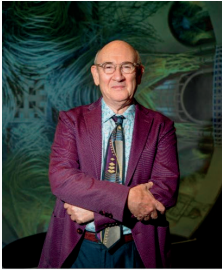


“FUTURE CINEMA SYSTEMS” - ART TECH ON THE RISE



Projector leader, Professor Jeffrey Shaw, at HKBU, said the vanguard project opened the door to boundless applications in the arts and creative industries.
(Photo credit: HKBU)

With HK\$35.4 million funding from the Innovation and Technology Commission, HK Baptist University (HKBU) in collaboration with City University of HK and École Polytechnique Fédérale de Lausanne in Switzerland is spearheading a two-year project “Future Cinema Systems” (FCS). A worldwide first to create the next generation of interactive immersive experiences, including cinema, virtual museum, cultural heritage, multimedia performance and sports, FCS will make use of artificial intelligence, computer vision, deep learning, virtual reality and generative aesthetics to create 3D environments to integrate all forms of real-time and pre-recorded content with a broad range of wearable sensors and biometric devices. The deliverables of the project will first be deployed at selected facilities such as the HK International Airport, M+ Museum and Tai Kwun. Commissioner for Innovation and Technology, Ms Rebecca Pun, said upon successful commercialisation, the project would bring infinite possibilities to the development of cultural art and creative industries in HK and quality employment.

HK airport



M+ Museum



Tai Kwun

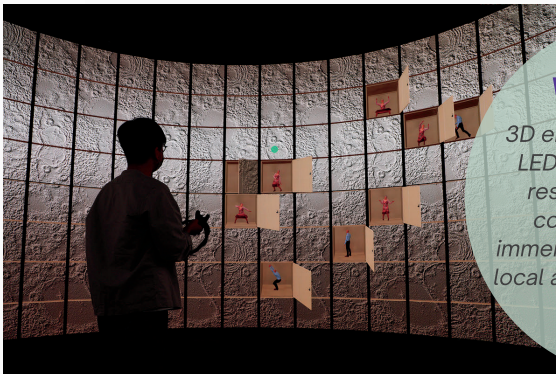


Photo credit: HKBU

Visualisation

3D environment of over 400 LED panels, bringing high-resolution stereoscopic cognition and a shared immersive experience to both local and remote participants.

Human-computer interaction

Novel tracking sensing and biometric technologies that can record human conditions, responses and movements

Co-evolutionary narratives

Software intelligence that enables the virtual agents to initiate purposeful and evolving interactions with their audiences.