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## PRESS RELEASE - FOR IMMEDIATE RELEASE

### **New Tokyo Interaction Center Brings The Spotlight On Interactivity**

Tokyo, July 12th, 2010

With the generalization of touch screens people have changed the way they interact with digital contents. What would have been considered science fiction a few years ago now seems rather banal. Still, while buzzwords such as "multi-touch" or "augmented reality" abound, there is a lot of work to be done in educating the public and pushing technology into new territories.

This is precisely what the Tokyo Interaction Center (東京 Interaction Center), the first community dedicated to the future of interactivity, aims to do.

Located in Tokyo's historic district of Kagurazaka, the Center is a community opens to a wide range of participants, from architects, graphic designers, musicians, university researchers, to members of the tech world, media specialists and Businesses.

The Center founders bring a diverse range of backgrounds and expertise, with members of technology specialist LM3LABS, researchers at Tokyo University and an independent art curator.

The Center focuses on concrete applications of technology and the experience of the end-user.

"We are in the early days of a massive change in user experience", says Antonin Gaultier, Coordinator of the Center, "and it is essential that these different audiences, that experience interactivity in a increasing number of ways, communicate and exchange together. We want to initiate a discussion, and show what is possible today".

The Center plans to host regular events, such as presentations and panel discussions, and support interactive projects in Tokyo. Researchers from Tokyo University will be the first to showcase their work.

"We want to be as open as possible to new applications and new ways of using the technology", concludes Nicolas Loeillot, COO of LM3LABS Corporation, the funding member of the Center.

The 東京 Interaction Center opens its doors to invited guests on July 23rd.

Learn more about the 東京 Interaction Center at <http://tokyointeract.org>

Follow the Center on Twitter @tokyointeract

### **About the founding members**

**LM3LABS Corporation:** Born from French National Science Center (CNRS) research and established in Tokyo since its incorporation in 2003, LM3LABS is a recognized pioneer leader in interactivity and more specifically in computer vision-based interaction (gesture-tracking, body tracking, face tracking, multi-touch interactivity,...). LM3LABS serves large companies, museums and brands with interactive solutions, technology modules and OEM licenses. Their products are well known around the world under the brands Ubiq'window, Catchyoo, AirStrike or 3DFeel.

[www.lm3labs.com](http://www.lm3labs.com)

**Yutaka Tokuda**, 28, researcher at Tokyo University, is a 2nd yr Ph.D. candidate at the University of Tokyo. His main research theme is holographic display. He has worked on CREST Digital Public Art Project(DPA) at Hirose & Tanikawa Lab in the University of Tokyo in 2007-2010 and exhibited four kinds of holographic display. He gained his BS in Honors Applied Physics at Purdue University in 2006. He gained his MS in Department of Mechano-Informatics, Graduate School of Science and Technology, The University of Tokyo.

**Hiroki Yamada**, 26, researcher at Tokyo University 2003 – 2007 Divisions of Mechanical Engineering, School of Engineering, Osaka University (BS in Engineering). Yamada belonged to Department of Adaptive Machine Systems, Graduate School of Engineering, Osaka University where he graduated MS in Engineering. Since 2009, he is a Ph.D. Candidate at Department of Advanced Interdisciplinary Studies, Graduate School of Engineering, The University of Tokyo. He also contributes to Echo Educational Lab as a Staff, Educator, Product Designer and to niya+ as a Design Engineer.

**Antonin Gaultier**, 30, is a sound artist and independent curator. Antonin Gaultier has been interested in the process of making things, the revelation of found material and the "archeology of now", the treatment of contemporary signs and artifacts. In 2008, he curated Death by Basel at Fredric Snitzer gallery in Miami, with Eye Yamataka, Jim Drain, ChinPom, item idem, John Riepenhoff and Ida Ekblad. In 2009, he gave a lecture at Tokyo University of Art and Music on the relations between DJing and curating. He is also a regular contributor of Amusement magazine (France). He studied at Paris Sorbonne University and gained his Master in Strategy at Sciences Po political studies institute in Paris in 2004. He is the co-founder of 101TOKYO, Tokyo's new contemporary art fair.