



mersive



Check this out:  
it's another exciting  
Lexington-based  
success story tied to UK.

If you've ever endured being in the audience when a 'multi projector' video presentation 'went off track', or even worse- been 'in charge' when a complicated video projection display hopelessly malfunctioned and would NOT respond to your frantic efforts to restart it... **PAY ATTENTION TO THIS!**

**LEXINGTON-BASED**, University of Kentucky research- tied **MERSIVE TECHNOLOGIES** can now provide innovative, affordable software solutions designed to create scalable, high resolution, quickly calibrated displays using commodity an non-commodity projection, video/photography and computing equipment.

(Quick translation): "Those Mersive guys" have perfected software which 'de-mystifies', 'de-bugs', and 'de-feats' those inexplicable gremlins which all to frequently cause complex video projection presentations to 'crash'.

And who ARE "those Mersive guys"? They're all members of a software engineering team which has strong ties to the University of Kentucky: president Randall Stevens is a UK College of Architecture grad who has already launched an innovative, internationally acclaimed software Company- Archvision. Chief technology officer, Dr. Christopher Jaynes, is concurrently the Research Director for UK's Center for Visualization and Virtual Environments. And Stephen Webb, the Company's COO, received his masters degree at the University. All three (as well as others from UK), have been immersed in the development and perfection of the proprietary Mersive software, and have licensed portions of the technology from the University.

What exactly does it DO? According to Stevens, the techno speak is this: "It calibrates multi-projector arrays into one seamless, high-res display by providing

geometry warping, intensity blending and color correction in a fast, scalable and no 'user-in-the-loop' solution." Or, once again translated: Mersive software dramatically simplifies, and makes very affordable, the process of creating high-resolution displays using multiple projectors. Period.

After thousands of hours of R&D, the Mersive software technology became market- ready in 2004, and was selected by the Houston Museum of Natural Science to run its hugely popular Energy Excursions Theater in the Wiess Energy Hall. Today it, seamlessly projects a 6-source show of pre-historic animal images and fossil fuels onto a sizeable domed ceiling, with NO overlaps, spacings, 'keystones' or other visual glitches. According to Stevens, "The Museum folks did their homework. Not only were they impressed with that our software could do, they continue to be amazed at what it does in practical application at their site. They saved a LOT of money, and their system has performed flawlessly- the Energy Theatre show has been enjoyed by thousands of visitors since it opened in May of this year." (Details on the Museum and this dome show can be found at [www.hmns.org](http://www.hmns.org))

Now proven and ultra-affordable, the Mersive software is set to revolutionize the historically problematic universe of multi image projection. According to Dr. Jaynes, "The applications are endless. Mersive can calibrate unlimited resolution displays for projection in minutes, for flat, curved, spherical or uneven surfaces. We see tremendous potential for trade shows, airports, arenas, commercial buildings, museum and auditorium walls, ceilings or domes." And he adds with a smile, "but seeing really IS believing. We invite folks to check out our website ([www.Mersive.com](http://www.Mersive.com)), or better yet- to give us a call to discuss specific applications." Powered by UK research, nurtured by a 'can-do' business mindset- that's Lexington. C'mon back! If you're an alum considering coming back home, check out [CommerceLexington.com](http://CommerceLexington.com) for career opportunities in the Bluegrass.

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