



## IST - Village

European Union R&D projects in the IST programme *Interfaces & Enhanced Audio-Visual Services* show their newest results building on MHP and integrating MPEG-2, MPEG-4, MPEG-7 and Internet technologies.

At the International Broadcast Conference (Westhal, stand 3.111) in Amsterdam, seven R&D projects in the Information Society Technologies programme of the European Community demonstrate application prototypes for interactive TV and integrated broadcast and Internet services. These projects represent the collaborative effort in R&D of 50 participating laboratories from industry, government and universities.

The projects show to the industry the potential of the European multimedia platform standard for development and exploitation of advanced interactive multimedia broadcasting. They give an overview of the scale of applications that can be developed based on MHP and the use of MPEG-4 and MPEG-7. EPGs, tickers and interactive games are examples of such applications, while full Internet access opens the way to a multitude of integrated broadcast and Internet multimedia services.

Using MPEG-4 for A/V-Streaming makes it possible to transport media objects in a flexible way and with accurate timing of their presentation. Furthermore, the composition of media objects can be customized and the interaction can take place in the scene. Also, new media objects (2D, 3D) can be locally created.

MPEG-7 gives the basis for advanced applications for content retrieval, navigation and querying by users. TV Anytime makes it possible for viewers to watch programmes in the way they want and when they want it.

All projects address a part of the end-to-end delivery chain. Whereas SAMBITS considers the overall chain, including the tools for on- and offline multimedia production, NexTV investigates new program concepts in which viewers are involved in the program creation and affect the content of the program. The myTV platform enables consumers to have access to content and services at their convenience, independent of the moment of broadcasting. OCCAMM addresses the problem of open architectures and interfaces for on-line access to digital content with IPR protection and management, seen as an evolutionary process from today's piecemeal initiatives to full-fledged multimedia. SoNG develops building blocks for the next generation of portals and demonstrates in a real-time application how they allow a more natural access to services. OPENISE develops an open end-to-end platform for the support of advanced networked multimedia services with high quality content retrieval and streaming, over broadband, Quality-of-Service enabled IP

(Internet Protocol) core and access networks. MEGA shows advanced concepts on how people can interact with expressive programmes.

The IST-Village gives a glimpse of the future by giving demonstrations and scenarios that make full use of the advantages of open standards and the use of the new European standard for the multimedia home platform.

The IST-Village participating projects are:

- **MEGA:** Multisensory Expressive Gesture Applications
- **myTV:** Delivers Anytime
- **NexTV:** From technology to experience
- **OCCAMM:** Interoperable security for a larger digital market
- **OPENISE:** Open Platform for Enhanced Interactive Services
- **SAMBITS:** Combines MPEG-2, MPEG-4, MPEG-7, DVB-MHP and Internet for interactive multimedia broadcasting
- **SoNG:** MPEG-4 platform for I-TV, wireless and the Web.

For more information on these projects visit:

[www.cordis.lu/ist/ka4/vision/home.html](http://www.cordis.lu/ist/ka4/vision/home.html)

