

# VISUAL FORUM 2006

Göteborg, 20th of April 2006  
Lindholmen Science park



Bild: CAP AB

CENTER<sub>of</sub>  
VISUALIZATION  
Göteborg

The conference runs for the second consecutive year in a row, this time with a greater international presence than before. The purpose of the conference is to create an international meeting place for the visualization industry and offer an opportunity for other industries and sectors to learn about the visualization technology and its advantages. Visual Forum (former Visualiseringsdagen) is a conference for corporations, researchers & academics, industries and the public to meet on a yearly basis to exhibit, discuss and learn from each other how visualization technology can be used.

Visual Forum is an important part of the initiative Center of Visualization Göteborg that is an organization for stimulating growth in the field of digital visualization. Göteborg has great potential in taking a lead in visualization in the future. We have a long tradition in using the technology in the local industries. Corporations such as VOLVO, SKF, AstraZeneca are just a few examples. There are also a vast number of smaller, innovative visualization companies that have experienced a growth during the last years. Chalmers University of Technology, Göteborg University and the IT University is attracting and educating talent in the field. By creating an environment for stimulating innovation, research and business opportunities, we aim to stimulate growth in the visualization industry for years to come. As a delegate, exhibitor or speaker at Visual Forum 2006 you are part of this environment!



**Christian Björkman**

Project Development Manager  
Business Region Göteborg



**BUSINESS REGION  
GÖTEBORG**

*Center of Visualization was initiated by Business Region Göteborg in collaboration with the local visualization industry. Business Region Göteborg is a non-profit company that works to develop the future of trade and industry in the Göteborg Region. We aim to contribute to business development, new investments, the setting up of businesses and a positive business climate. Business Region Göteborg is a unique kind of collaboration among thirteen local government municipalities in the greater Göteborg area. The organisation is responsible for issues relating to trade and industry and is coordinating projects at regional level.*

**Jörg Krall**

Diplom Informatiker  
Sr. Business Development Manager  
Professional Solution Group  
NVIDIA



Mr. Krall has been working in the Computer Graphics Industry for more than 20 years now, on both sides of the business, software and hardware, after he finished his studies of Computer Science and Physics at the University of Dortmund, Germany. Being with NVIDIA for 4 years, today, Mr. Krall is a member of NVIDIA's Professional Solution Group as a Sr. Business Development Manager in EMEA. He is responsible for the German speaking part of Europe as well as for East Europe as a region and for the business segments Automotive, Medical and High End VizSim for total Europe.

Starting his professional career as a Software Engineer for CAD/CAM solutions, he finally became Head of Product Marketing for a German CAD Software company, before he switched to the hardware side of the business 6 years ago. Here he started for the computer graphics company ELSA, as an International Product Manager, covering the High End Graphic Products.

In all this years he was totally dedicated to computer graphics from all the different angles, which made him a specialist in this industry, now working for the technology leader NVIDIA with a special focus for leading edge Visualization and Simulation technologies.

08.00–09.00	Registration & Exhibition	
09.00–09.15	Introduction and Welcome Christian Björkman, Business Region Göteborg	
09.15–10.00	Keynote Joerg Krall Senior, Business Development Manager NVIDIA	
Pause	Exhibition	
10.30–12.00	<p><b>Industrial Design</b> <i>Mats W. Johansson, EON Reality</i></p> <p>1. Design Is About Communication (How Visualization Technology Powers The Communication Of Ideas). <i>Einar Hareide, President &amp; Industrial Designer at Hareide Designmill, former Chief Designer at Saab Automobile AB</i></p> <p>2. Creating a virtual product brand identity. <i>Henrik Berggren &amp; Tomas Pernek, Chalmers</i></p> <p>3. Visual Design Support. <i>Martin Enthed, Technical adviser and senior 3D-artist, Cliffdesign</i></p> <p>Ending/Questions</p>	<p><b>Virtual Reality and Simulations</b> <i>Matthew Cooper, University of Linköping, ITN, Campus Norrköping</i></p> <p>1. Simulators in vocational Training. <i>Anders Lindh, Manager Training and Health &amp; Safety Human Resources, Port of Göteborg AB</i></p> <p>2. Interactive 3D visualisation and perception <i>Walther Roelen, Technology Manager, Philips 3D Solutions</i></p> <p>3. Benefits of using VR in endovaskular training. <i>Fredrik Ohlson, Research &amp; Development Manager, Mentice</i></p> <p>Ending/Questions</p>

Exhibition Display of Visualizing Studio (Saga building)	Lunch 12.00-14.00
<p><b>Architecture</b> <i>Mikael Johansson &amp; Mattias Roupe, Chalmers Visualiseringsstudio</i></p> <p>1. Importance of visualization out of a user's perspective. <i>Jan-Ove Nilsson, Project Manager of Pedagogen</i></p> <p>2. Representation as design instrument. <i>Jonas Runberger, Director of ssark medialab, research and development, Scheiwiller Svensson Architects</i></p> <p>3. Visualization directly from the architect's Building Information Model (BIM) <i>Kjell Ivar Bakkmoen, Architect MNAL, C. F. Møller Architects</i></p> <p>Ending/Questions</p>	<p><b>Virtual Worlds</b> <i>Odd Tullberg, WSP Group</i></p> <p>1. Visualisation as an instrument for decision-making and design. <i>Stefan Sigvardsson, Industry Sales Director Northern Europe, Bentley Civil, Anna-Britta Krakenberger, Arkitekt SAR/MSA, SWECO FFNS, Mattias Skoog, Infrastruktur-designer, SWECO VBB</i></p> <p>2. The Entropia Universe - the first ever RCE (Real Cash Economy) virtual universe. <i>Marco Behrmann, Director of Community Relations, Mindark</i></p> <p>Ending/Questions</p>
Exhibition	Pause
Panel discussion Moderator Lena Holmberg, Apprino	16.00–17.00

#### **EON Development AB**

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Interactive 3D and Virtual Reality Software from EON Reality, Inc., the world's leading interactive visual content management software provider. By using EON software solutions companies can now effectively capitalize on existing investments in Product Lifecycle Management (PLM) to increase sales, communicate product functionality more effectively, and decrease the cost of service, training and technical support. Many large corporations such as Suzuki, Siemens, John Deere, Atlas Copco, Toyota, Tetra Pak, Boeing, Bombardier, Intel, Peterbilt, Lexus, Hon, Samsung, Shimano, Audi, and Nokia are using EON's software solutions.

#### **Volvo Technology**

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Volvo Technology (VTEC) is an innovation company that develops new technologies and concepts for "hard" as well as "soft" products and processes within the transport and vehicle industry.

#### **Condesign AB**

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Condesign AB was founded in Gothenburg in 1984. Today the Group operates at nine locations in Sweden. The Condesign member companies has 200 employees and provide consultancy services to industry in the fields of Engineering, Technical Information, Market Communication, and IT. Condesign work to help industrial enterprises efficiently create, manage, visualize and document information throughout the product life-cycle.

#### **Cap AB**

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CAP AB creates photo realistic visualizations and animations for print and multimedia. We offer our services mainly to companies within the construction-, real estate- and manufacturing industry. CAP AB was established in 1996 and is located in Gothenburg and Stockholm.

### Cliff Design & Development AB

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The logo for Cliff Design & Development AB, featuring the word "cliff" in a bold, red, lowercase sans-serif font.

Cliff is Scandinavian's only specialized and all-encompassing supplier of direct and indirect design services. For almost 20 years we have been suppliers to the demanding Swedish car industry and for 5 years have focused on the product development industry. Our services include industrial design, visualizations, and physical models for evaluation and exhibitions. Today CLIFF has 40 employees and is part of the Design Continuum concern with amongst others Opticore as a sister company.

### Qualisys AB

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The logo for Qualisys AB, featuring the word "QUALISYS" in a large, red, serif font, with "MOTION CAPTURE SYSTEMS" in a smaller, black, sans-serif font below it.

Qualisys is one of the premier companies providing world-wide products and services based on optical motion capture. The measurement system consists of high speed, precision motion capture cameras and advanced software for tracking and analysis of motion data.

### Antycip

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The logo for Antycip simulation, featuring the word "anticip" in a black, lowercase sans-serif font, with "simulation" in a red, lowercase sans-serif font below it, and a red diagonal line crossing through the "i" in "anticip".

Antycip will be showcasing a wide range of simulation software from top industry suppliers and integrated solutions for immersive training applications across most of Western Europe. Headquartered in France, with regional offices in the UK, Italy, Spain, Germany and Sweden, Antycip employs a highly motivated team that provides tailor made customer focused solutions to the real-time simulation market and computer based training community. Please stop by our booth for a first hand demonstration of the products and services we have to offer.

### Carmenta AB

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The logo for Carmenta AB, featuring a blue circular icon with a white crescent shape inside, followed by the word "CARMENTA" in a blue, uppercase sans-serif font.

Carmenta empowers Mission Critical Systems worldwide built on digital maps, location based information and real-time position data. Carmenta offers state-of-the-art software products and services to system/software developers in the defence, aviation and public safety sectors.

**Craft Animations AB**

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Craft Animations AB produces, markets and sells real-time software for 3D animation. The software is used for controlling and recording camera movements with correct physics in real time.

**Philips**

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Philips 3D Solutions brings the 3D viewing experience to you, by offering the full solution through 3D displays and signal processing. 3D is the next big thing after the introduction of colour displays. 3D provides a richer, more natural, more informative, and more entertaining end-user experience in various fields, without the need of special glasses. 3D can be used in all market application areas from consumer electronics to professional applications.

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Infotiv AB is a rapidly growing company offering consultancy services, training and products. Infotiv comprises the following business areas - Embedded Systems, Project Management, Information Design, Manufacturing Engineering and Products. The company was founded in 1998 and currently has over 190 employees. Infotiv carries out assignments all over the world and customers consist mainly of international companies and public sector organisations.

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Animech provides a one-stop shop for many companies in the biotechnology, medical device and life sciences sectors, fulfilling their need for visualization and description of complex instrumentation and complex scientific and medical processes. Animech is a highly creative enterprise with a record of innovation in 3D graphics. Animech possesses deep knowledge in the visualization and utilization of 3D CAD data. Animech customers include GE Healthcare, Phadia, Elekta, Q-Med, Volvo, Bosch, Munters and Sandvik.

### Center of Visualization Göteborg

In order for regions to succeed in the competitive global environment it is necessary for corporations, universities and local Governments to work together in specific areas towards a common goal. A great example of a successful collaboration is Center of Visualization Göteborg. It started as a network of people in 2004 and two years later it has transformed into an organization supported by corporations, industries, the public sector as well as in the academic world. The main purpose of the organization is to stimulate growth in the field of visualization. It will work towards creating more commercial projects and new visualization companies. It shall provide a network of knowledge and a platform where academic institutions and researchers can meet with visualization companies and other industries and solve problems and innovate. The organization's objective is also to strengthen Göteborg's position as an international visualization center.

The activities performed over the last two years has resulted in several projects and actions. Visualization technology will be used during the European Championship in Track and Field in Göteborg August 2006. The City Planning office in collaboration with public and private housing companies are researching the possibilities of creating a vast Virtual Reality model of Göteborg. Several corporations in different industries have expressed a strong interest in starting visualization projects. Chalmers University of Technology has decided to dedicate resources to focus on visualization at Lindholmen. These are just a few examples. Center of Visualization will become a formal organization before the summer -06.



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Coming soon: [www.center-of-visualization.org](http://www.center-of-visualization.org)