

March 30th, 2016

For General Release

Information Services International-Dentsu, Ltd.

ISiD and University of Tsukuba Assistant Professor Yoichi Ochiai Jointly Exhibit Future Community 3D Media at Umekita Festival 2016

Open Innovation Lab (“InnoLab”) of Information Services International-Dentsu, Ltd. (TOKYO: 4812) (Head office: Minato-ku, Tokyo; President, CEO & COO: Setsuo Kamai; “ISiD”) and Yoichi Ochiai, University of Tsukuba assistant professor and media artist, will jointly exhibit at the Umekita Festival 2016, commencing at Grand Front Osaka on Wednesday, March 30. The space art exhibit will be themed on the experience of encountering new media in future city.

The exhibit is one part of POST PIXEL & MEDIA, a joint research project undertaken by InnoLab and Mr. Ochiai. It projects a three-dimensional image evoking a sense of touch in the air and offers a viewing experience that goes beyond conventional imaginations. The exhibit is an example of space art that can be easily experienced in city.

■About the POST PIXEL & MEDIA Joint Research Project■

POST PIXEL & MEDIA represents a new field of research by InnoLab that combines the lab’s research activities pursuing new modes of communication between communities and visitors with the proprietary UI/UX technology which Mr. Ochiai leads. This project considers and evaluates Aerial tactile image technology, in which images in mid-air react to fingertips, and other technologies that produce myriad tactile sensations depending on the objects involved, to examine how we utilize these technologies as new media in communities of the future. The project is also developing prototypes and conducting demonstration experiments for installations in city. This project commenced in December 2015, with Mr. Ochiai as the research leader. <http://innolab.jp/news/412>

■About the Exhibition Contents■

Exhibition displays will include space art that can be experienced by three-dimensional images that make use of the sense of touch. Aerial holographic projections and super-directional sound source will be used as display devices, rather than conventional ones. From research themes of Mr. Ochiai, we have selected technologies with potential to be used as media for future communities, providing an opportunity for visitors to experience these technologies firsthand.

Principal works for exhibition



Leaked Light Field:
Displays on various surface elements,
including mirrors and wood



Gas Gushed Display:
System using gas spray as a video
projection screen



Cross Field Aerial Haptics:
Through a combination of acoustic and
light fields, expresses myriad tactile
sensations in the air

Note: Exhibit content is subject to change without notice.

■Exhibition Overview■

Event name: Umekita Festival 2016
Venue: Grand Front Osaka (Osaka, Osaka Prefecture)
Timing: March 25 (Friday) to April 3 (Monday), 2016
Exhibition location: Umekita Mirai Lab, North Wing, 1F Knowledge Plaza
Exhibition period: March 30 (Wednesday) to April 2 (Saturday), 2016
<http://www.grandfront-osaka2.jp/umefes2016/>

■Career History of Yoichi Ochiai■

Mr. Ochiai was born in 1987. After studying media arts at the University of Tsukuba, he earned a Ph.D. in an accelerated program at the University of Tokyo. Since May 2015, he has been Assistant Professor at the University of Tsukuba, where he is a supervisor of the Digital Nature Group. He received the Super Creator Title from the IPA and the Ministry of Economy, Trade and Industry and was selected as a researcher capable of achieving innovation in “INNO-vation” Program, planned by the Ministry of Internal Affairs and Communications. His research papers have been published in SIGGRAPH and at other leading conferences and journals in the computer science field. He engages in works and researches that fuse applied physics, computer science and art context. He has appeared in numerous media, including BBC, CNN, Discovery and TEDxTokyo. He has also won numerous best paper, art competition and design awards.



■About the Open Innovation Lab■

ISiD established the Open Innovation Lab in April 2011 to collaborate with companies and educational institutions to bring various leading-edge technologies into practical use and engage in technological research and service development. In 2015, the 2020 Technology & Business Development Office was established as the core for such urban planning and entertainment categories as community development, tourism and images. The lab is working toward the creation of new solutions for 2020 and beyond. <http://innolab.jp>

Overview of ISID

Company Name:	Information Services International-Dentsu, Ltd. (ISID)
Representative:	Setsuo Kamai, President, CEO & COO
Headquarters:	2-17-1, Konan, Minato-ku, Tokyo, 108-0075 Japan
Website:	http://www.isid.co.jp/english/
Establishment:	1975
Capital:	JPY 8,180.5 million
Employees (consolidated basis):	2,559 (as of Devenber 31, 2015)
Net Sales (consolidated basis):	JPY 56,771 million (fiscal year ended December 2015) ※9months due to change in our fiscal year-end
Business domain:	Since its establishment in 1975, ISID has provided comprehensive services as a business partner for its clients, from consulting services to system planning, design, development, operations and maintenance support. ISID aims to be an “IT Solution Innovator” and is proactively deploying businesses in various fields, including solutions for financial institutions, product development solutions, group management and consolidated accounting solutions, HRM(personnel, payroll and performance management), ERP, marketing, and cloud-based services.

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Note: Company and product names in this release are the trademark or registered trademark of each company respectively.