

FRAUNHOFER HEINRICH HERTZ INSTITUTE

PRESS RELEASE

PRESS RELEASENovember 23, 2016 | Page 1

Fraunhofer HHI enters into cooperation partnerships for 360-degree image and sound, VR and AR with Filmuniversität Babelsberg and UFA

Fraunhofer HHI also joins Virtual Reality e. V.

Cooperation between the Fraunhofer Heinrich Hertz Institute and Filmuniversität Babelsberg *KONRAD WOLF* in the 3IT – Innovation Center for Immersive Imaging Technologies – is intended to establish shared working and research relationships, and to jointly develop and implement planned productions, especially in the fields of 360-degree image and sound, virtual reality (VR) and augmented reality (AR).

At the same time the Fraunhofer HHI is joining the Virtual Reality e. V. Berlin-Brandenburg, thereby affirming its plans to cooperate with its founding members. Aside from Filmuniversität Babelsberg, Fraunhofer HHI has confirmed cooperation with UFA GmbH in particular. The goal of both partnerships is to converge interdisciplinary and technology potential on the one hand. On the other hand, bundling the respective research initiatives is intended to boost visibility and international connectivity.



Henry Bauer, Board Member of Virtual Reality e. V., Ernst Feiler, Head of Technology UFA GmbH, Prof. Dr. Susanne Stürmer, President Filmuniversität Babelsberg *KONRAD WOLF*, and Prof. Dr.-Ing. Thomas Wiegand, Executive Director Fraunhofer HHI (l-r) enter into cooperation partnerships for 360-degree image and sound, VR and AR.

FRAUNHOFER HEINRICH HERTZ INSTITUTE

The aforementioned cooperation partnerships offer the opportunity to promote interdisciplinary cooperation in the methodology and representation of science, technology and creative/artistic work. Developing innovations for the digital future is the cooperation objective, especially in the fields of audio-visual and interactive content, applications and production technologies in three-dimensional space.

UFA GmbH and Fraunhofer HHI have reported on their joint plans for VR in general and human body reconstruction technology in particular at the contract signing.

Innovations for the digital society of the future are the focus of research and development work at the **Fraunhofer Heinrich Hertz Institute HHI**. In this area, Fraunhofer HHI is a world leader in the development for mobile and optical communication networks and systems as well as processing and coding of video signals. Together with international partners from research and industry, Fraunhofer HHI works in the whole spectrum of digital infrastructure – from fundamental research to the development of prototypes and solutions. www.hhi.fraunhofer.de

PRESS RELEASENovember 23, 2016 | Page 2

The Fraunhofer-Gesellschaft is the leading organization for applied research in Europe. Its research activities are conducted by 67 Fraunhofer Institutes and research units at locations throughout Germany. The Fraunhofer-Gesellschaft employs a staff of some 24,000, who work with an annual research budget totaling more than 2.1 billion euros. Of this sum, more than 1.8 billion euros is generated through contract research. More than 70 percent of the Fraunhofer-Gesellschaft's contract research revenue is derived from contracts with industry and from publicly financed research projects. Branches in Europe, the Americas and Asia serve to promote international cooperation.