

Trento, November 2011
Multimedia press release

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“VENTURI” KICKS OFF
THE EUROPEAN SCIENTIFIC PROJECT ON AUGMENTED REALITY

Coordinated by the Bruno Kessler Foundation of Trento, the VENTURI project will receive 3.6 million Euros of funding. Participating in the project are the Fraunhofer Heinrich Hertz Institute (Germany), ST-Microelectronics (Italy), metaio (Germany), ST-Ericsson (France), e-Diam Sistemas (Spain), Sony Ericsson (Sweden) and INRIA (Institut National de Recherche en Informatique et en Automatique, France).

(v.i.) Imagine walking around an unfamiliar city wearing special glasses that seamlessly overlay into the scene information that you’d like to know. Or being able to see the streets and squares exactly as they were 500 years ago. Or, wearing special headphones that place audio sources inside your 3D world, helping those with visual impairments.

These are only some of the scenarios that would be possible thanks to the future developments envisaged by the **VENTURI** (immersiVe ENhancemenT of User-woRld Interactions) **European scientific project** dedicated to Augmented Reality, coordinated by the **Bruno Kessler Foundation (FBK) of Trento**.

VENTURI officially began this Autumn at a meeting organized at FBK’s Povo site on the 13th and 14th of October. The project will run for three years and will receive European funding of 3.6 million Euros. Working with FBK are prominent research centres and companies such as **Fraunhofer Heinrich Hertz Institute** (Germany), **ST-Microelectronics** (Italy), **metaio** (Germany), **ST-Ericsson** (France), **e-Diam Sistemas** (Spain), **Sony Ericsson** (Sweden) and **INRIA** (Institut National de Recherche en Informatique et en Automatique, France).

One of the goals of VENTURI is the development of a next generation mobile platform equipped with advanced sensors and cameras, highly powerful from an IT standpoint, tailored specifically towards the demands posed by Augmented Reality.

To improve the precision of device location systems, traditionally based on GPS, VENTURI will develop and utilise more advanced visual localisation techniques based on 3D scene analysis to exactly understand the pose of the user’s device with respect to the



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surroundings and the user themselves. Such unprecedented estimates of location accuracy combined with context sensitivity will enable the user to receive information solidly embedded into the scene, that is always pertinent to their surroundings and current activity; for example, are they running in the rain, or sitting on the beach. In addition, the platform, using gyroscopes and accelerometers could also permit the user to interact with their device through natural gestures instead of typing on a screen, thus freeing the user from form-factor restrictions

“Nowadays” – says **Dr. Paul Chippendale**, researcher with the TeV Unit (Technologies of Vision) of FBK and the coordinator of VENTURI – “we can augment our lives through an almost instantaneous access to the collective global human knowledge through our mobile devices, but this is just touching a small portion of the potential that is available to us. The goal of VENTURI is to create a new content delivery paradigm through Augmented Reality that focuses more on the user rather than on the device”.

"The project" - Paul Chippendale continues – “is working in close collaboration with the French and German Institutes for the Blind who are very enthusiastic to explore the possibility of using the ideas laid out in VENTURI to improve their lives. One of the partners is working on *3D Augmented Audio*, through non-invasive headphones to intelligently enrich the world through a flow of sounds. We are therefore working with different types of users to understand how our technologies can be useful in practical situations."

In summary, the developments envisioned by VENTURI could have endless applications in the field of technological and innovative services based on smart, adaptable, and customizable media, that target user expectations.

As far as FBK is concerned, the researchers involved in the project, besides Paul Chippendale, are **Michele Zanin** (TeV Unit - Technologies of Vision) and **Giovanni Tummarello** (WoD Unit - Web of Data).

*******Multimedia*******

(format PAL-DV 720x576 .avi):

- Interview with FBK researcher (TeV Unit) PAUL CHIPPENDALE, coordinator of the VENTURI project (by Marzia Lucianer -FBK Press Office)

http://share.fbk.eu/get/7B00E867-9A7E-321C-8B70-1F5CCCD87ECA/Venturi_project_Chippendale_FBK.avi
(800Mb)

Questions:

- *the VENTURI European project officially kicks off on October 13 and 14, 2011 (0'00")*

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- *What is the project's goal? (0'37")*
- *What is the role of the Bruno Kessler Foundation in this project? (1'28")*

Download here (format PAL-DV 720x576 .avi):

http://share.fbk.eu/get/809E2406-2DA2-772E-6708-A2A24F4B7894/Venturi_project_images_AR.avi (900Mb)

demo footage:

- *images from the kick off meeting of the VENTURI project (FBK Technology Site, "Stringa" Hall - October13, 2011) (0'00")*
- *cover images (smartphone QR code, VENTURI website, partner) (0'50")*
- *examples demo AR (Augmented Reality) (1'27")*

Note: Files expire after 360 hours

Further info on VENTURI partners:

- Fondazione Bruno Kessler www.fbk.eu
- Fraunhofer Heinrich Hertz Institute (Germany) www.hhi.fraunhofer.de
- ST-Microelectronics (Italy) www.st.com
- Metaio (Germany) www.metaio.com
- ST-Ericsson (France) www.stericsson.com
- e-Diam Sistemas (Spain) www.ediamsistemas.com
- Sony Ericsson (Sweden) www.sonyericsson.com
- INRIA (Institut National de Recherche en Informatique et en Automatique, France) www.inria.fr