

2009 “Ubiquitous Specific District” Project Working Papers
(Digest Version)

ICT Economy and Local Revitalization Project (“Ubiquitous Specific District” Project)
Ministry of Internal Affairs and Communications

【Name of project】 Verification of the internet delivery of parameters which enable the existing 2D images to be transformed into 3D images; also, realization of the business model through the establishment of rules for the secondary use of system development and contents

【Implementation site】 Kashiwa-shi in Chiba-ken and Nago-shi in Okinawa-ken

【Implementation period】 October 2009 - March 2010

【Organization】 Mercury System, Inc.

【Address】 392 Shukurenji, Kashiwa-shi, Chiba-ken

【Contact】 Phone : 04 - 7131 - 7523

【Person in charge】 : Kazunari Era

【Contract amount】 Yen99, 976, 800

Outline of Project

【Purpose of project】

Though creation of new services and businesses by use of ICT is expected in the areas of medical services, health, education, fostering of human resources, industries, local revitalization, and upgrading and promotion of digital platform, such creations in some areas have been interrupted because the technology standardization and upgrading of systems required as necessary common platforms have not been implemented. Under such situations, the Ministry of Internal Affairs and Communications promote ICT Economy and Local Revitalization Project (“Ubiquitous Specific District” Project) for the purpose of establishing standard technology, systems and the like, which support the increase of convenience for the people by the application of ICT, revitalization of economy and local areas, and future growth.

This project verifies the operations by which the parameters are to be delivered on the internet connections along the line planned by the MIAC (the Ministry of Internal Affairs and Communications)

Today, according to the reformulation of 3D imaging technology, public expectancy toward the stereoscopic vision is increasing. If 2D images are speedily transformable to 3D at inexpensive costs, those images can be turned into one of great killer contents for the ubiquitous societies in the future. If the images in packaged products such as movies and PC contents can inexpensively be transformed into 3D, the market for those 3Ds is considered to be extremely large.

However, regarding to the production of 3D imaging and the transformation of 2D/3D, 90 minutes 3D movie costs about 900 million Yen (10 million Yen per minute) The production cost thereof is extremely high, and commercialization in Japan has been difficult in view of profit earning. Additionally, contents use fees are also expensive and relating business organization have not been established yet. 3D image producing technologies are not standardized, the guideline is not upgraded. Furthermore, it is not clear how the copy right should be treated. Those environmental problems are blocking its commercialization.

Therefore, in the “Ubiquitous Specific District” Project, the parameters which enable the existing 2D images to be transformed into 3D images will be produced, and a business model of delivering them on the internet connections will be studied. Further, by studying technical problems, system problems in contents circulation including copy right of contents and royalty fee for use as well as by verification of technical problems, we will aim at establishing necessary platforms for quick realization of its commercialization.

【Background of project】

Recently, stereoscopic vision has come under the spotlight centering on North America as a savior for rebuilding the film industry. The number of 3D movie viewers has been drastically increasing, as if that phenomenon backs up the above mentioned are true. However, production of the 3D movie is still expensive, and there is a problem in supplying enough contents, since they have to newly film. On the other hand, consumer-electronics makers, television manufacturers specifically, are trying to bring a model with the 2D/3D transformation chip to the market as a differentiation tool from their competitors. When the televisions of this type are brought to the market, most of the existing 2Ds can be watched in the stereoscopic vision, but there are still many problems in quality.

There are two stereoscopic visions, that is, high quality 3D movies with scarce stock on one hand, and low quality 2D/3D automatic transformation movies with great amount of stock on the other. It is interesting to know how people will act between direct 3D films and 2D/3D automatic transformation films. Key to the growth of the home electronics industry and the film industry, which are partial players for the

economical growth, will be the 3D contents. The arrival of such systems which can provide abundant supply of high quality 3Ds at inexpensive cost is waited for.

【Summing-up of the purposes and effects of the project】

- ◇Revitalization of the film industry—Secondary use of the existing 2D images
 - Secondary use of the existing 2D images
 - The existing great movies can be transformed into 3D movie. This can be one of the methods, which solves scarcity of 3D contents.別の手段となり得る。
- ◇Promotion of employment—The existing 2D
 - The existing 2D images can be transformed into the 3D images at inexpensive cost and they will be offered to customers.
 - The transformed 3D images can be obtained at inexpensive cost in comparison with the 3D filming.
 - The 2D/3D transformation is effective as contents supply method, now short in amount.
- ◇Creation of a new business model—Using the delivered parameters through the internet connections, you can appreciate the 3D images by the use of DVD in hand.
 - You can appreciate the 3D images, using your home personal computer whenever you like.
 - You can make effective use of your 2D DVD in hand

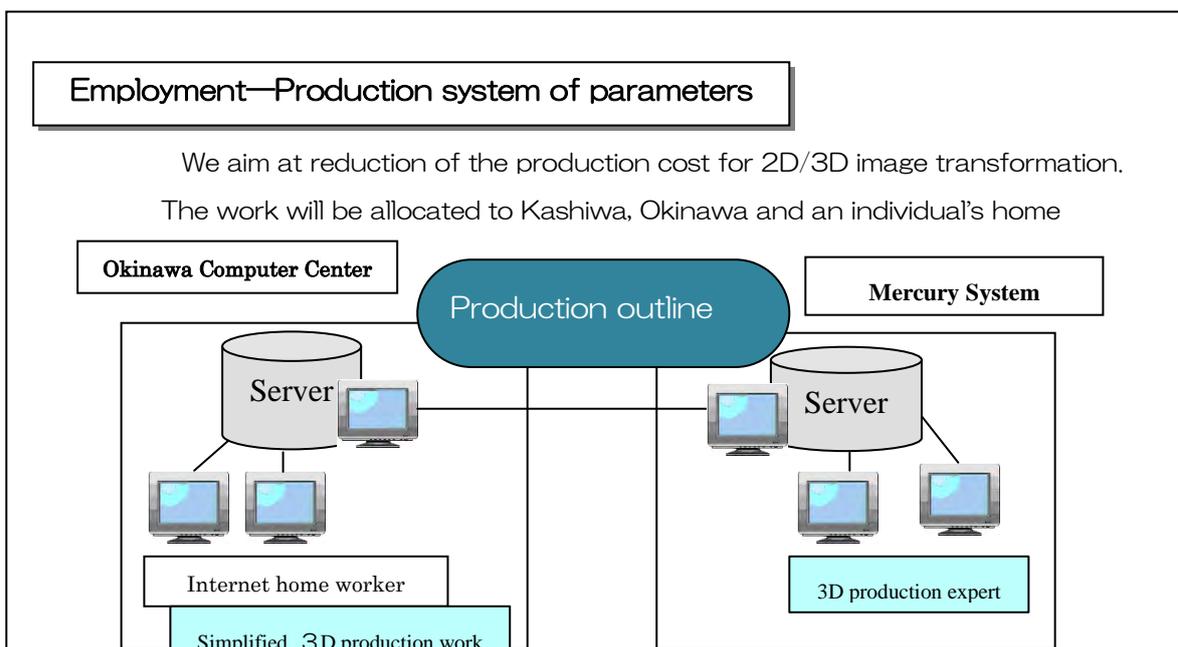
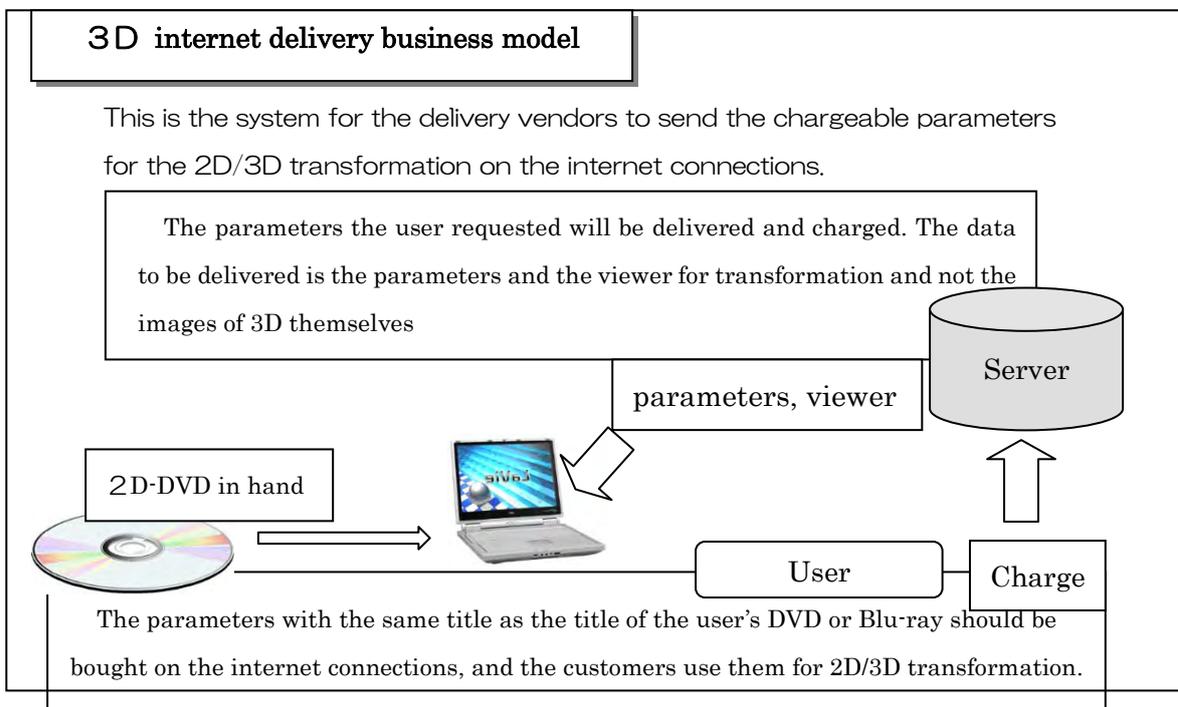
Implementation plan of the project

【Implementation plan 1】

Construction of the internet money charging system for the sales of the parameters which enable the existing 2D images to be transformed into 3D images and also production of the parameters

【Outline of the implementation plan 1】

Construction of the internet money charging system for the vendors who will deliver the parameters which enable the existing 2D images to be transformed to 3D images/ System construction for production of the parameters/The works for such parameters



Works for 3D parameters production

Thumbnail screens of DVD images to be reproduced in the project are shown below:

Baja California 1



Baja California 2



Baja California 3



Baja California 4



Baja California 5



Ogasawara 1



Ogasawara 2



Ogasawara 3



Ogasawara 4



Ogasawara 5



【Implementation plan of the project 2】

In this project, the following four verifications and one review will be made on behalf of the ICT Economy and Local Revitalization Platform Establishment of the Ministry of Internal Affairs and Communications, Japan

Four verifications

- Verification ① : Proposal of charging system: Assignments and problems therefor will be picked out
- Verification ② : The viewer will be technically verified whether users can watch the 3D images from their DVD in hand, using the parameters.
- Verification ③ : Cost reduction by the division of labor will be verified in 2D/3D transformation of higher quality as close as to the quality of filming.
- Verification ④ : The safe delivery of the parameters and the images between production sites will be verified.

One review—Review Committee

Review ① : The following will be reviewed at the Review Committee: copyright of contents, royalty for use, and assignment of the circulation system.

■ Possibility of charge system

Five discussions will be held at the Review Committee for the “Charging system for delivering the parameters for transformation of 2D/3D images,” proposed by the project

■ Committee members

Chairman	Nobuhisa Saito	(Professor, Mejiro University)
Vice-chairman	Kazunari Era	Mercury System
Member	Shinichiro Shirokura	Toei)
Member	Yoshihiro Tamaki	(Nippon Videonet)
Member	Kenji Horikawa	Creators Plus
Member	Hidehiro Mitani	TMI
Member	Akira Shimura	Imajika)
Member	Hiroaki Takahashi	Imajika)
Observer	Masataka Ishikiriyama	(MIAC)
Observer	Yoshio Kobayashi	Municipality of Kashiwa
Organizer	Yasuo Hada	