



THE IMAGINA 2010 CONFERENCE REPORT

OUR EDITOR REPORTS ON THE EXCITING
IMAGINA 2010 3D TECHNOLOGY
CONFERENCE IN MONACO

The **imagina 2010** conference was held at the Grimaldi Forum in Monaco from 3-5 February 2010 - incorporating multiple streams of presentations covering use of 3D in industry, architecture and urbanism, landscape and territory management, plus the media and entertainment sector. With over 50 exhibitors covering a wide range of 3D design, scanning, modelling, visualisation and simulation sectors, including several of the industry's leaders, such as Dassault Systême, imagina is a meeting place for the whole 3D industry, giving publishers, technologists and service providers the opportunity to meet buyers and users from their sectors – and also to meet and learn from each other. Although decidedly French in character and attendance, the main conference presentations were available with simultaneous French/English translation. The many workshops tended to be given in either French or English, without translation, yet there was always something of interest taking place regardless of one's language skills.

imagina 2010 – the 3rd dimension

No longer the preserve of cinema, video gaming and advertising experts, 3D technology has become widely used in recent years, embedded in ever more industries, services and products. In response, while retaining a special place for Media & Entertainment and its pioneering 3D work, imagina has adapted its focus in order to adequately represent new sectors such as architecture, urbanism, territorial management, industry and the 'virtual worlds' increasingly available via the Internet.

The format of the imagina conference was parallel streams of



Entertainment surrounding the release of the blockbuster movie "Avatar", including presentations by Avatar developers James Cameron Studios, Lightstorm Entertainment and Ubisoft.

Within the main exhibition hall, the Digital City and Territory Village showcased the latest 3D models of towns and cities who were represented at imagina.

3D Ethics Charter

Official signing of the "3D Ethics Charter" on 4 February drew a large crowd. Used in territory management, 3D data allow realistic digital mock-ups to be created. Communication, public consultation and project management tools that correspond to actual sites and that can be used in urban, countryside and transport infrastructure projects are indispensable to governmental bodies. A shared 'operating manual' for all product developers and users, defining the context, aims and criteria for the use and representation of 3D data, was felt to be important.

As a result, a project for an ethical charter began in 2008, notably featuring the participation of the French Republic, in the form of its National Geographic Institute (Institut géographique national or IGN), the Principality of Monaco, the Swiss Confederation, in the form of its Federal Office for Topography (Office fédéral de topographie or Swisstopo), the Republic and Canton of Geneva, Lyon's Urban Planning Agency (l'Agence d'urbanisme de la Communauté urbaine du Grand Lyon), the city of Montreal and the Géovision-Avenir urban design and planning agency. The final charter was released for comment on 1 December 2009 and presented for signature at imagina 2010 in Monaco on 4 February 2010. In bringing the groups together and gaining their support, the

presentations over three days, with simultaneous translation in English and French, covering the four main themes – Industry, Architecture & Urbanism, Landscape & Territory, Media & Entertainment. The Grimaldi Forum venue lent itself well to accommodating such an ambitious programme. Workshops were held in special workshop areas surrounding the main exhibition space – which was always busy, as attendees viewed the latest developments in, and use of, 3D technology in myriad applications.

Special events sponsored by the larger companies, such as Dassault Systèmes and IGN, the national mapping agency of France, focused on specific issues, such as Dassault Systèmes roundtable on "The Benefits of 3D in Architecture, Sustainable City Management and Urban Design" and IGN's "Innovative solutions for sustainable territorial

management". Workshops focused on both technology developments and interesting applications of 3D tools and technologies.

With multiple streams of themed presentations and workshops taking place, one had to choose what to focus on, and from a GIS perspective for this editor, that meant the Architecture & Urbanism and Landscape & Territory themes. The central theme of the Architecture conference cycle was the use of 3D simulation in sustainable construction or "Green Building", while two days of events were dedicated to exploring the issues involved, and prospects for the future, in 3D modelling of towns and territories. Meanwhile, the Industry conference presented the latest work on 3D design and virtual prototyping, while the Media & Entertainment conference offered a cutting-edge analysis of 3D CGI. Some very exciting work was showcased in Media &



Dassault Systèmes were very much in evidence throughout the conference – with special sessions and workshops.



The ever busy IGN booth of the national mapping agency of France.



The ATM3D booth, showcasing several 3D applications and technologies



Lexip introduced their highly innovative 3D mouse at imagina.



charter will provide a universal reference document that establishes recognised and shared principles. In this way, three-dimensional representations will benefit from a long-term guarantee of quality and undeniable legitimacy.

imagina's new direction allowed key figures from each of the four sectors represented to share their experiences in using 3D technology, ranging from world renowned architect Jean Nouvel's keynote speech on the role of 3D in architectural design and construction to James Cameron's studio and Ubisoft sharing the stage for an AVATAR conference. A further day of events was dedicated to "virtual immersive worlds", featuring not only a round table discussion on revolutionary new management practices in virtual worlds, but also the International IntraVerse Awards ceremony.

International IntraVerse Awards

The imagina awards are the worldwide reference point for digital 3D production. The awards offer a unique opportunity to discover the work of the future in 3D technology. The objective of the awards is to recognize and reward the very best use of 3D modelling, simulations and visualisation applied in different sectors – artistic, industrial or engineering. This year, awards were presented in the four sectors - those relating to Architecture & Urbanism and Landscape & Territory were as follows:

- **Architecture & Urbanism** - Best Technical Animation – **"The Third & The Seventh"**, by Alex Romain, Spain, and for Best Communication Film – **"Why"** – by Artefactorylab, France.
- **Landscape & Territory** - Best Communication and Promotion Film - **Aéroport International d'Abidjan : 2010-2035**, from 3D Weave, France; Best 3D Territory Model - **Pays de Montbéliard : Simulation de la Rupture d'un Barrage**, by Numerica, France, and Best 3D Territory Model - **SIG 3D comme Outil de Simulation**, from Republique et Canton de Geneve – Service de la Mensuration Officielle – Hepia, Switzerland.



Signing of the 3D Ethics Charter by leading figures from various 3D technology communities.

Privileged Information Meetings

Another feature of imagina 2010 were the **Privileged Information Meetings (PIMs)** – working meetings to introduce solutions by a vendor who chooses potential clients among attendees, prior to the event. The 40-minute sessions collect a dozen executive buyers with vendors in fully equipped meeting rooms. Nearly 70 senior level European decision makers were invited to the conference to see new solutions based on 3D technology. These professionals spanned civil authorities and city representatives, research centres, industrial players from the oil, automobile, rail transport and other industries, plus 3D technology developers eager to share their products and services and to learn more about how they could assist in numerous new modelling and simulation areas, from produce development to smart city design, construction and sustainable maintenance.

imagina conference management

The conference organisers went out of their way to enhance the participation experience of all attendees. The imagina Networking Tool and Meeting Planner allowed full access participants to send and receive requests to set up meetings prior to the event via a Meeting Planner. The Networking Tool covered speakers, exhibitors, decision makers, and delegates. A boon not only to busy journalists – but more importantly, for those attendees seeking to maximize their time at the conference in learning the latest information on what 3D technology could offer them.

Article by Roger Longhorn, editor of GEO:connexion International magazine, who attended the conference courtesy of the imagina conference organisers. roger@geoconnexion.com

ContingencyToday.com

Now available in print



CT Review is the new, free sister print publication of ContingencyToday.com

Covering the broad spectrum of Critical Infrastructure Protection and Homeland Security, it will contain topical articles by leading figures from the private and public sectors, including politicians and public sector purchasers and specifiers.

Editorial Topics:

- Critical National Infrastructure Protection
- Emergency Response & Disaster Recovery
- Business Resilience & Continuity Planning
- Pandemic, Fire & Flood Preparedness;
- Risk Management
- Border & Travel Security
- Cybersecurity
- Industrial Accidents
- UK Terrorism

CT Review – First Issue available NOW

- Please contact the Editor Jonathan Rush to discuss submitting your News and Articles:
jrush@contingencytoday.com
- For information on marketing opportunities
email: mknight@contingencytoday.com
telephone: + 44 (0) 1638 732 566

Get your Free copy...

To ensure that you will receive CT Review, please either register online or email us with your postal address:

Register online...

contingencytoday.com/subscribe-free

Email us...

freemagazine@contingencytoday.com

www.contingencytoday.com

 **Contingency
Today.com**