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**Company summary:**

3Dots will be a R&D (research and development) studio with a different approach to research in the fields of arts, culture, engineering, technology, architecture and communication. There is a set of different projects already in the process of development that will guarantee the company’s success. Some of these ventures include architectural and urban projects, newly developed open-source and commercial software and innovative new products.

**Executive summary**  
A list of different projects in different levels of progress can be explored more thoroughly in a separate document but in the interest of time, this document will explain the project which was the subject of my thesis at Paris 8 University, Animetro:

**What’s Animetro?**  
Animetro is the name of a project aimed to help metro companies improve their communication techniques using multidimensional content to showcase both advertisements and cultural and artistic works. Animetro is the result of two years of study of a variety of aspects from technical and engineering research into the necessary means for executing this project and the building of primary prototypes, to philosophical and theoretical analysis of public reaction to such a system.

In brief, Animetro, a system based on several innovations in design and execution, will provide metro companies with the ability to have animated images on the surface of tunnel walls. However, this is just the beginning.  
The project itself is a complete package which includes different modules and processes to be employed during its execution, delivery, maintenance and usage, as is expected from a well-thought urban project in a modern city. The complete outline (as a work in progress) can be found in the main book (including more than 300 pages of explanation about different aspects of the project). Below are mentioned some of the main objectives of the project:

* Animetro Festival – This is the first type of exhibition and competition of its kind, which will entail very short animated films accessible to the public in the metro tunnels. With countless benefits for the city, including: new tourist attractions for Paris as both a modern and historical city, an addition to the city’s cultural infrastructures as a museum and exhibition “On the Move” able to host hundreds of artistic and/or cultural visual messages, and delivering them to the biggest audience possible ever in such a rich format and in the best time possible during the travel (Paris metro system is the busiest in Europe after Moscow, carrying 1.541 billion passengers in 2012 [REF\_01]-RATP)
* Advertising benefits - For hundreds of big, active companies in Europe, France and particularly in the city of Paris, which are always looking for new, effective, modern and rich advertising techniques, to inform their prospective customers about their products and services is immense. According to similar studies and official surveys, this technique is sometimes 10 to 50 times more effective than traditional advertising techniques (9 of 10 surveyed target audiences were able to notice and remember exactly the advertised message and the brand-name itself compared to less than 1 in 10 in traditional advertising techniques)
* Increased revenue - A considerable source of increased incomes for the municipal city and/ or the metro companies. According to the results of a similar experience by WMATA (Washington Metropolitan Area Transit Authority), a total of $700,000 of pure benefits were generated just in the first year of the system’s operation in 2006 and was estimated to reach to $15,000,000 in 5 years for a relatively small metro company like MARTA (Metropolitan Atlanta Rapid Transit Authority).
* Creating new jobs and opportunities for the city and its citizens in direct and indirectly related processes.

**Source/Uses of funds:**

There are multiple options and possibilities for funding, including current and prospective customers (Advertising companies, RATP, Paris tourist office, Paris mayor, SNCF, urban design and engineering and architectural companies and organizations, governmental organizations for development, Airbus, Adobe community …) but this section still needs to be further developed with more research and marketing studies.

Use of funds would be for further developments of research projects and the overall growth of the company.

**Company objectives:**

To establish its place as an actor at the frontiers of technology and innovation, opening realistic gates for new and environmentally friendly technologies and innovative solutions to the public and to other companies.  
To be a place for researchers and innovators to develop new ideas with the use of new and emerging technologies while also being a place for companies and customers to find solutions to their needs all in one place.

**Keys to success:**

* Creativity and a fresh look at the market and its problems
* Technology
* Approach
* Human resources
* Open collaboration

**Service and products:**

R&D is the key to success for almost any business. That is why every successful company considers this section as the heart of their future and the reason of their success in the present market. In mentioning that, R&D is not only the heart of 3Dot’s company, but the entire corpus, the main and only department that defines the identity of the company.  
Our plan is to not only to use our own strength in research and development to develop and maintain a healthy, successful company, but also to provide it as a service to other companies and organizations.  
3Dot’s will have other products and services as well (as a result of previous successful research processes) but R&D will be our main line of activities in the market. With no doubt, each process of research and development will result in new and innovative products and services. For example, as a result of extensive research into the fields of urban design and engineering in the past two years, right now there are about five different projects and proposals in different levels of progress to be proposed to the Paris urban development project.  
There are also side products as well including pieces of software and hardware with potentials to hit the market, some of them in final steps of testing and ready for final, production ready releases (including both open-source and commercial software, like CV open source CMS or AES toolkit or Adobe CS extensions and plugins developed for companies internal uses, also actual innovated, new products like the project of “Trace” or “Air window” for Airbus or “Shoekit”)  
R&D in 3Dot’s is not just research in technology but in all aspects of our activities, including art and culture.

**Humann ressources:**

The company will have a new approach to find and require it’s needs of human resource since we believe this is one of the keys to success for any company. As an entrepreneur, freelancer and the head of the companies in different periods of time, I gained an invaluable experience of the problems and limitations of traditional way to approach the human resource problems; In 3Dot’s, benefiting from these experiences, the company will have an open door, flexible policy, to let the new ideas in and to keep the company active, alive and always in progress (Further explanation can be delivered in another document)

**Technology:**

Today, we are in a transition period of time, in which we are experiencing a metamorphosis in the ways of usage and integration of new technologies into the company’s life-cycle. Technology now is more accessible for small companies but in contrary to big companies, small companies are more open to new technologies that will provide them the possibility of faster growth than traditional companies. Today is the era of kickstarters and innovative companies, and that would be 3Dot’s goal to keep this approach from the start and continue with it into the future.

**About me:**

My name is mim.Armand (Mohamed Armand), I’m an active artist/ innovator/ developer. I have direct and real experience in the different areas mentioned above, working as the key-member or the head of a team in many projects in different fields of prospective 3Dot’s activities, including:

* complex and challenging Animation projects and visual effects for cinema
* Architectural and urban development projects
* Software and application developments (online and offline platforms)
* Advertising and communication projects
* Industrial design and innovative products
* As an artist either in urban art projects or personal projects
* Innovations and research projects