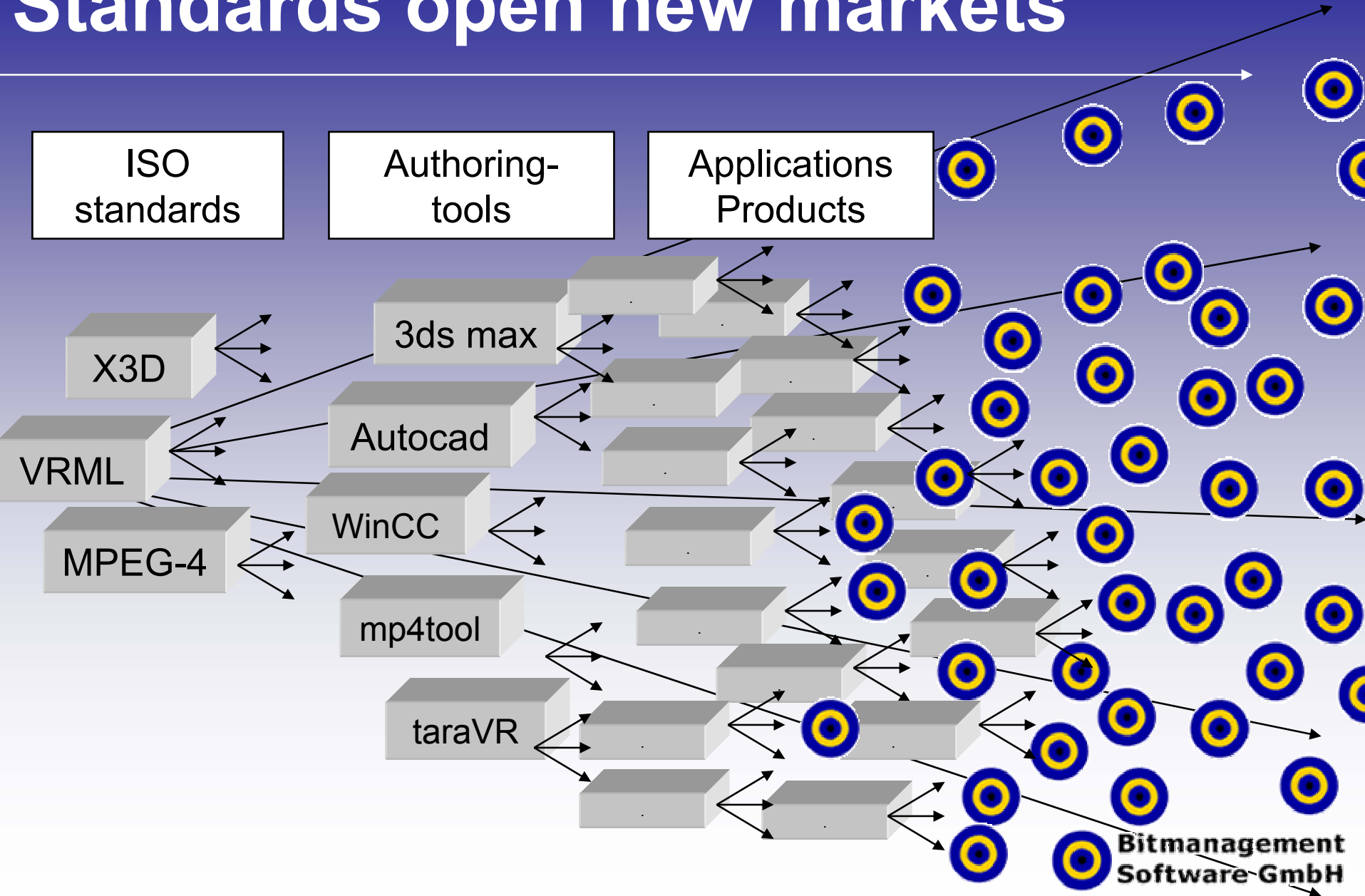


IST 2003

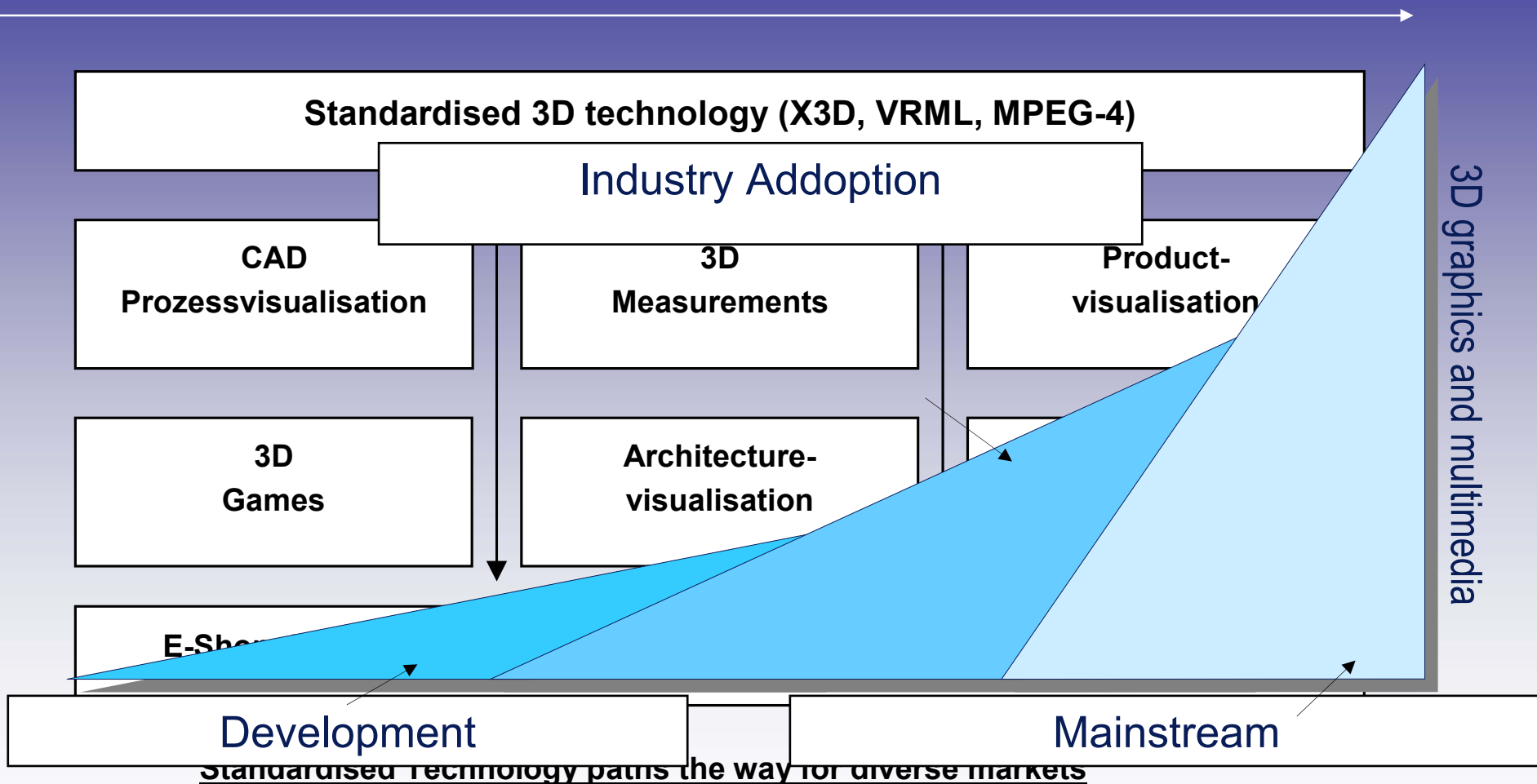
→ Business opportunities
with standard technology
in diverse markets

Peter Schickel, CEO
www.bitmanagement.de

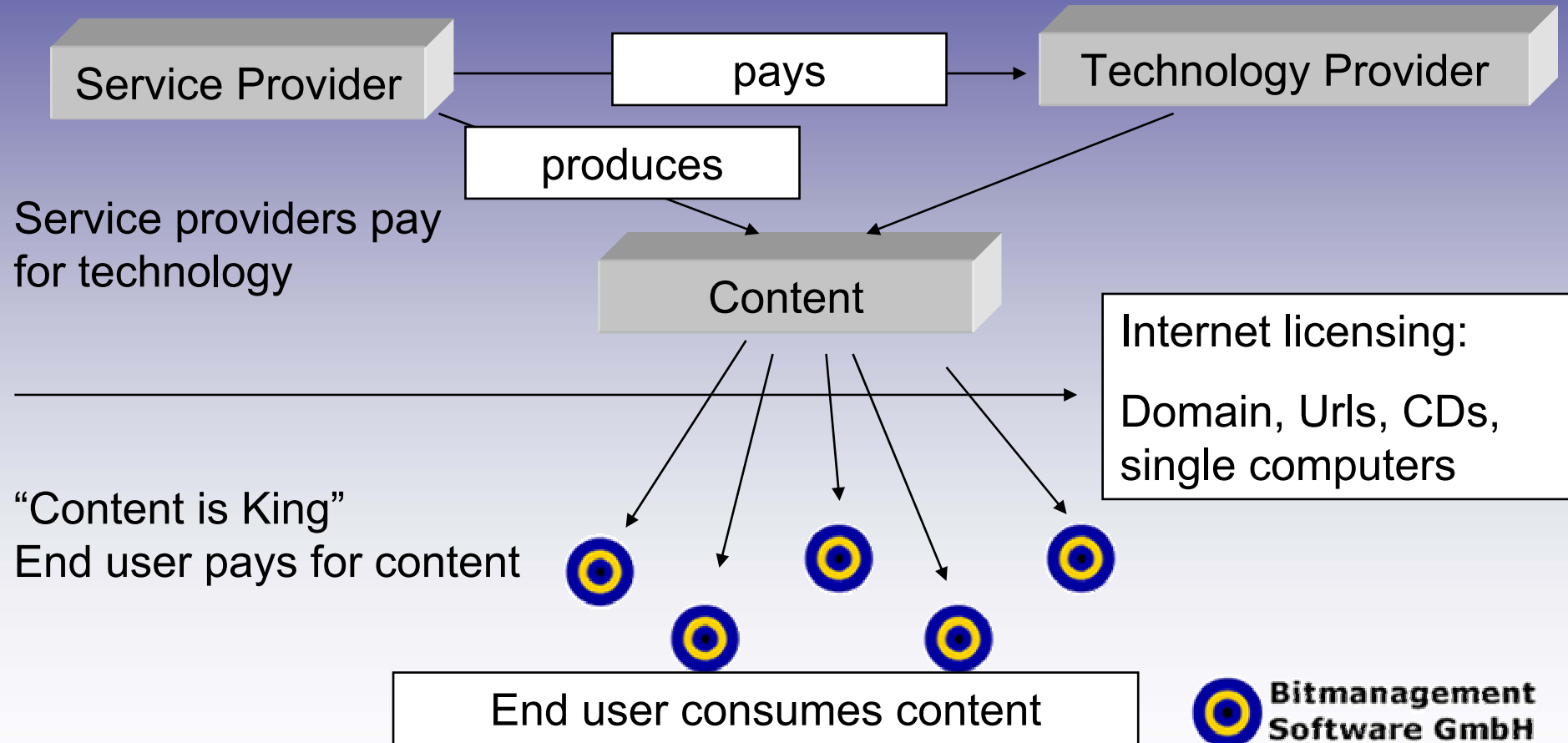
Standards open new markets



Standards enter existing markets

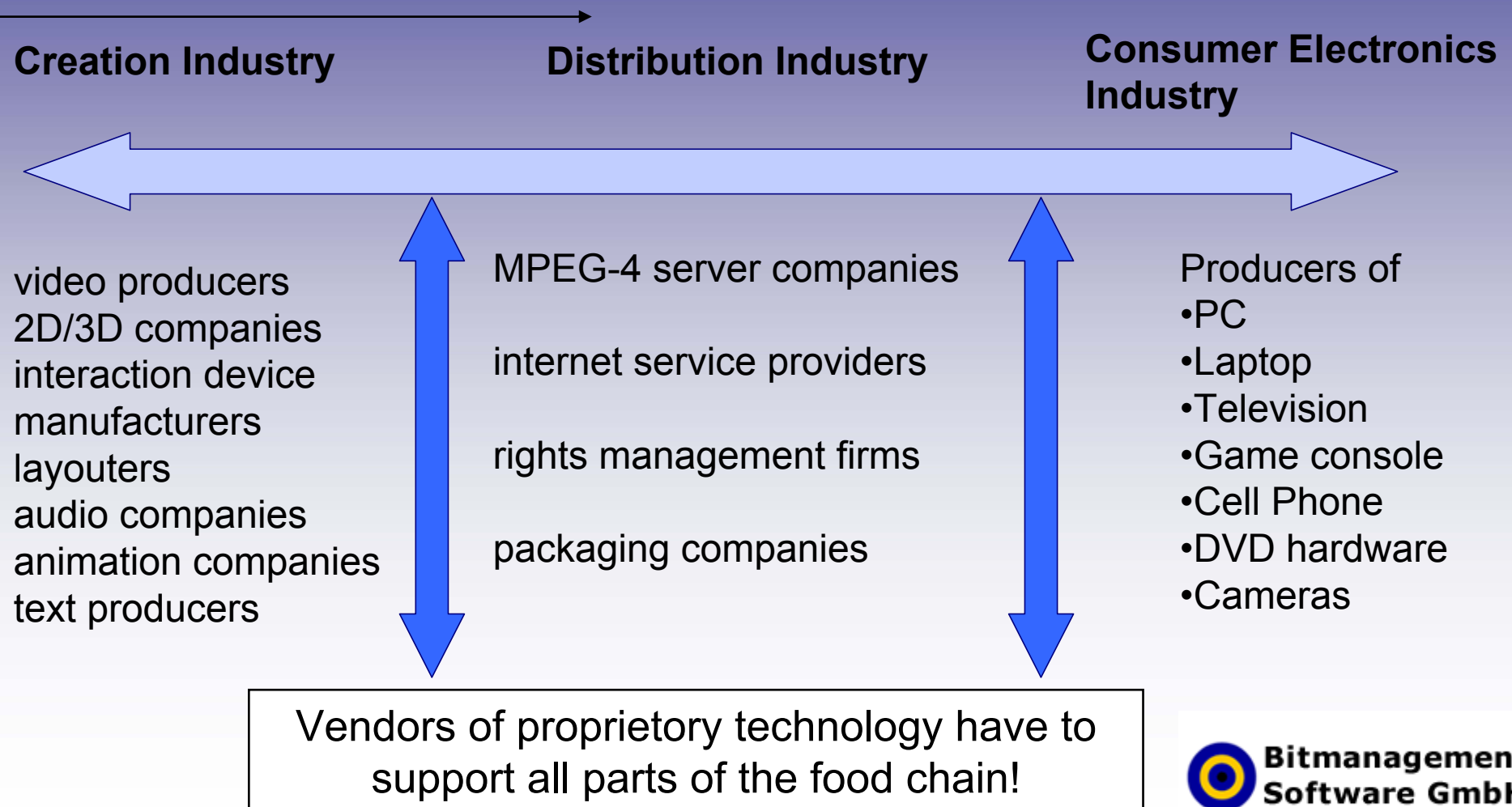


Management of rights: Licencing content and technology



Opportunities for SMEs as part of the standard food chain

MPEG-4 Industry:

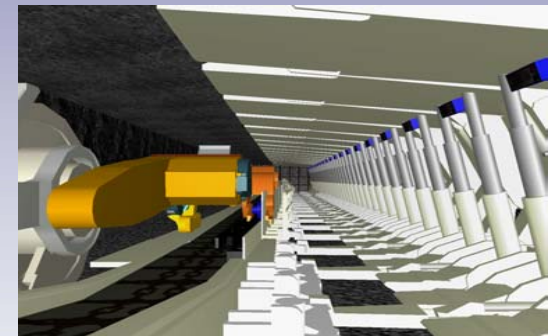


Examples of usage and integration of 3D standard technology

Siemens Business Services:
Processintegration in SAP R/3
Integration in E-Business-Systems
(e.g. Websphere Commerce Suite)



Deutsche Steinkohle AG
Usage for Training of employees with mining machinery



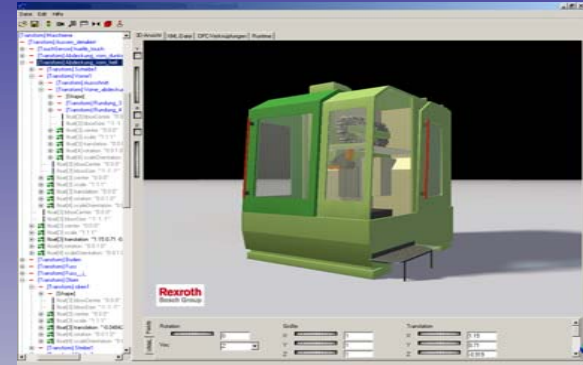
Tarakos: Processvisualiation and automation
Usage for the planning of factories



Examples of usage and integration of 3D standard technology

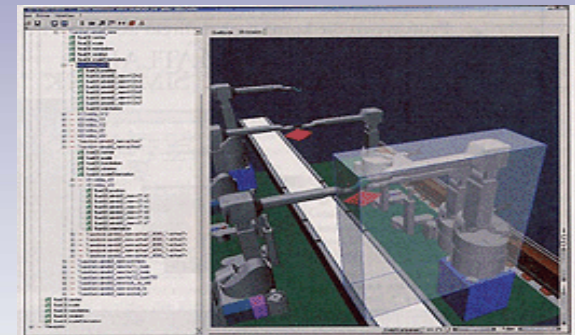
Bosch Rexroth Automation

Dynamical visualisation of toolmashinery with connection of real processe using OPC.



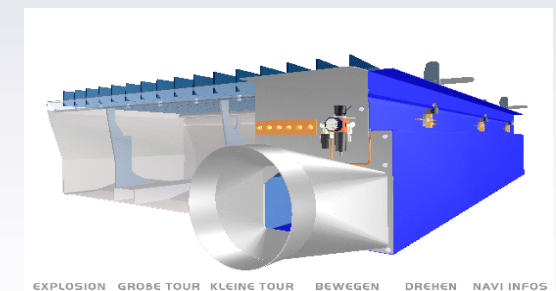
Dürr: Tracking of robots

Emergency and error signals can be traced visually up to the generating device.



Neue Mediale:

Online-visualisation of a burningtable for autogen-, plasma and laser cutting.



ICE-CREAM EC Project: 3D soccer replays

Shown at IBC and IFA



Scene can be replayed step by step by using video recorder buttons.

- Capturing function for MPEG-4 video interface to Trimedia Set-top Box.
- Different scenes constructed for different games.
- Interface programming to remote trickplay control.

Summary

- Standards open new markets
- Standard technology enters existing markets
- Markets for standard technology are diverse
- Opportunities for licensing content and technology
- Opportunities for SMEs as part of the standard food chain
- No need to deliver end to end solutions as with proprietary technology