonstrable prototype systems with these emerging technologies. Then, of course, come the marketing efforts.

3DIcon owns the exclusive, worldwide marketing rights for all commercial, government, and other applications for new intellectual property covered by our agreement with OU.

3DIcon's vision is to be the premier provider of technology for real-time 3D imaging applications, and our mission is to create products and solutions using our technology in partnership with market leaders.

We're not in the end-product business; we won't build boxes like SONY and the others do so well. We're an IP-generating company. Our goal is to discover and make available the intellectual property that a myriad of businesses will use. You've seen the "Intel Inside" ads. Think "3DIcon Inside."

Jim Barksdale, former Netscape CEO, said: "The main thing is to keep the main thing the main thing." At 3DIcon, 3D intellectual property is our main thing.

We've been relatively quiet up to now, working diligently with the University of Oklahoma to secure as many appropriate patents as we can before the tsunami. But 2008 is our year to start telling a wider audience who we are and what we intend our role to be. We've been issuing news releases about our building the necessary corporate infrastructure, and several media outlets have already had stories about us. You can read many of these at our website, www.3dicon.net.

NBC News recently ran a really neat television piece about 3DIcon and our work with OU.

You're going to hear a lot more about us in September, when Sky Radio features an interview with me on all audio- and video-equipped American Airlines flights worldwide. You can actually listen to it at our website today. In it, I tell what's coming, who needs real 3D right now, and what Pixel Precision, 3DIcon's first revenue product, is all about. Pixel Precision was actually a "spin-off" from our main pursuit of a volumetric 3D display we call CSpace. Multiple branches can grow from a single tree. That's especially rewarding if it's a 21st-century 3D technology tree. I conclude by telling the interviewer, "Keep an eye on us." I cordially invite you to do the same. Please go to our website for more details.

So, let me wrap up.

A massive change is coming in the way the world communicates. In my opinion, it could well be bigger and vastly more significant than the Industrial Revolution and the Internet combined. If I'm right, a new, trillion-dollar industry is being born, and Oklahoma will be right in the center of the action.

The opportunities will be many, and 3DIcon won't be the only player in the game. There will probably be thousands, including formidable Fortune 100 companies. We just want to be one of the best, as in Tiger Woods "best." Maybe 3DIcon was lucky to get into this pursuit when we did. But maybe there's a bit more: I remember a great quote: Luck is when preparedness meets opportunity.

David Ross Boyd, the first president of the University of Oklahoma, was a mailorder hire. Over a hundred years ago, the distinguished educator traveled by train to Norman, Oklahoma (Oklahoma Territory at that time), expecting to find a great institution. He thought he would be taken to some beautiful campus with gothic buildings and flower gardens. Instead, when he got off the train for his first visit, he was surrounded by a flat, dusty prairie. For miles in any direction, there was not a single tree, not even a tall shrub. Not one paved street. There were eleven students, operating out of a three-room building. That was the University of Oklahoma. There stood David Ross Boyd in the middle of an open field that went on forever. In front of an increasingly nervous group of businessmen who had brought him to Oklahoma, he turned around, slowly, full circle. After a deafening moment of silence, Boyd put his hands on his hips and announced, "What possibilities! What possibilities!"

We live in a 3D world. Why don't we communicate that way? What possibilities, indeed!

We're ready. Strap on your seat belt, and let's go change the world...together!

Onward and upward. The future looks great!

Time to leave. Thanks for listening.