Big picture in a big movie

Employees in many professional contexts need to keep abreast of a great volume of transactional or financial data while simultaneously performing other tasks. But the monitoring of such real-time information should not consume all of a person's cognitive resources and should only receive special attention when it is actually needed. So-called ambient visualizations that make use of our peripheral visual awareness are one such solution.

The pace of change in the global economy increases exponentially. Businesses are no longer setting the course themselves but have to react quickly to disturbance factors. The ability to adapt to change has become the primary source of value for enterprises. Awareness of change in your business environment is essential to success, and sharing that awareness across your organization allows everyone to participate in adapting and innovating, thereby turning change into your greatest asset.

Sharing information and knowledge across cultures and backgrounds usually requires that the 'Big Picture' be painted in universally-understood human language. This often means interpretation and translation of raw data into information that is relevant to stakeholders. However, this form of communication flow is no longer sustainable: By the time the data is interpreted, it would be outdated and irrelevant.
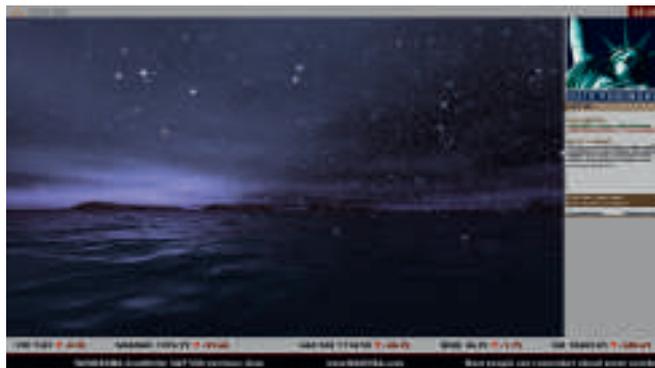
Ambient visualization as a solution

BASHIBA Panorama is revolutionary as it allows users to sense intuitively current states of affairs in real-time without the need for interpretation or data analysis. It provides, instantly, a window to ever-changing data through rendered 3D animations that can be perceived and interpreted with little cognitive effort, by mapping variables of a data set (e.g. share prices, major stock indexes, volatility indexes, overall trading intensity or any other real-time data) to graphic parameters influencing a proprietary 3D climate.

In short, BASHIBA Panorama offers companies the possibility to have virtual 'windows' of a pictorial landscape that reacts to company data changes in real-time. Developments of the stock market, for instance, become perceivable by cloud transformations, size and speed of ocean waves, amount and size of snow flakes, wind or sun strength, to name just a few.
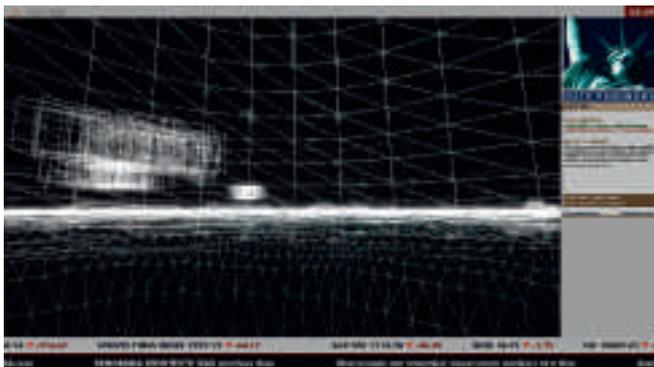
Friday October 3, S&P 500, New York EST 5.30 am, CET 11:30 am.
This image taken from BASHIBA Panorama is generated by representing the Standard & Poor 500 index with a meteorological portrait. It is 5.30 am and the markets are closed, but the 'weather' is still driven by the bad closing from the previous day.

The result is a beautiful, developing scenic landscape from which observers (e.g. traders) can monitor several streams of background information using their peripheral vision, and hence reduce the cognitive resources needed. It leverages on your brain's natural capacity to multi-task. And whenever this background information signals particular relevance in a given context, it moves to the observer's foreground attention (Bloomberg or Reuters terminals, in the case of traders). In this way information can become functional art instead of a burden.

Additionally, the Panorama, being pictorial, is immediately understandable to a viewer, irrespective of background, culture or language.

When 'the big movie' is more useful than a big picture

In complex situations, sensing data changes of multiple variables through a real-time data metaphor like BASHIBA Panorama might be the best way to "smell" the situation and respond to it.

Take the following example: If you are snowboarding, and you see an avalanche, do you try to escape the trajectory of the avalanche or do you worry about variables like external temperature, wind force etc?

Similarly, in business environments, we tend to double-check and re-read variables that in moments of crisis might be irrelevant. BASHIBA Panorama has been built as a natural visual complement (The Big Movie) so that you and your team

BASHIBA Panorama: A 3D world built with real-time data vital to your operations.

Friday October 3, SMI Index, CET 11:28 am.
Meanwhile in Europe, the markets are already open and the 'weather' shows the beginnings of turbulence. This is an image of the SMI index.

Friday October 3, SMI Index, CET 2:43 pm.
However, a few hours later, the climate changed radically to reflect how the European markets recovered almost all losses and started heading into positive zone.

can share a common picture of reality and openly discuss counter-measures. If an avalanche is imminent, you don't want to lose time in discussing the density of the snow!

Building a superior work environment

Based on images, the big movie shows changes in the most relevant variables for your business. It allows people to feel change and sense trends, and react much more quickly.

In a nutshell, BASHIBA Panorama exploits the visual perceptual capabilities of the human brain. It harnesses untapped brain power. It leverages on the specialized – and often subconscious – computing power in the human brain.

The BASHIBA Panorama software allows users to customize all data connections (i.e. which variable mapped onto which force of nature etc.), set the sensitivity to change for each variable (you might want minimal percentage changes of one specific variable to have a big impact) so that you will see your virtual business climate in the ways they matter most to you.

Real-time data are fed into your enterprise as numbers: numbers about the market, about sales, about competitors, about the weather, about the cost of money or fuel. All these numbers can be mapped onto the Panorama as individual variables to impact the Panorama climate.

Once these key indicators are mapped, the Panorama evolves in relationship to their changes. People instinctively learn how to read the Panorama using their peripheral awareness, which is something all humans have. The proof? Have you ever noticed that you remain aware of the weather conditions outside? You usually do – even if the window is on your back.

When change is strong, however, each individual viewer of the Panorama will be stimulated to use his focal awareness to find precise numeric indications of that change. Panorama can claim to be a 'calm technology' – something that helps us to look in the right direction when the situation calls for it, instead of having (possibly false) alarm bells ringing all day long! Less stress allows participants to work and think hard when the critical moment arrives.

"The ability to adapt to change has become a primary source of value for businesses worldwide."

The Architecture, environment and implementation

The BASHIBA Panorama is integrated into your office architecture as natural extension of your enterprise's knowledge environment. Sharing access to data through the BASHIBA Panorama signals to your employees that you are transparent, that you respect them as participants in the enterprise, and that you trust them to respond to change through innovative technology.

BASHIBA works with you to map and establish the hierarchy of key variables that have a direct impact on your business climate. A trial is run using a single Full High Definition Screen or Projector, with the BASHIBA Panorama client, and the BASHIBA Panorama Control Center.

During the roll-out, screens or projectors are incorporated in strategic locations throughout the enterprise, each connected to the BASHIBA server and independent of the enterprise network. Screens can be adjusted to represent, for example, the local office or headquarters, and their respective time zones. We recommend using different screens to display different data environments (Europe, Asia, Americas).

Roberto Vitalini is CEO of BASHIBA. He founded the company in 2006 to transform information overload into a meaningful image (patent pending). BASHIBA SA offers BASHIBA Panorama as a complete solution including consulting, customized software, 3D artwork and training. In March 2008 Roberto has been awarded the prize "Venture Leaders 2008" and in June 2008 offered a Tech Talk at the Google Headquarters in California about Real-Time Data Metaphors.

Contact: *rob@bashiba.com*