

POINT CLOUD COMPRESSION

THE INDUSTRY'S VIEW

Sebastian Schwarz, *Nokia Technologies*

LONDON, UK

March 2016



NOKIA

BARCELONA, SPAIN

February 2016



55B

55B

55B



NEWS

[Home](#)[Video](#)[World](#)[Asia](#)[UK](#)[Business](#)[Tech](#)[Science](#)[Magazine](#)[Entertainment & Arts](#)[Health](#)Technology

Nokia kills off Ozo high-end virtual reality cameras

10 October 2017 | [Technology](#)



Share



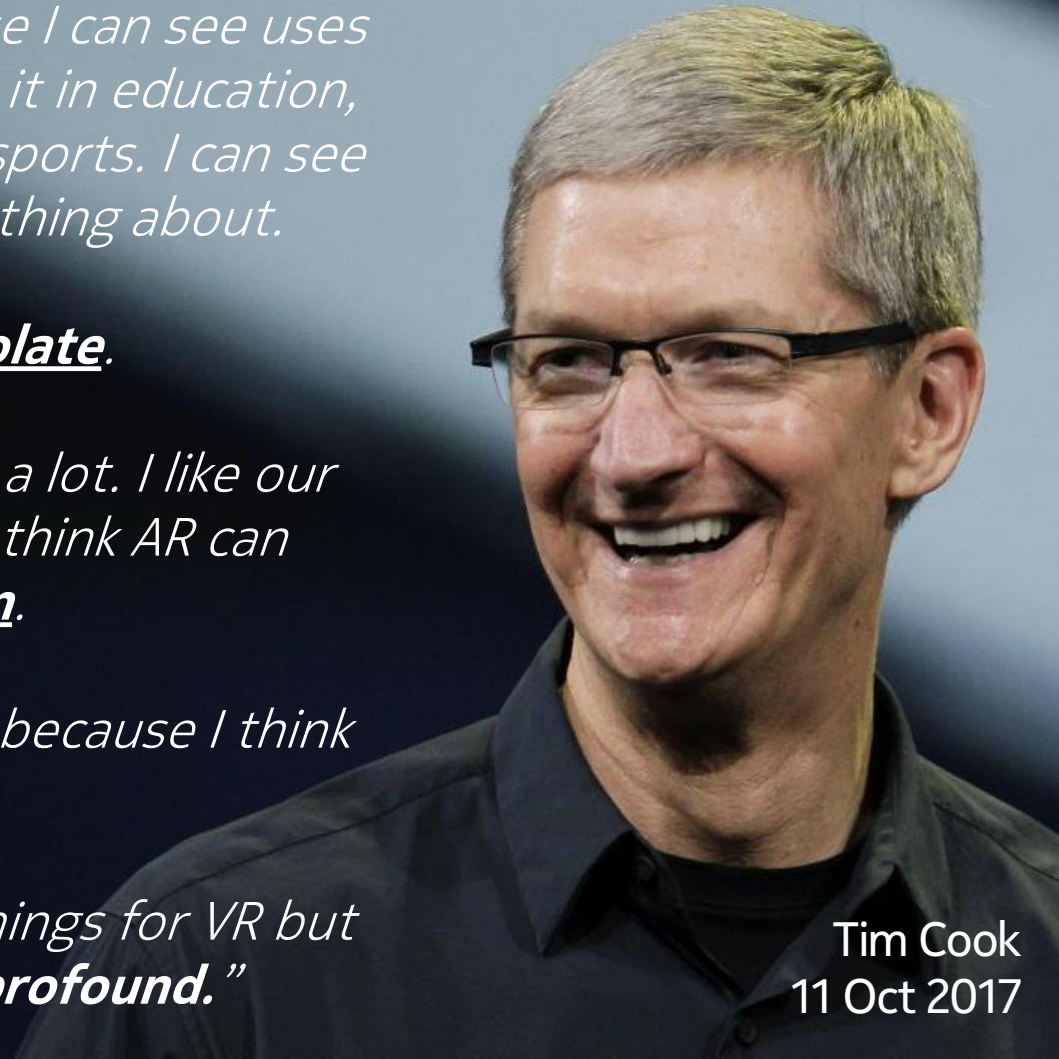
*“I'm incredibly excited by AR because I can see uses for it everywhere. I can see uses for it in education, in consumers, in entertainment, in sports. I can see it in **every business** that I know anything about.*

*I also like the fact that it **doesn't isolate**.*

*I don't like our products being used a lot. I like our products amplifying thoughts and I think AR can help **amplify the human connection**.*

I've never been a fan of VR like that because I think it does the opposite.

*There are clearly some cool niche things for VR but it's not profound in my view. **AR is profound.**”*



Tim Cook
11 Oct 2017

Saying good bye to old "VR" Saying hello to true immersion

VR is so much more than 360 video
Immersion is so much more than 6DOF
It happens all around us
Everywhere
Every day



A woman is shown in profile, wearing a black VR headset. The background is dark with colorful bokeh lights in shades of red, blue, and green. The text is overlaid on the right side of the image.

We don't want

Isolating experiences

Event-driven experiences

Expensive &
cumbersome hardware

Wait for 5 more years

NOKIA

We want

Social immersion,

everyday,

on today's hardware






How do we get there?

Point Clouds are a key for immersive experience

Point Cloud Compression is the key for distribution

2D video codecs are highly advanced and supported

-> Compress point clouds with 2D video coding tools

A young man with short brown hair is looking directly at the camera. He is wearing a red jacket with green accents and a grey sweater underneath. He is holding a blue smartphone in his right hand, which is partially covering his face. He has a gold ring on his right ring finger and a watch on his left wrist. The background is a mix of blue and purple panels, with a white and black geometric shape on the right side.

Synergise with today's technology
Keep an eye out for the future

Three Billion mobile
devices in daily use

NOKIA

