

Dateline: RIT – The Podcast (April 26, 2007) (Episode 16)

ANNCR: Welcome to Dateline: RIT with Mike Saffran.

HOST: Dateline: RIT (April 26, 2007)

RIT business professor Gene Fram was quoted in the April 20th Christian Science Monitor in an article, "High-tech Dressing Rooms Become Virtual Reality." The article is about department stores' fitting rooms—some of which are now "smart." First of all, Dr. Fram, tell us—what's meant by the term "smart" dressing room?

ACTUALITY [EUGENE FRAM]: Well, there are a whole host of technical advances that are coming through. One is the ability to let others—perhaps even around the country—see how you're doing. It would save you a huge amount of time because you wouldn't have to take the garment home and try it on for them. They could see how you look in the garment right from the dressing room.

HOST: And what are the prospects for the "smart" fitting room? Will more of them soon be coming to our favorite department stores?

ACTUALITY [FRAM]: I think it'll be really a long time in coming. If high-tech dressing rooms become more widespread, it could be a while before people are comfortable using them. Aside from the potential discomfort of knowing your image is somewhere on the Internet as a result of your being there—let alone submitting yourself to a full-body scan—there's the less tech-savvy consumer to consider. It's comparable to the ATM machines. It really took a period of about 10 to 15 years before there was broader acceptance of the ATM machines.

HOST: That's RIT business professor Gene Fram. Speaking of new ideas gaining acceptance, want to get fitted for a trip to space? Space vacations are here—even if currently they're only for the rich and would-be famous. For the past eight years, as noted in the April 26 Jewish Exponent article "Some Room With a View," RIT's School of Hospitality and Service Management has offered the world's only university course in space tourism development, and course instructor Dr. C.J. Wallington is here to tell us where space tourism stands and where it's headed.

ACTUALITY [C.J. WALLINGTON]: The "giggle" factor's over. When we started our course about eight years ago, people would chuckle. There was no space tourism, and now it's real. We have five people—at \$25 million each, ballpark—who've gone to the International Space Station. That is, real space tourists. There will be sub-orbital flights—flights up about 62 miles and that float for about four or five minutes and then come back down to Earth. Richard Branson, Virgin Airlines (or now Virgin Galactic) says that that will happen in 2009, and to prove that he has collected about \$16 million to \$20 million—that's what's reported—at \$200,000 a flight. A man named Bigelow, Bigelow Aerospace, is proposing a space habitat—supposedly 2010 or 2011. But space tourism is now real. Now, admittedly it's for the very rich. But as anything—with ocean cruises,

overseas airline flights 50, 60 years ago—these things will come down and they will be affordable by the average person. So, there's some very real things happening.

HOST: That's RIT space tourism professor, Dr. C.J. Wallington.

ACTUALITY [WILL DUBE]: This is Will Dube, communications coordinator for RIT's Center for Integrated Manufacturing Studies. Center director Nabil Nasr is quoted in Industry Week magazine in a story on current trends in sustainable manufacturing. With the growth of environmental regulations and increased public calls for environmental responsibility, companies are under increasing pressure to implement "green" processes into all areas of production. In the piece, Dr. Nasr recommends adopting sustainable design practices, pollution prevention methods and industrial reuse programs, which can reduce costs and increase product quality while also reducing environmental impact. The key is to focus on environmental quality through all areas of the manufacturing process, from design through recovery. Firms that do this will have a leg up on both their domestic and international competitors. This is Will Dube.

HOST: On the RIT campus this week . . . Chief Communications Officer Bob Finnerty has RIT's response to the Virginia Tech tragedy . . . and News & Events Managing Editor Vienna Carvalho has this week's top stories.

SEGMENT [BOB FINNERTY]: This is Bob Finnerty. RIT grieved with the nation the week of April 16th. President Al Simone offered his deepest condolences and sympathies to the Virginia Tech community on behalf of RIT. "This is a national tragedy of unimaginable proportions," Simone said. "The tragedy at Virginia Tech can happen anywhere at anytime." At RIT, we will continue to work hard to ensure a safe and secure environment for our students, faculty and staff. RIT recognizes that the Virginia Tech tragedy provides an opportunity to learn from that horrific situation and enhance our current safety and emergency operation plans. RIT has a tested emergency response plan that can be used to respond to any emergency. It patterns the U.S. Department of Homeland Security's national incident management model. In terms of communication, RIT uses a layered approach to reach the campus community in notifying about emergency situations. A full range of communication channels can be found on the University News Web site. In coming weeks, RIT will continue to investigate other methods of rapid communication, including text messaging. As President Simone stated, we must remain vigilant, we must never forget the events of April 16th, 2007, in Blacksburg, Va. . . . This is Bob Finnerty on the RIT campus.

SEGMENT [VIENNA CARVALHO]: This is News & Events Managing Editor Vienna Carvalho. In the current issue of News & Events . . . RIT's department of microelectronic engineering celebrates its silver anniversary by hosting its 25th annual conference May 14th through 16th. . . . Also in the current issue, our student spotlight shines on Jessi Mills, a graphic design major and honors-program student who has made the most of her college experience and will tie the knot the week before she graduates on May 26th. . . . And, RIT's Cary Graphic Arts Press is getting set to move into its new home next month. Read more about the Lawson Publishing Center and other RIT news in the April

19th issue of News & Events. This is Vienna Carvalho.

HOST: This has been Dateline: RIT (April 26, 2007). I'm Mike Saffran on the RIT campus.

ANNCR: For more on these stories and other RIT news, visit www.rit.edu/news.
Dateline: RIT is produced by RIT University News Services.