

The Business Journal of Phoenix - September 18, 2006

<http://phoenix.bizjournals.com/phoenix/stories/2006/09/18/story18.html>

PHOENIX Business Journal

Friday, September 15, 2006

ASU tech gets place in spotlight at second expo

The Business Journal of Phoenix - by [Adam Kress](#) The Business Journal

Arizona State University held its second annual Emerging Technologies Expo this week, displaying some of the school's cutting-edge creations to potential investors and the business community.

The event was put on by **Arizona Technology Enterprises** and **ASU Technopolis**. AzTE is the tech venturing group at the university and Technopolis focuses on training entrepreneurs.

More than a dozen different technologies and research projects were publicly presented to a crowd of about 250. One of the most captivating projects presented concerned a first-of-its kind 3-D video camera. ASU professor Noel Gorelick has been working with Santa Barbara, Calif., firm Advanced Scientific Concepts on developing the technology.

Gorelick said the camera bounces lasers off objects to capture their shape. The camera can be moved -- across a football field for example -- and a play can be captured and recreated from many different angles.

ASU, Gorelick and Advanced Scientific Concepts currently are working on creating a joint venture and taking the product to market. As of now, only about a dozen 3-D cameras have been created, at a cost of about \$260,000 apiece.

Gorelick said there are a number of potential target markets, from police and fire departments to Hollywood movie studios. There also are plans to equip the Mars Lander with the technology.

Other presentations touched on biotechnology, nanotechnology and other areas.

For more: www.asu.edu.

All contents of this site © American City Business Journals Inc. All rights reserved.