

Ideas & inspiration

Welcome to Issue 21 featuring international ideas to inspire Queensland's tourism industry.

Standing out from the crowd

With the latest 3-D trend moving from the big screen to your living room and even newspapers it wasn't long before imaginative people started using the 3-D concept as a catalyst for creative ideas to help promote and differentiate products and businesses.

The first example of 3-D technology that has potential for the travel industry has come from researchers from the [Fraunhofer Institute for Physical Measurement Techniques IPM](#) in Freiburg.

Working jointly with the [RealEyes](#) company and the [University of Kiel](#) they have developed a 3D image that can be displayed on posters. The innovative thing about this 3-D poster is that it can be viewed not only without colourful glasses but can be viewed from a distance without losing the optical illusion of the subject venturing out. In fact the researchers state that the image can be seen up to five metres out from the poster.

Traditionally such animated or 3D images have been produced using a technology called lenticular printing which combines two or more images attached to the back of a lenticular lens. Instead of these grooved lenses, the new display consists of 250,000 individual lenses with a diameter of two millimetres each. So unlike lenticular images that can only be viewed well at arm's length, the new display allows 3D images to be seen clearly from a distance – the other side of the street for example – something that is sure to appeal to the advertisers in the travel trade.



Image: [lenscape](#)



Image: [metaio.com](#)

After posters the mobile phone was the obvious next choice for 3-D innovation. Combining 3D and augmented reality German firm Metaio are one of the first companies to experiment with the technology.

Metaio's technology allows people to tag places in the real world with tweets, photos or animations of 3D sprites through their mobile camera. The augmented reality app will also be integrated with Facebook to let visitors geotag photos and notes on locations they like. There's no release date for the technology yet but the implications of Metaio's combination of 3D and augmented reality has a lot of potential, for example we could see 3D tour guides popping up in cities very soon. Check out a video of the App [here](#).

Ideas & inspiration

Finding your way from Earth to Pandora

Stretching the 3-D concept slightly GPS/Street Map hybrid, MAPTOR, designed by Jin-Sun Park and Seon-Keun Park, displays maps via a projector no larger than a tiny flashlight. The concept includes a built-in GPS receiver that provides the visitor with a little red dot of their location. The device is designed to fit in a pocket or be worn on a lanyard. It can be aimed onto a nearby surface, whether it be your hand or a wall, adjust the map dimensions and zoom with the flick of a button, and get the directions in seconds.



Image: [Samsung Art & Design Institute](#)

It's only a concept however, this could take off as standalone device or could be built into a smartphone with a projector to assist the most 'directionally challenged' visitor. Check out a video of the device [here](#).



Image: [rafaa.ch](#)

Still bordering on the subject on 3-D this next innovation would look more at home in Pandora, James Cameron's fictional world in the movie Avatar. The Solar City Tower is RAFAA's entry in the International Architecture Competition for the Olympic Games 2016 in Rio de Janeiro.

The tower is adorned with solar panels that produce energy for the Olympic village by day, with surplus energy used to pump seawater into a tower. Then the water can be released to drive turbines and generate electricity at night.

On special occasions the water can also be pumped over the edges of the building to create what the architects call an "urban waterfall".

What trends, innovations and new ideas would you like to hear more about? Or is there a particular issue or area that you think we could focus on in an upcoming newsletter. If there is please contact [Tony Quarmby](#), Senior Consumer Analyst.

Disclaimer

By using this information you acknowledge that this information is provided by Tourism Queensland (TQ) to you without any responsibility on behalf of TQ. You agree to release and indemnify TQ for any loss or damage that you may suffer as a result of your reliance on this information. TQ does not represent or warrant that this information is correct, complete or suitable for the purpose for which you wish to use it. For more information contact [Tourism Queensland](#)



Please consider the environment before printing this newsletter