

THE GENERATION OF
DYNAMIC VIRTUAL (3D) PRESENTATION LOCALITIES IN THE INTERNET;
ELECTRONIC COMMERCE AND SECURE TRANSACTIONS
SHOWN BY MEDIA AND NET ART FROM BERLIN

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Electronic Commerce and Secure Transactions

There is an expanding tendency for using the internet as a virtual marketplace and also for the presentation of arts. Parallel the need for secure transactions is growing, too. Therefore we offer you an attractive, individually adaptable concept.

The Dynamic Generation of Virtual (3D) Presentation Locations in the Internet, for instance Galleries

New is the customized dynamic generation of 3D (VRML-Virtual Reality Modeling Language) internet presentation locations. We offer to the customer the possibility to propose his needs as a retrieval. From this information we instantly generate a room inclusive design. The number of rooms and passages is variable. The access is shaped to certain persons or groups. One could invite experts to a virtual opening and organise an exchange of idea (chat). The entry into a special room or the access of an information could cost a fee. Electronic cash systems control the release of the information.

Electronic Cash-Systems and Security-Mechanism:

Entry-tickets could be realised time or content dependant.

The commercial usage of virtual galleries requires security mechanisms :

- Authentication of service suppliers,
- Authenticity and integrity of information,
- Anonymity of customers, release of data after payment.

Media and Net Art

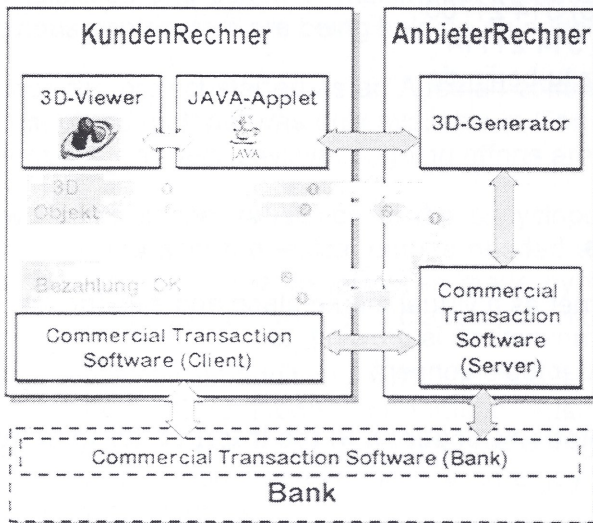
Media and Net Art take more and more room in the actual development of the arts. The electronic techniques are increasing the possibilities of expression. We want to encourage these art directions in co operation with teachers and students of the HDK-Berlin (Hightschool of Fine Arts Berlin) and:

Launching an experiment for commercialisation.

As an experimental contribution we generate a virtual 3D-Internet gallery, embedded in an Online Art Magazine, where the access costs a fee. Besides the expositions, theoretical material will be offered. The content will be released on CD and as a catalogue.

3D Visualisation linked with Online-Shop

The basic structure of commercial locations (connection of security mechanism, payment systems and several forms of presentation) is shown with the virtual gallery but they are the same as for an internet shop. The graphic shows how a customer may access on an offer of a 3D-Shop and use his internet bank connection.



project homepage:

<http://www.pc.prz.tu-berlin.de/prz/messen/schaufenster/index.htm>

homepage of the center FSP-PV / PRZ:

<http://www.prz.tu-berlin.de/>

We are partners of „cultur+“, a community of interests within the initiative of the Berlin administration: "Projekt Zukunft / Berlin die offene Stadt".

The main aim of the initiative is to show and spread the possibilities of internet and multi media in connection with art and culture in Berlin. For realisation of several project ideas we aim a co operation of partners from commerce, research and culture. Mainly we search for commercial partners.