

lingua business

Virtual International Businessperson (VIB)



By Paul Gibson

Are you a VIB? No, not a VIP (Very Important Person), but a VIB (Virtual International Businessperson)? The term actually does not exist in business English (yet), but listen closely and read carefully about the novel 3-D virtual correspondent.

Game-changing technology always takes first place in business, in business investments and business returns. And now this technology has made its way into the board room in the most highly defined 3D imagery ever, allowing any person to appear in person halfway across the world.

In Israel, a small company called [SportVU](#), has developed a way to transport three dimensional images via the Internet. This may not sound new because 3-D videoconferencing has been available now for the past two years. But what has not been available is a cheap, affordable way to introduce the concept into the market. Now that we are able

to transport these images using the Internet (as opposed to satellites), this technology will easily weave its way into the business fabric of almost any international company.

Here is how it works. The VIB who needs to be on the other side of the world for a meeting, steps into a small room, the size of a small spaceship with 40 different cameras strategically placed on the walls to capture the slightest movement or change in angle. The novelty however is not in the cameras, but in the software. The images are transported via the Internet and once they have been received on the other side of the world, they are automatically converted into a hologram that adjusts to the height, weight and body mass of each individual. It is literally a virtual business person. Then you can proceed to talk, listen and engage with your colleagues, meet with your prospective clients or give a virtual presentation...in person!

The novel idea comes just months after Cisco had introduced a similar bi-dimensional conferencing system called Omnipresence. While the market for Omnipresence continues to expand, the new SportVU 3-D conferencing alternative could easily blow away the competition.

They successfully tested the hologram software used in this system as recently as earlier this month on CNN, during their coverage of the US Elections. The outcome was a smashing success. By placing image over image

without introducing any graphics, the software allows the virtual presence of a person, so they appear like Princess Lia in Star Wars. In that experiment, they actually included a flickering effect, so you could tell the reporter was really a hologram of the virtual correspondent, but the real holograms are truly high definition telepresence.

Photo credit:

<http://www.formulatv.com/1,20081105,9350,1.html>