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SWEDISH COMPANY LAUNCHES NEW 3D-TECHNIQUE AHEAD OF MICROSOFT
- The industry's answer to "Project Natal" reaches the market after a significant technical leap

Microsoft recently shook the gaming world with its "Project Natal", where game enthusiasts can control games with their whole body, instead of with a hand held control. Thanks to Swedish company Optronics, which over the last six months has worked with the development of 3D camera technology the industry will soon have the opportunity to benefit from the revolutionary new technique.

"Our industrial cameras with 3D-technology are based on the same principles as those used by Microsoft in Project Natal. Expectations within the game and entertainment industry are sky high and for a wide range of industries, this is just as exciting. It is easy to imagine completely new solutions and applications within industries such as automation, security and health", says Richard Åström, Managing Director at Optronics.

The fundamental technique in Project Natal is the ability to take 3D images in real time and react to movements from individuals and objects. In April this year, Optronics signed an agreement with American company Canesta, leading technical developer of camera chips for three-dimensional image management. An important part of the newly developed technique is that the calculations are implemented in a cost effective CMOS-chip which resembles the image sensors in ordinary digital cameras.

"To be able to produce cheap and small cameras which deliver a 3D signal in video time is a real technical leap. Our technique will also be very effective. The chip we use has a lot of the logic integrated in every pixel, for example automatic reduction of disturbing, surrounding light", Åström explains.

Towards the end of the summer the 3D cameras, which use time-of-flight technology, will be available on the market.

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Optronics Optronics is a Swedish leading service company within the field of optronics, focusing on integrated development and manufacturing. We serve companies all around the world that offer high-technology products for industry. Optronics offers a complete range of development-, manufacturing- and outsourcing-services in the technical field of optronics, all adapted to the customer's needs.

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