



Disney Research

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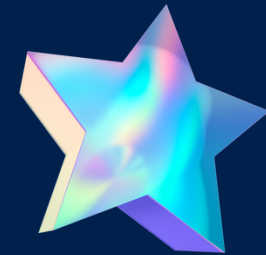
SOFTlab^{NYC}

By Sauda Musharrat

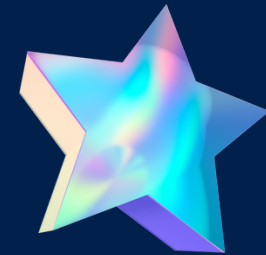


Disney Research

- Network of research laboratories at The Walt Disney Company
- Inventing technologies and making discoveries to advance the company's broad media and entertainment efforts
- Global research community involved in peer-reviewed publications, academic collaborations

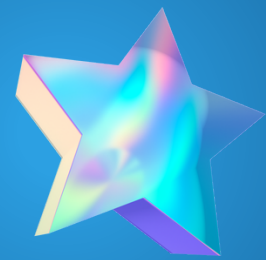


Los Angeles



Studios

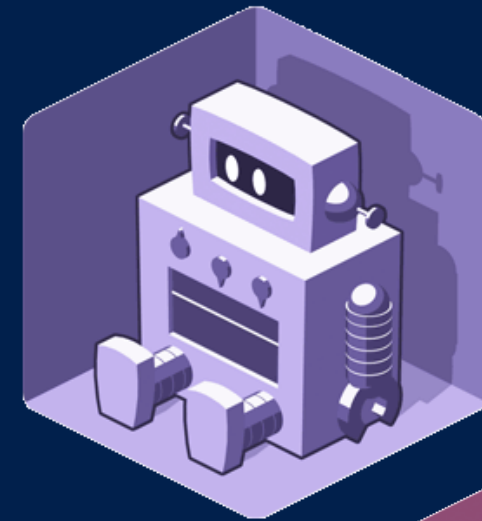
Disney Research



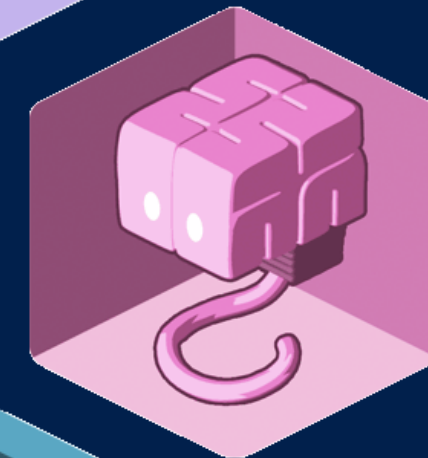
Los Angeles

Works on the leading edge of technology; diving deep into a field or a problem to truly understand the limits and potential of technology

Collection of researchers, and academic collaborators



Robotics



Artificial Intelligence

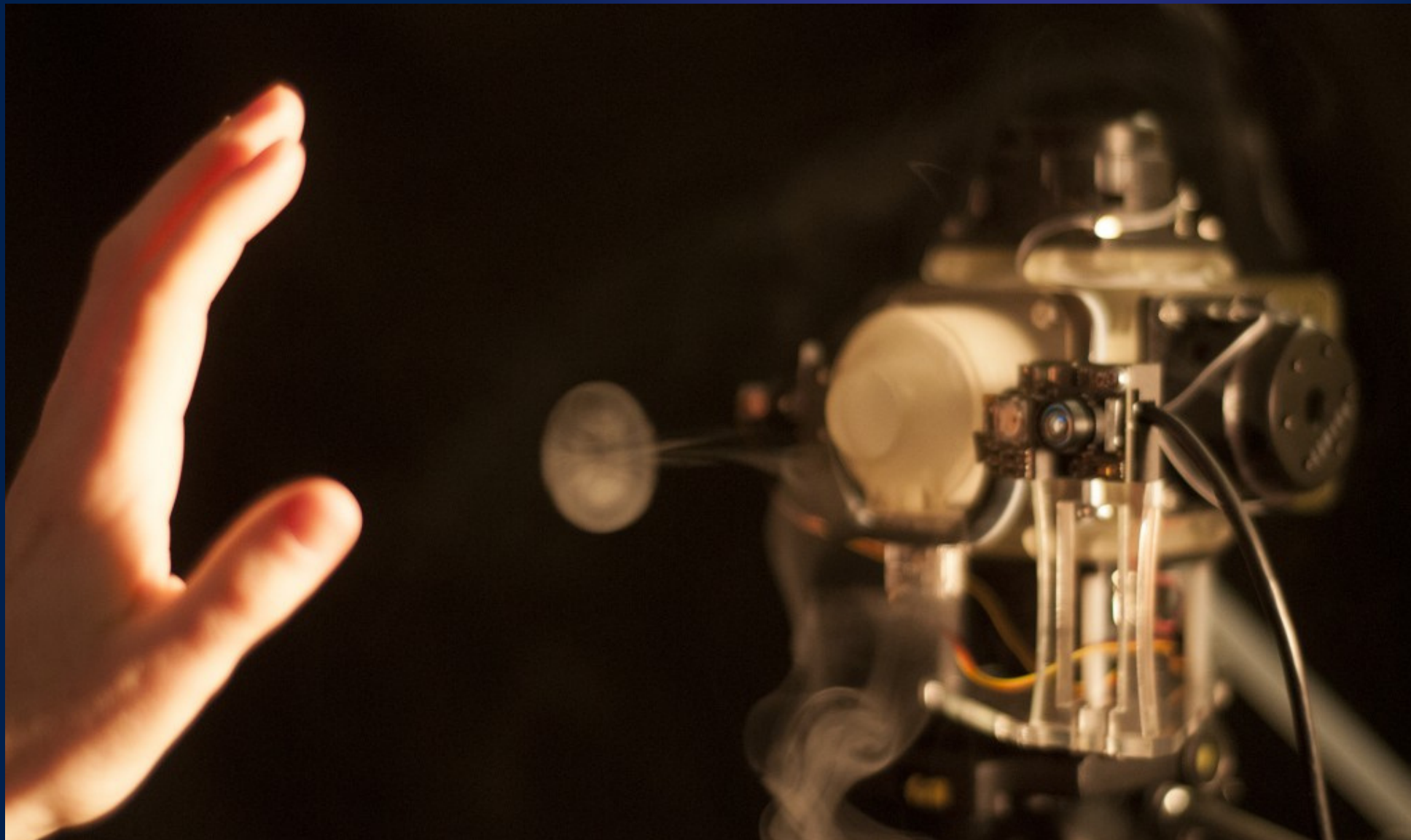


Immersive Technologies

AIREAL

Interactive Tactile Experiences in Free Air

A novel haptic technology that delivers effective and expressive **tactile sensations in free air**, without requiring the user to wear a physical device



ACM SIGGRAPH 2013

Rajinder Sodhi
Ivan Poupyrev
Matt Glisson
Ali Israr



AIREAL: Interactive Tactile Experiences in Free Air



Share



Watch on  YouTube

© Disney

Stuntronics



AR for Theme Parks

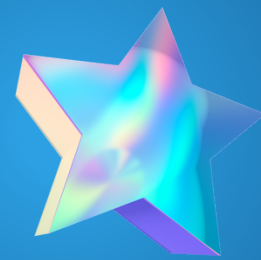


Magic Bench

“Our mantra for this project was: hear a character coming, see them enter the space, and feel them sit next to you.”



Disney Research



Studios

- Located in Zurich, Switzerland
- Explores **scientific frontiers** in a variety of domains in service to the technical and creative **filmmaking process**.
- **Visual computing, Machine learning, and Artificial intelligence**
- Academic partnership with ETH Zürich



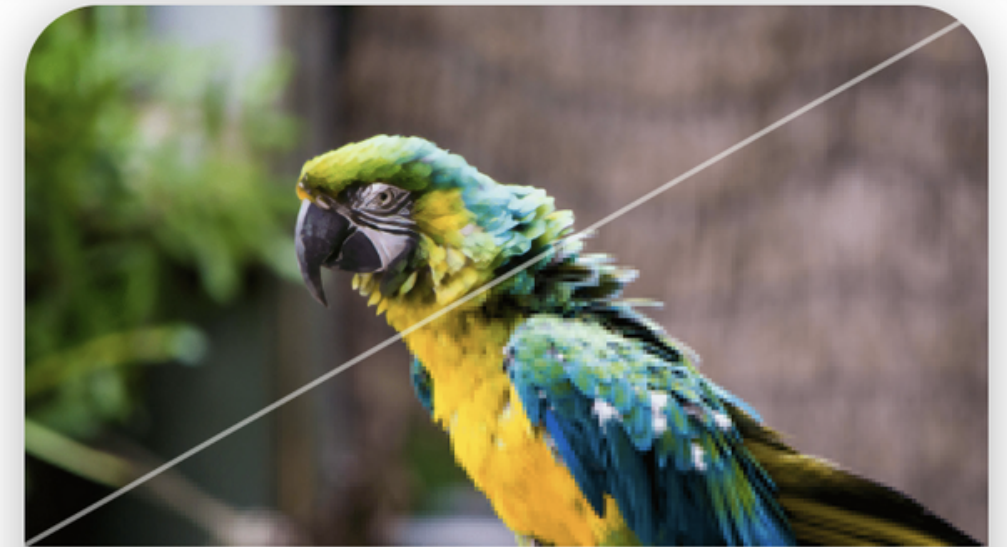
PIXAR



Augmented Creativity



Digital Humans



Deep Video Processing

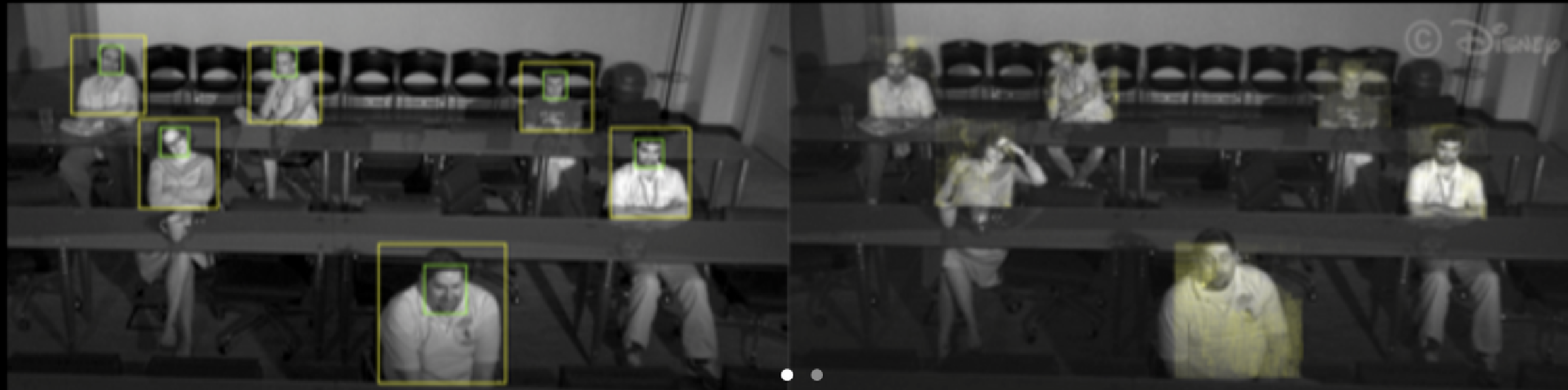


Procams

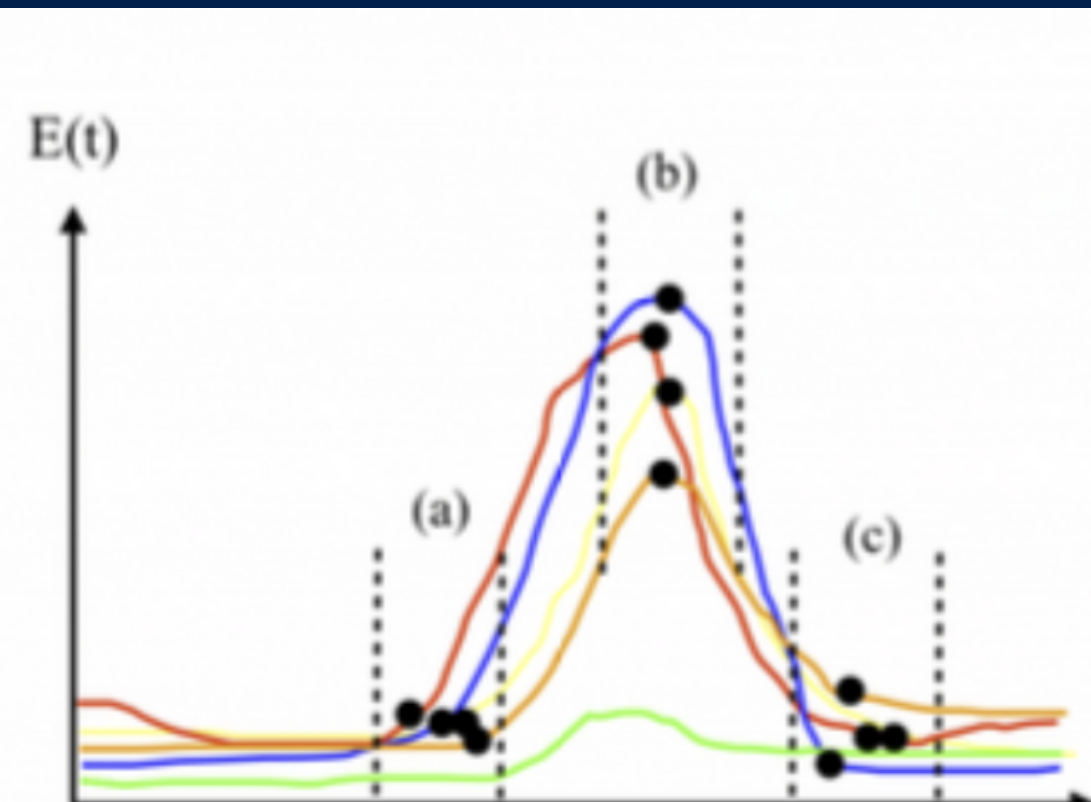


Story Technology

Audience Understanding

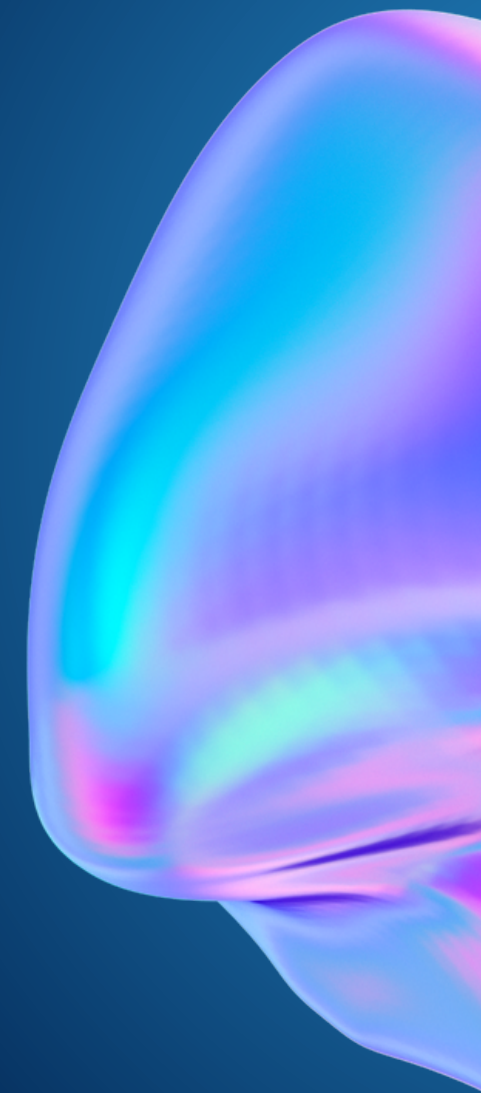
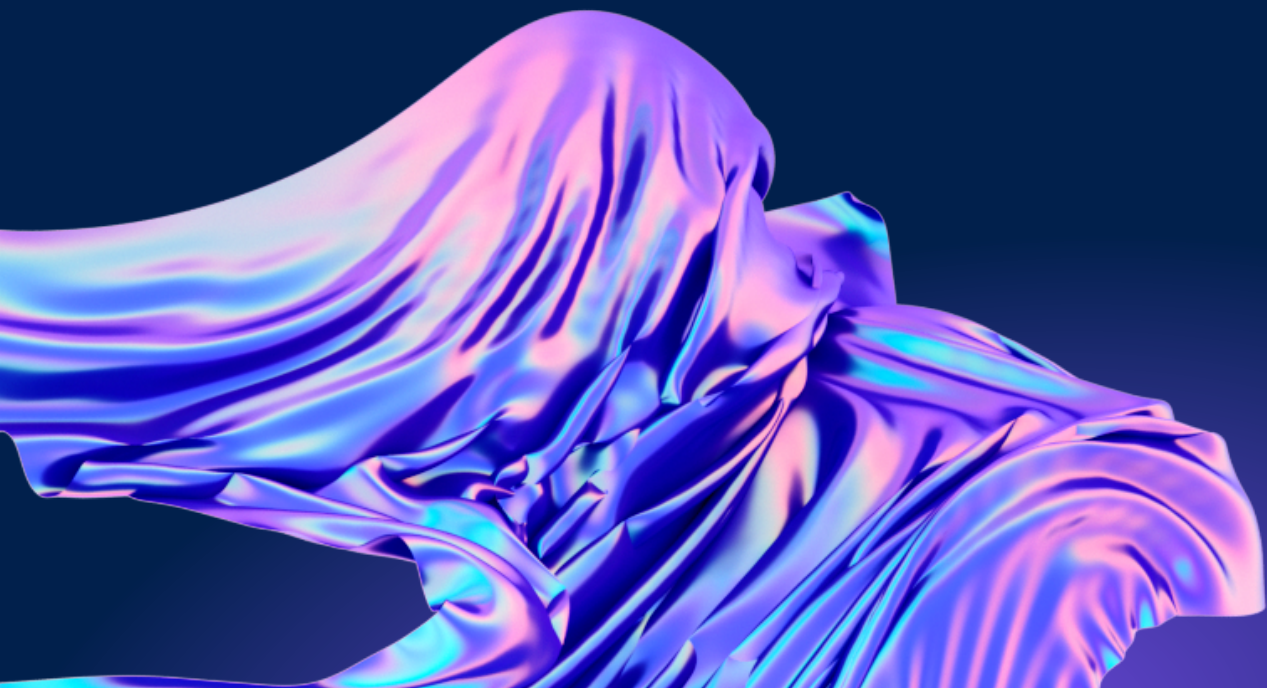


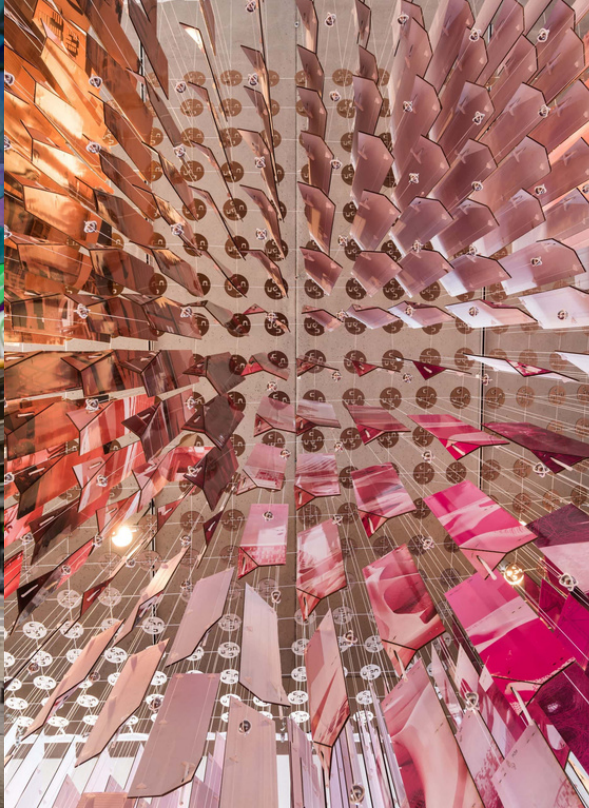
multidisciplinary effort—combining computer vision, machine learning, and experimental psychology—to gain deeper insight into how audiences engage with entertainment experiences.



SOFTlab NYC

Design studio based in New York City led
by Michael Szivos.





“...we see technology as an opportunity to enable new perspectives of where we might find unexpected possibilities, playfulness, and beauty in an increasingly complex world.”

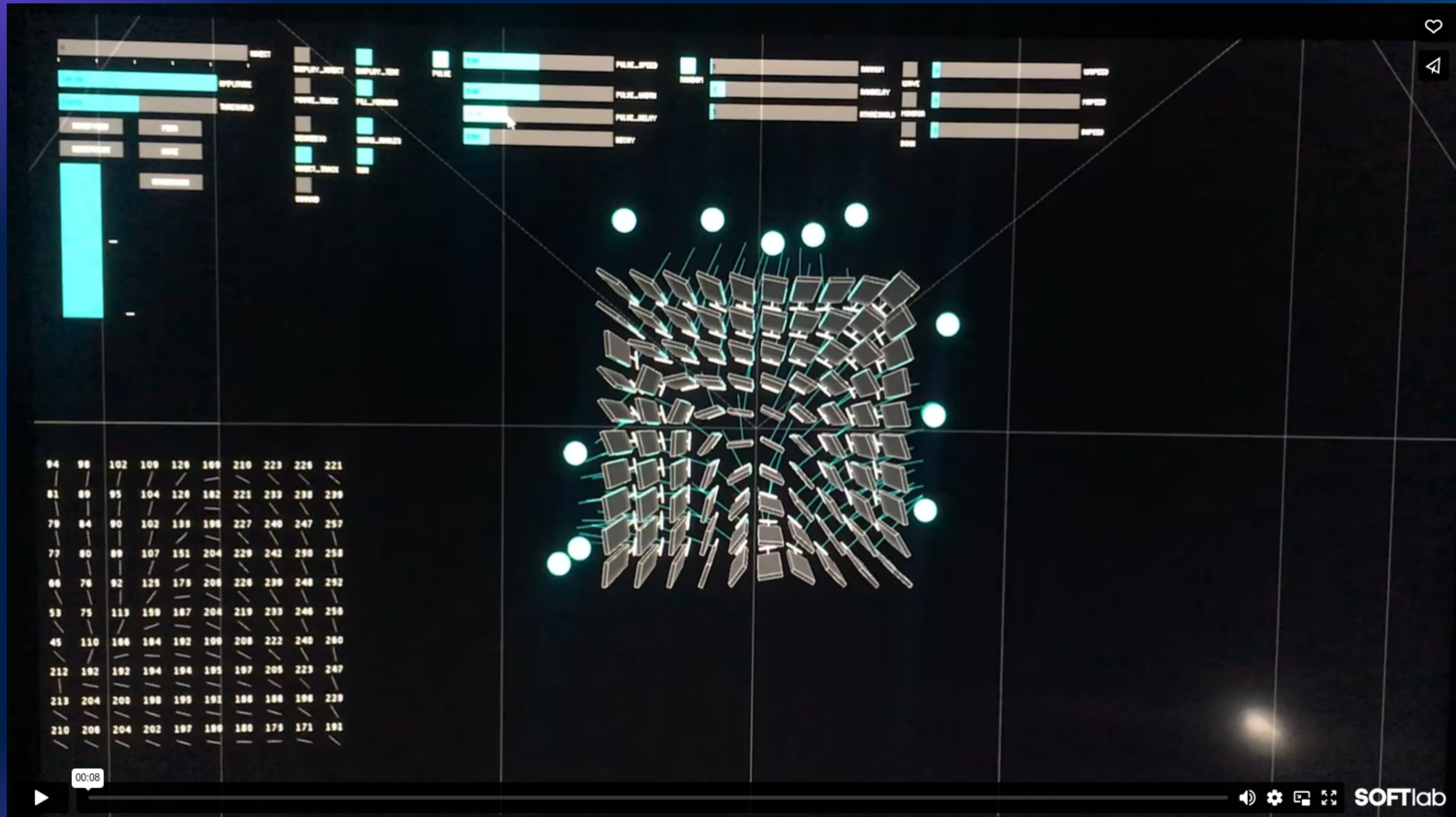
Volume

New York, NY 2017

Volume is an interactive cube of responsive mirrors that redirect light and sound to spatialize and reflect the excitement of surrounding festival goers.



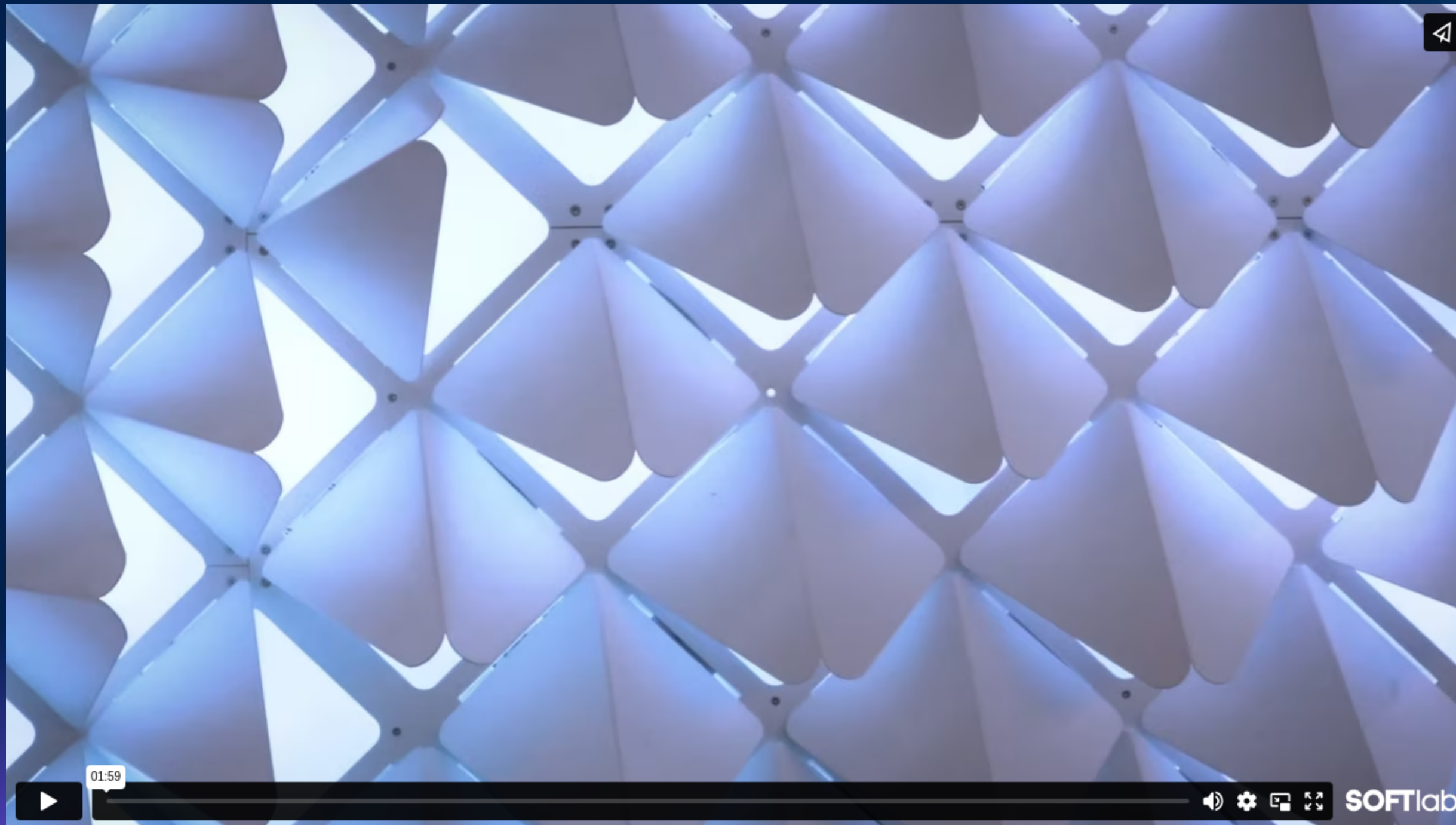
Volume



Currents

Atlanta, GA 2017

Using the Weather Channel's air quality API SOFTlab designed an interactive wall for the lobby of the new IBM Watson headquarters in Atlanta.

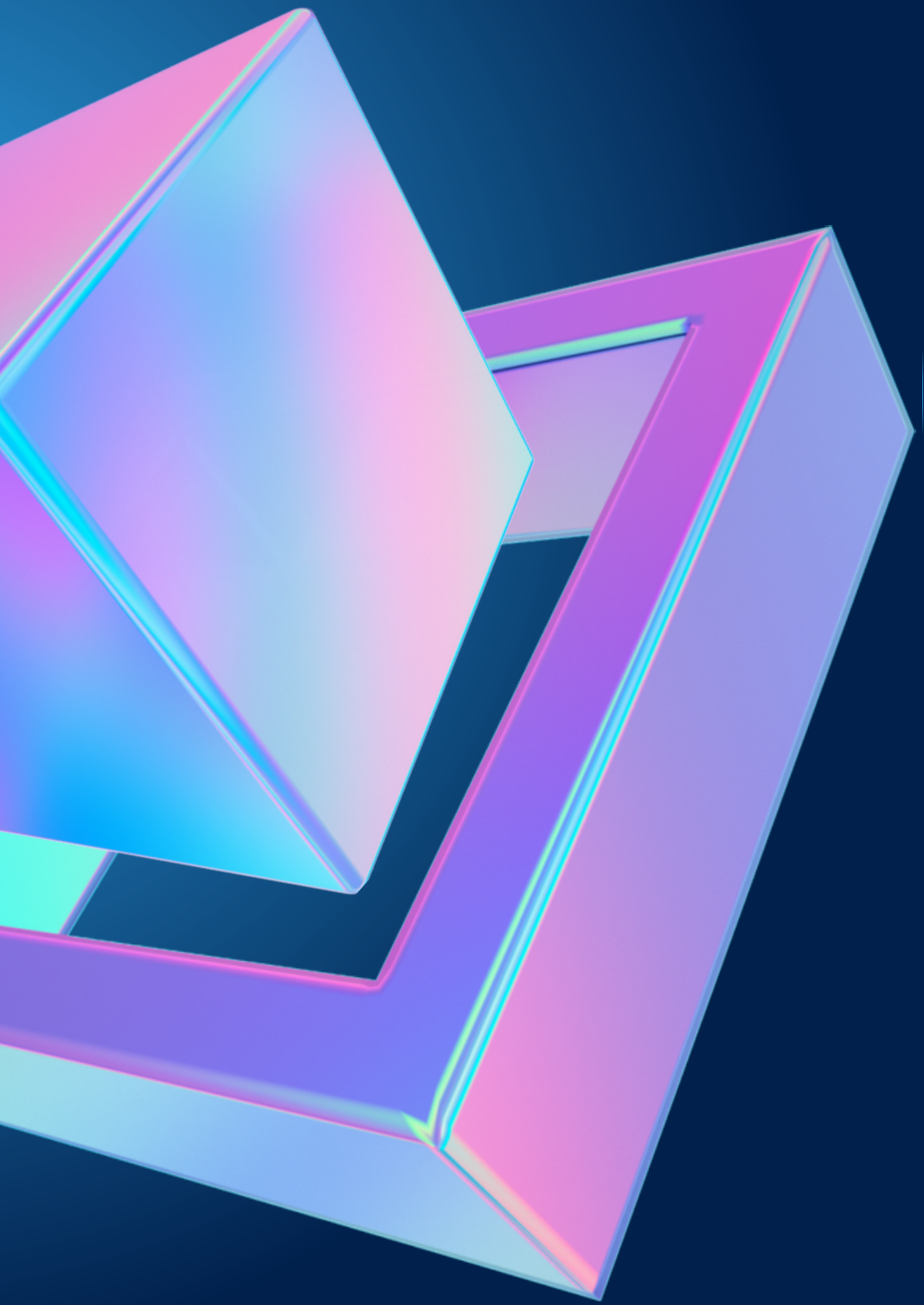


Nautilus

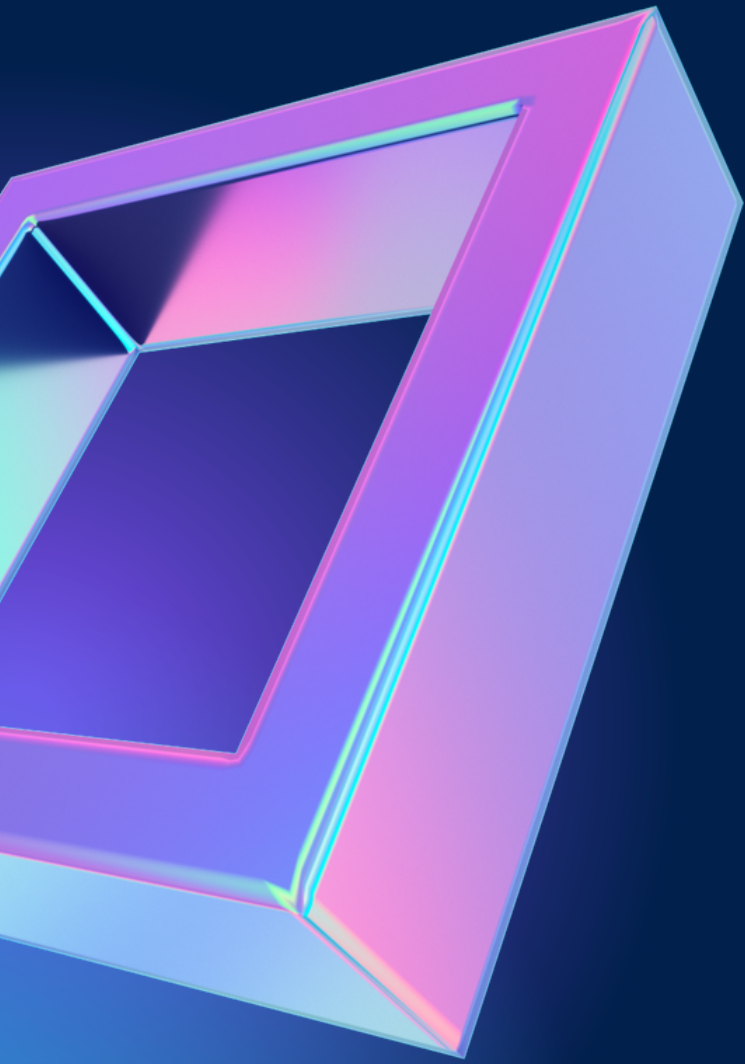
New York, NY 2019

Located at Pier 17 Manhattan, the site-specific installation's mast-like elements blend the pier's edge with the surrounding docked ships.





"Our curiosity is driven by the idiosyncratic nature of the world and the expectations people have of how they engage with that world and each other. Rather than rationalize or give order to that world we are inspired by its peculiar messiness and seek to reframe it through our work."



<https://la.disneyresearch.com/publication/airal-interactive-tactile-experiences-in-free-air/>

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Thank You