Stereoscopic Displays and Applications XXV

The World's Premier Conference for 3D Innovation

SD&A Magical Mystery 3D Bus Tour
Thursday 6 February 2014
12:30 PM to ~8:00 PM

The SD&A committee have organized a bus tour to visit two local 3D companies in Silicon Valley – Intuitive Surgical and NVIDIA. Both companies are strong users and supporters of stereoscopic imaging in their products and this is a unique opportunity to visit these two companies.

About the companies:

Intuitive Surgical develops and markets a telerobotic surgery system called 'da Vinci' which uses a stereoscopic display and endoscopic stereoscopic camera as an integral part of the system. The da Vinci system is remarkable in that it optically aligns the stereoscopic image of the robotic manipulators with the operator's two hands which makes the system very intuitive to use - hence the company's name. The company has installed over 2800 da Vinci systems worldwide - the system is most common used for hysterectomy and prostatectomy surgeries. Intuitive Surgical is a quiet achiever in the stereoscopic imaging industry and this is a very special opportunity for SD&A tour attendees to be able to visit and experience the da Vinci system.

NVIDIA have been a strong supporter of stereoscopic imaging technologies for more than 12 years. NVIDIA's stereoscopic solutions have been a critical component of the success of many stereoscopic imaging systems due to the fundamental and enabling capabilities that NVIDIA graphics cards provide. SD&A tour attendees will visit the NVIDIA campus in Santa Clara and get a chance to see a range of NVIDIA enabled stereoscopic display solutions in the flesh and hear from NVIDIA technology experts.

Schedule:
12:15 to 12:30pm pickup from Hilton San Francisco Union Square Hotel, 333 O'Farrell Street
                   (bus departs Hotel at 12:30pm sharp) (look for the bus with "SD&A Bus Tour" sign).
12:45 to 1:00pm pickup from Photonics West Exhibition, Moscone Center, Howard Street (North Driveway).
                   (bus departs Moscone at 1:00pm sharp)
2:00pm-4:30pm Visits to Intuitive Surgical and NVIDIA - alternating in two groups
4:40pm **Optional** dropoff at Lawrence Caltrain station (for those wishing an earlier return to downtown San
       Francisco or travel to SFO or SJC airports)
         [For connection to SFO: there is a Caltrain departing Lawrence station 4:52pm; arriving 5:43 Millbrae;
         take BART to SFO ~30 minutes, arrive 6:15; SFO Sky Train to terminal, arrive at SFO ~6:30]
5pm-6:15pm Dinner - (separate cost - $38 excluding drinks)
      Faultline Brewing Company, 1235 Oakmead Pkwy, Sunnyvale, CA 94085 (Silicon Valley)
8:00pm offload at Hilton Hotel (estimated – subject to traffic)

Costs:
A separate fee is payable to attend this tour.
The tour cost is $40 (excluding dinner).
Dinner is a separate cost – expected to be $38 excluding drinks.

Please note that Intuitive Surgical requires visitors to review and sign a badge form with mini non-disclosure agreement (NDA). Details to follow.

Numbers are limited - register early!

Registrations will be accepted on a first received – first served basis. Please signup using the form on the following page and fax it to IS&T (or at the EI symposium registration desk if there are still places available).

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REGISTRATION FORM:

NAME: _____

COMPANY / AFFILIATION: _____

EMAIL ADDRESS: _____

I WISH TO CATCH THE CALTRAIN AT 4:45pm: YES / NO

I WISH TO BRING MY LUGGAGE: YES / NO (only limited luggage space is available on the bus)

I agree to pay US$40 for entry including bus transportation to the SD&A Magical Mystery Bus Tour. I understand that dinner is a separate cost (expected ~$38 excluding drinks)

PAYMENT METHOD:

☐ ON-SITE - CASH or CARD
(Electronic Imaging Reception Desk – Hilton San Francisco Union Square Hotel)
 (Please note: bus tour registration closes 12 noon Tuesday 4th February 2014 – subject to availability)

Office use only:
Processing Date: _____   Payment Received: ____
Attendee Number: _____
☐ Attendee name has been added to master list. (check box when done)

Ver.1f

Addresses:

Hilton San Francisco Union Square Hotel
333 O'Farrell St, San Francisco 94102

Photonics West Exhibition, Moscone Centre, Howard Street, San Francisco.
NEED TO IDENTIFY PICKUP LOCATION (NORTH OR SOUTH SIDE OF HOWARD STREET) AND
DETERMINE IF PERMISSION IS REQUIRED.

Intuitive Surgical Inc.
1020 Kifer Rd, Sunnyvale 94086
(Note: The tour is not at Intuitive Surgical's main address which is 1266 Kifer)

NVIDIA Corporate Headquarters
2701 San Tomas Expressway, Santa Clara, CA 95050.

Faultline Brewing Company
1235 Oakmead Pkwy, Sunnyvale, CA 94085

1) The Master Tour Attendee List is kept on Google Docs.
The people who have shared access to this list on Google Docs are: Diana Gonzalez, Donna Smith, Andrew Woods, John Stern.   Any others need access?
Perhaps when we transition to onsite registrations we should transition to a printed list, but this decision can be made later.
A printout will be needed for the bus tour hosts.

2) SD&A committee minders
      a) Let's make sure to have at least one committee member at each company location in each group to maintain law and order. John Stern will be at ISI the whole time, not on the bus.
3) Bus driver
      a) JS will create an itinerary and map. Note ISI location changed.
      b) Drivers are traditionally tipped for good service.   SD&A will meet this cost. 18-20%
4) ISI portion
      a) Host – Aaron Carrano, Senior Technical Product Manager.
      b) Likely setup – one da Vinci Si system with dual consoles. One console can be used for the regular surgical practice, the other to run a surgical simulator (in 3D). Big-screen 3D display on wall, unknown how many glasses. If we're lucky, also a laparoscopic trainer with 2D endoscope to illustrate the bad old days.
      c) No refreshments or mementos.
      d) Note mini-NDA & badge required.
5) NVIDIA portion
      To complete details

Task List: (what and who)
      -    Book bus – Diana Gonzalez @ IS&T
      -    Registration logistics – liaise with IS&T
      -    Restaurant Booking – JS
      -    Identify Bus pickup location at Moscone Center - ?
      -    etc