An Introduction to 3D Internet

Dilsha M. D.
Fifth Semester BCA
Carmel college Mala

Bisny Thomas
Fifth Semester BCA
Carmel college Mala

Abstract - **The topic 3D Internet in Web 3.0 is one of the most important technologies world is looking forward to. Generally, we do our things manually in the daily life, which can be said to be in the form of 3D. But when it comes to internet we are actually using it in the form of 2D rather than 3D, hence this concept i.e. 3D Internet helps in achieving that.**

3D Internet, also known as virtual worlds, is a powerful new way for you to reach consumers, business customers, co-workers, partners, and students. It combines the immediacy of television, the versatile content of the Web, and the relationship-building strengths of social networking sites like Face book. Yet unlike the passive experience of television, the 3D Internet is inherently interactive and engaging. Virtual worlds provide immersive 3D experiences that replicate (and in some cases exceed) real life.

Second Life is one such resource which is implementing the concept of the 3D Internet in its applications. And off late this application has been a great success in the United States and is expected to affect the internet usage in a drastic way.

Keywords—3D Internet, Features of 3D Internet, Future of 3D Internet

I. INTRODUCTION

The success of 3D communities and mapping applications, combined with the falling costs of producing 3D environments, are leading some analysts to predict that a dramatic shift is taking place in the way people see and navigate the Internet. The appeal of 3D worlds to consumers and vendors lies in the level of immersion that the programs offer.

The experience of interacting with another character in a 3D environment, as opposed to a screen name or a flat image, adds new appeal to the act of socializing on the Internet. Advertisements in Microsoft's Virtual Earth 3D mapping application are placed as billboards and signs on top of buildings, blending in with the application's urban landscapes.

3D worlds also hold benefits beyond simple social interactions. Companies that specialize in interior design or furniture showrooms, where users want to view entire rooms from a variety of angles and perspectives, will be able to offer customized models through users' home PCs.

Google representatives report that the company Google is preparing a new revolutionary product called Google Goggles, an interactive visor that will present Internet content in three dimensions. Apparently the recent rumours of a Google phone refers to a product that is much more innovative than the recent Apple iPhone.

II. CONTENT

The 3D Internet is a powerful new way to reach consumers, business customers, co-workers, partners, and students. It combines the immediacy of television, the versatile content of the Web, and the relationship-building strengths of social networking sites like Facebook. Yet unlike the passive experience of television, the3D Internet is inherently interactive and engaging. The World Wide Web, which has started as a document repository, is rapidly transforming to a fully fledged virtual environment that facilitates services, interaction, and communication. Under this light, the Semantic Web and Web2.0movements can be seen as intermediate steps of a natural evolution towards a new paradigm, the 3D Internet. On the other hand, a virtual world such as Second Life (SL) or World of War craft (WOW) is much younger when compared to other Web technologies. Virtual worlds are increasingly seen as more than game and interpreted within a business context rather than entertainment.

Fig. 1. *Interaction in 3D Environment*

Fig. 2. *3D Tablet*

The 3D Internet is in the form of the question "why do we need it?" For most of its users the Internet is a familiar, comfortable medium where we communicate with each other, get our news, shop, pay our bills, and more. If we think what we have, i.e. the 2D version seems "sufficient" and the 3D Internet is yet another fad. However, if we stop and think about the nature of the Internet for a moment we realize that it is nothing but a virtual environment (cyberspace) where people and organizations interact with each other and exchange information. Once this fact is well understood, the question becomes "why do we restrict ourselves to 2D pages and hyperlinks for all these activities?"

A 2D website consists of nothing but a bunch of documents and pictures. At every level of the interaction, the developers have to provide the user immediate navigational help. Since this is a very abstract environment, there is no straight forward way of providing a navigation scheme and we have no control over where the web takes us with the next click.

III. FEATURES

One of the best features of 3D internet is that it also supports 3D internet TV. Now Sony is thinking to launch new technology for 3D TV that is 3D internet TV and HDTV 3D internet TV Wi-Fi. In such TVs internet connectivity will be built up in TV via Wi-Fi.

The picture and graphic quality will also be tremendously improved along with a lot of TV channels that is building in internet connectivity with 3D TV, to improve quality and to increase number of channels that user may access. With Sony internet 3D TV, it will also be possible to enjoy other services on TV such as Skype.

IV. ADVANTAGES

- 3D films cannot be pirated so therefore a big gain for the movie industry because people will not lose money through illegal internet downloads.
- Some films if shown in 3D will make a even greater profit such as street dance 3D which gained a 30% rise from its opening Friday to the Saturday.
- The cinema's can increase prices at the cinema to gain money from the making of the movie.
- The movies can appeal to more audiences like with the film the Avatar which was in the top ten grossing movies; however this could back fire if the real target audience is not found and could cause a bigger flop.
- Another advantage is the increase in demand for 3D television especially produced by Sony as they are creating 3D televisions to be installed in houses which is being supported by Sky who have brought out a 3D box to go with their television. Also the thing that is in greatest demand for 3D television is sport live in 3D.

V. DISADVANTAGES

- The movie companies will lose money with the internet sales of the movie as they cannot download the movie in 3D.
- There is also a big fear that 3D movies and 3D technology is just a fad and that it will not last which will lose interest and the movies companies would have wasted they time and money.
- Another disadvantage is that British companies cannot afford to produce and make 3D movies so they are being left behind in the market and will fall behind to the giants as their target audience is less clear and would most probably "flop".
- Finally the final worry is that the increase in the cinema prices of a movie will cause in less people going to the cinema and the movie making a loss because of the increase in the cinema prices to match the cost of the movies.

VI. FUTURE OF 3D INTERNET

- Using the web and controlling information will be very easy and effective by using 3D internet. Right now this might seem like FANTACY, but 10 years in the future this might be a serious invention!!

VII. CONCLUSION

One venue that stands out for its ability to attract highly motivated audience is called the 3D Internet. Under the light of this discussion, it can be said that soon 3D technology will become the necessary part of our routines. Along with TV and internet we anticipate its corporation in other fields. On the other hand, it is very necessary to use it in proficient way to save important time and money resources.

ACKNOWLEDGEMENT

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