

# Media Machines

X3D Earth Viewing and Authoring for the Web  
November 2006

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## About Us

- A leading developer of open source web-based X3D products and services
- Web pioneers, long-term VRML and X3D contributors

**Our Mission:**  
To Build the Open Metaverse

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## Strategic Goals

- Web-based Earth viewing for all
  - Deployed in web browsers - not "walled gardens"
  - Simulations and rich media - not just terrain and buildings
  - Policy-free visualization
- AJAX and Mashup support
  - Programmable via web scripting languages
  - Visually integrated with other web page elements
  - Plugged in to other non-Earth applications
- Open, web-based platform
  - Delivered over HTTP etc.
  - Accessible via AJAX- and X3D-based request methods
  - Multi-vendor/vendor-neutral data access using web services

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## Technology

- Flux™ Player
  - Open source lightweight X3D browser plug-in
- Flux Studio
  - Easy to use X3D authoring and publishing
- Flux Widgets
  - Online service to upload and share 3D content
- KML, Collada -> X3D Converter Utilities
- Ajax3D
  - Open initiative to develop Ajax-based libraries, frameworks and best practices for web-based 3D applications

<http://www.mediamachines.com>    <http://www.ajax3d.org>

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## Team

<b>Tony Parisi</b> CEO	Founder/CEO: Intervista Software 20-year Veteran: Lotus, BBN, PLATINUM Technology Pioneer: VRML, X3D, MPEG-4 Software Architect: Creator of FLUX
<b>Jay Weber, Ph.D.</b> Chief Technology Officer	Founder/CTO: RespondTV (now part of Thomson) 20-year Veteran: VeriFone, HP, AI Research Technology Pioneer: Web & ITV, 19 patents Award-winning consumer product experience
<b>Keith Victor</b> VP Tools	3D Modeling/Animation Tools Expert Founder: Virtock Technologies Lead engineer: Eymatic, General Motors Software Architect: Creator of Spazz3D, Viz3D, Flux Studio
<b>David Arendash</b> Senior Programmer	Senior Programmer/Technical Director Extensive game development experience: expert in converter/exporter tools development and application programming X3D Conversion Utilities: UnrealEd, 3DS Max, KML, Collada

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## Related Projects

- NPS Ariva X3D Earth
  - Assist preparing X3DE Component documentation for Web3D and ISO approval
  - Add proven geospatial extensions and X3D-Earth support to open source Flux web browser plug-in
  - Extend Flux Studio authoring tool to support proven geospatial extensions and X3D-Earth
  - Develop sample lightweight X3DE Global Viewer capable of running in a web page, based on AJAX architecture ("AJAX3D")
- City of St. Paul, MN mapping prototype

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## Technical Challenges

- Intuitive earth-based navigation interface
- Multi-resolution terrain rendering
- Data layering - optimizing performance and rendering
- Client-server networking - architectures for delivering data
- User interface design within Flux Studio, for easy placement of geospatially located objects