

Profiting from 3-D digitising: The ICON project



Collect 2010
London, 28 June 2010



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Steve Luther – Evolutions
Michael Selway – System Simulation
James Stevenson – V&A



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ICON partners

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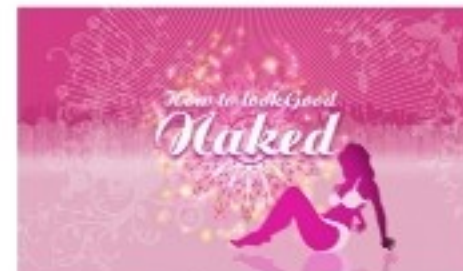
System Simulation

V&A



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ICON's objectives

- To assist museums to digitise their collections for archival and conservation purposes
- Enable museums to commercially exploit their digitised collections to generate additional revenue streams



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ICON overview

- Research partially funded by TSB
- Two year project
- Commenced Nov 2009
- Testing various methods of digitising artefacts
- Creating web portal for commercialisation
- Defined business models



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System Simulation

- London software house
- Founded in 1970
- Collections management
- Publishing
- Web content management
- Kiosk and visitor systems
- Image and Digital Asset Management systems



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ICON technical challenges

- Marrying the needs of museum providers and commercial users
- Model formats
- Descriptions and metadata
- Ownership, licencing and contracts
- Model quality, model cleaning
- Quantity



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ICON technical opportunities

- A market for textures and abstract 2-D imagery
- Federation: local storage nodes and use of cloud storage
- More mining and mapping
- Plug-ins

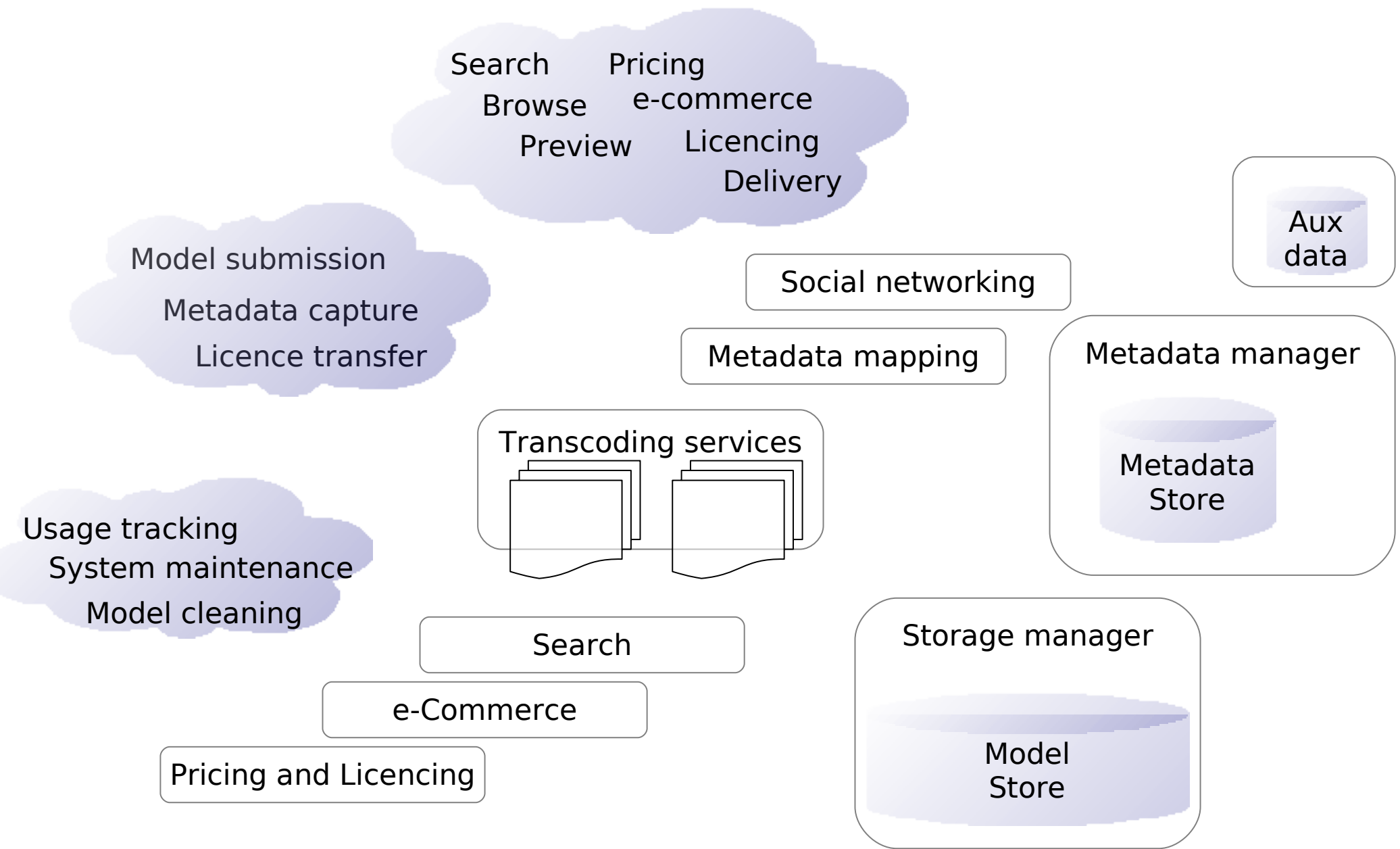


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ICON architecture



Multimedia and 3-D

(Movie)



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Friends of ICON

- Network of interested parties
- Museums and other institutions
- End users of models
- Provide content for testing
- Participate in research
- Share research findings
- Future commercial exploitation partners
- icon-friends@ssl.co.uk



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ICON's commercial applications

- Virtual exhibitions
- Digital souvenirs at museum shops and websites
- Film and television post production industry
- Advertising and new media agencies
- Computer games and virtual worlds
- Architectural and interior design
- Design activities within other commercial enterprises



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