

## **Beta-Rubicon Contract Profile: University Research Spin-off - Competitive Technology Assessment**

Beta-Rubicon evaluated a true three-dimensional display technology, focusing on the potential for commercialization and successful introduction into the marketplace. The concept was developed in a university research setting, and the proponents were attempting to form a, possibly university supported, spin-off company to commercialize the technology. Our evaluation of the technology included assessment of documentation and technology plans as well as telephone interviews with the proponents. We also surveyed the state of the art in three dimensional display technologies and looked at trends in alternative technologies including VR, advanced planar visualization techniques, and rapid prototyping.

Our review indicated that the technology was a genuine simplification over existing and proposed designs, and that its novel features, such as the use of coated transparent luminescent panels to create depth effects and tunable UV radiation to excite the luminescent panels, offered significant advantages over competing technologies. However, Beta-Rubicon also researched the primary component technologies upon which the design was based, and found that it was likely that tunable UV lasers would not be at a state to allow commercialization of the current design for more than three years. Among the recommendations to evolve from this assessment, Beta-Rubicon suggested possible avenues for early prototype development including partnerships with companies performing R&D on UV lasers. We also recommended prompt application for a patent, since the intellectual property was protected only by trade secrets at that time. The report issued to the proponents included the following major components:

- Feasibility of Technology / Plan
- Proponents Capabilities for Research, Development, and Commercialization
- State of the Art and Related Technologies
- Identification of Risk Factors
- Identification of Strengths and Weaknesses
- Likelihood of Achieving Technical and Commercial Success
- Conclusions and Warnings
- Recommendations