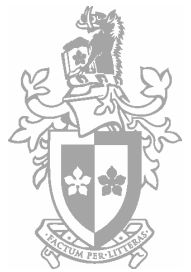


Swinburne Knowledge Commercialisation Opportunity



The Virtual Room & VR Films

Background

Researchers in Swinburne's Centre for Astrophysics and Supercomputing have developed significant know-how to display 3D images of the universe to support their scientific efforts. This has led to the installation of a number of (single screen) virtual reality theatres in locations around the world, to which the Centre licenses film content, mostly to do with astronomy.

More information on the Centre, and opportunities to implement VR theatres can be found at:

<http://astronomy.swin.edu.au/production/>

Invention

Swinburne's expertise led to the development of a new exhibit for the Melbourne Museum: the Virtual Room™ - a unique 3D visualisation exhibit.

The Virtual Room is an interactive and immersive environment available for educational, scientific, and cultural visualisation. Participants experience a changing perspective as they walk around whatever is contained inside. Visualisations can be computer graphics, rendered animations or real-world stereo imaging.



Further information

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Commercialisation

VROOMCo Pty Ltd, owned by Museum Victoria and Swinburne University of Technology, was established to make this unique exhibit available for other applications.

Market

Apart from museums and the cultural sector, industry and consumer audiences are also prime markets for The Virtual Room technology. Benefits include huge reductions in the cost of building models and prototypes, the ease of portability, the real-world scale and the capability for quick changes to content if necessary. It also has significant potential as a new marketing tool for industry.

Opportunity

VROOMCo Pty Ltd is seeking investors and partners to assist in taking this unique offering to market.

