

The Shows

Currently VROOMCo Pty Ltd has developed a number of shows specifically for museum audiences which can be licensed to recipients of The Virtual Room system. These include:



Exploring Mars

Exploring Mars takes you on a journey to the red planet, Mars. You will be able to explore the surface of Mars in search of signs of water with the help of the rover, "Spirit" and actual 3D photographs of Martian surface. This program plays for 3 minutes.



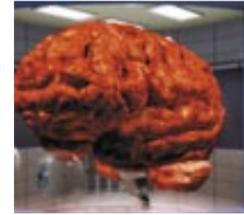
Australian Polar Dinosaurs

Australian Polar Dinosaurs roamed Victorian and Southern Australia 115 million years ago, based on accurate scientific research. The Virtual Room lets you glimpse the lives of the Leaellynasaura, the Allosaur and other prehistoric creatures in a winter forest lit only by the moon and the Aurora Australis. The program plays for 5 minutes.



The Future of Visualisations

The Future of Visualization explores the past, present and future of moving images. Witness historic developments and experience up-to-date technologies of 'seeing' environments from the microscopic to the galactic. This show illustrates, through presenting a diverse range of visualizations why The Virtual Room is the next step in the evolution of visualization. This program plays for 3 minutes.



Think Big

Think Big is your chance to explore the human brain. This virtual environment tells three difference stories: what the brain does, how the brain works, and how researchers obtain this information. The Virtual Room makes you think about the extraordinary tasks that our brains perform. This program plays for 8 minutes.



The Thylacine

Thylacine perhaps is better known as the 'Tassie Tiger' is one of Australia's most popular cultural icons. Tragically, the last known thylacine died in captivity in 1936 and the reputation of the world's largest marsupial carnivore continues to grow in mythic proportions. Is it really extinct? How did this tragedy occur? This program is interactive and plays for a minimum of 5 minutes using a combination of animated and video materials.



Sacred Angkor: stereographic panoramas of the temple complex

These striking real-world (photographic) stereographic panoramas capture the potent sacred space of Angkorean temple architecture and relief sculpture. Travel through a 3-D landscape of celestial palaces, rich with Khmer iconography illustrating the narratives of Hindu and Buddhist mythologies. Angkor was capital of the medieval Khmer empire in Cambodia (9th–17th C) and it continues to capture the world's imagination with its immense scale and beauty. This compelling work uses a sophisticated combination of technologies to bring panoramic scenes and viewers into a new degree of intimacy. The combination of 3-D landscapes with spatial sound, audio spotlights, animations and real-world video brings new life to each scene. This is a groundbreaking and exceptional work which paves the way for heritage visualisation. This is a project of Museum Victoria in collaboration with APSARA-Authority, Cambodia. Any request to show the work would need to be done with agreement from APSARA-Authority.

The Virtual Room Costs

The Virtual Room	Items	USD
Hardware; fabrication; runtime software	Framing system (can be demountable) 8 rear-projection screens; 18 projectors, including 2 spares; 9 workstations; 5.1 audio system Synchronisation software; Runtime and stand-alone show control; Filters, cabling, network equipment, PC cards; 200 pairs polarized glasses.	~\$500,000
Installation (3 person team)	4 persons on site for setup; handover and documentation; 1 year (remote) support; network integration advice.	~\$70,000
Network integration	Full integration for show control into the organisational network.	Dependent on local network

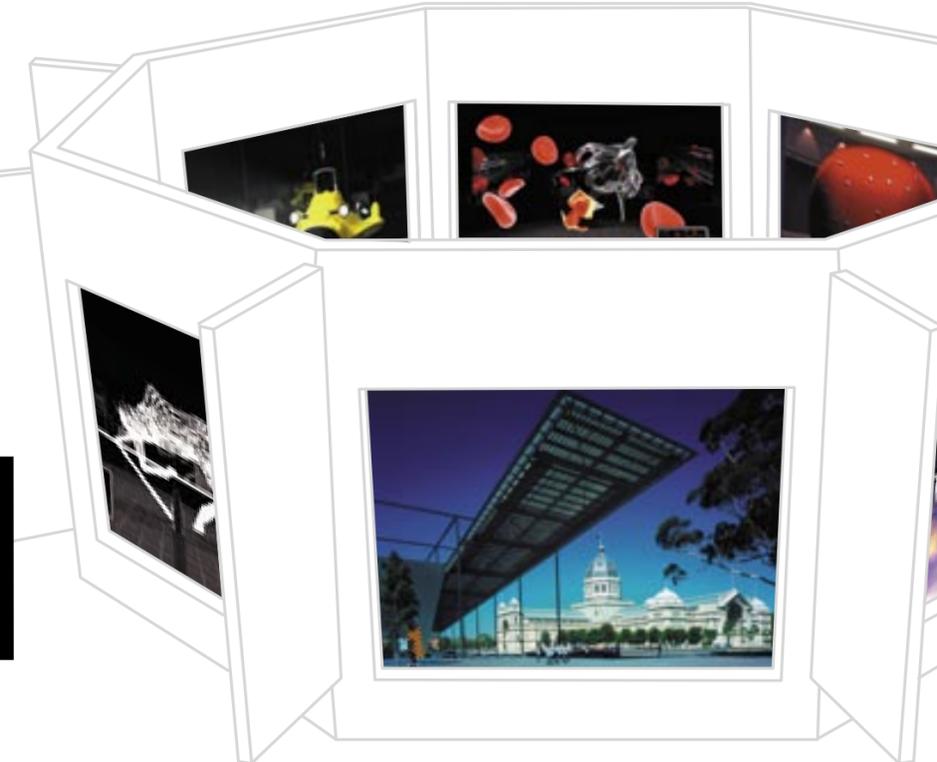
A fully costed proposal can be provided on request. Allowance can be made for special local sourcing arrangements for some elements of the hardware, such as sponsorships, or pre-existing hardware supplier relationships. The display system can be ordered with travelling road cases upon request. Power requirements and distribution boards can be designed for all country electrical specifications.

Content Costs

The current shows in The Virtual Room at Melbourne Museum cost between \$10,000 to \$200,000 AUD to create and range in length from 3 to 8 minutes. Currently, five shows are scheduled in a continuous loop between 10.00am and 5.00pm 7 days per week.

Gallery requirements

For optimum viewing, The Virtual Room requires a light and sound controlled gallery 12 x 12 metres in size — an area of approximately 150 square metres.



THE VIRTUAL ROOM

Additional information is available on our website at: <http://www.vroom.org.au>
or Email: info@vroom.org.au

Journey into another reality

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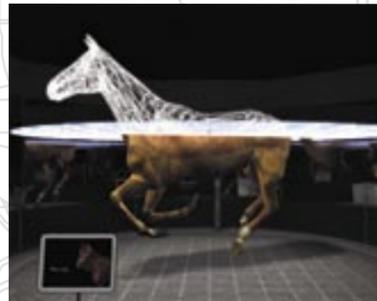
The Virtual Room is a revolutionary 3D visualization laboratory: an interactive and immersive environment available for scientific visualization. It is designed to enable organisations to convey complex and challenging information to audiences in a variety of unique innovative and engaging ways.

One of the unique aspects of the display system is the way it allows participants to experience a changing perspective as they walk around whatever is contained within the Virtual Room. Audiences can be provided with the illusion that the entity (such as a dinosaur, galaxy, ancient city or vehicle) is physically contained within the confines of the eight screens.

Key content visualization areas (real-world imaging and rendered animations) include all the sciences (e.g. artificial life; astronomy; medical and anatomical and cultural subjects—e.g. historical, biographical, archaeological sites, museum collections) through to commercial applications including the manufacturing sectors (e.g. the automotive industry), and virtual tourism.

The system at Melbourne Museum, Victoria, Australia has been running for 14 months without incident on a Linux platform using standard Intel™ hardware from Dell Corporation.

The installation has been the recipient of numerous awards including the prestigious Australian Interactive Multimedia Association award for Best New Digital Content in 2003, and the Museums Australia Best Multimedia exhibit for 2004.



There have been over 400,000 visitors to the Virtual Room over the 12 month period since its opening in December 2004. It is a robust system for a high volume gallery, and it has proven extremely reliable.

Visitor studies conducted at the Museum by an independent agency confirmed that The Virtual Room is the most well-liked exhibition at the Museum for general and educational audiences.

Industry and consumer audiences are also prime markets for The Virtual Room technology. A recent sale of the display system developed to showcase automotive industry products across the world, has met with enormous enthusiasm—by both client and audiences. VROOMCo Pty Ltd developed the automotive content to provide the computer-generated ability to move inside, around and through a 'concept car', and demonstrate automotive parts and technologies.

The Virtual Room offers a multi-faceted platform for Australian automotive manufacturers and suppliers to showcase their wares. Other 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 if necessary. It is heralded as a new marketing tool for industry.

What we offer

Hardware

The Virtual Room is available from VROOMCo Pty Ltd as a commercial product.

It comprises the required hardware: structure, screens, computer hardware, projectors, speakers, filters, playback software for animation (Linux and Windows), and a supply of polarized glasses (500 pairs).

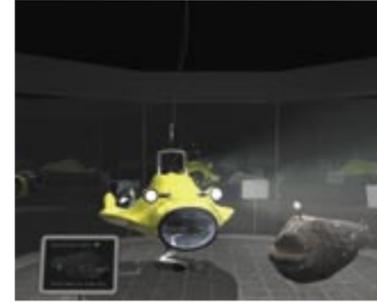
Installation configuration is by a team from VROOMCo who will also provide training in operation of the unit.

Content

A portfolio of existing work for this environment, as described on following pages, is available for licence. There will be a number of upcoming interactive works available over the next 18 months.

Content can also be commissioned on any subject and can be made interactive according to your needs and specifications. Costs depend on complexity and length (see below for a guide to the costing of content). VROOMCo partners have extensive experience in the creation of stereographic content for virtual worlds, delivered in the round across eight screens.

Content may also be created by your local producers and your organization can play an active role in this process. A key aspect is the potential for inter-relationships between your organization and outside partners in the creation of innovative cutting edge animations and research. On a practical level, Museum Victoria for example, assembled its own render farm using up to 170 of its computers after hours (7.00pm-7.00am) for use by external contractors.



Visitor experience

One of the major achievements of this visualization system is the throughput and ease of management afforded by the configuration of the space in conjunction with the passive stereo polarized system.

3D systems in museums and galleries usually suffer from the low numbers of visitors they can adequately cope with. The Virtual Room is a robust system that can command high traffic flow and can comfortably allow 3-5,000 people through each day. Due to high demand the installation is often operating at a maximum capacity.

The Company

The Virtual Room is a product of VroomCo Pty Ltd and it was developed to promote the introduction of virtual reality technologies in research, education and industry. It was made possible by the support of the State Government of Victoria (Department of Innovation, Industry and Regional Development, Office of Science and Technology) and several partner institutions. These institutions are:

Museum Victoria

The first Virtual Room is in the Science and Life Gallery of the Museum. The display is a premier attraction for the Museum, and it has a life span of five-seven years. Mr Timothy Hart, the Museum's Director for Information, Multimedia and Technology lead the Virtual Room project for the Museum, with project manager, Sarah Kenderdine.

RMIT University

The interactive Information Institute has a wealth of industrial experience in the creation and use of virtual reality. The Institute has a focus on simulation of vision and sound for engineering, science and urban modelling.

Swinburne University of Technology

The Centre for Astrophysics and Supercomputing, under the direction of Professor Matthew Bailes, has developed inexpensive VR technology for scientific visualization and public education in the areas of astronomy and space science.

VROOMCo Pty Ltd was formed from the members of Vroom Inc. Vroom Inc includes the aforementioned organisations and in addition: Adacel Technology; Monash University and; associate member University of Melbourne.

