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ICE-CREAM Concertation meeting MARCH14



Virtual Imaging Solutions





Proposal number: IST-2000-28298
ICE-CREAM



Interactive Consumption of Entertainment in Consumer Responsive, Engaging & Active Media

Part B: Scientific/technological objectives and workplan

Domain: IV. Essential Technologies and Infrastructures

Action Line: IV.6.2 User and service interfaces and buffers for seamless end-to-end services

Domain:V. Cross Programme Actions

Action line: V1.1 Extended Home Environments

ICECREAM Consortium

Members:



- P01 Philips Electronics Nederland B.V. Philips
- P02 De Pinxi De Pinxi
- P03 Nederlands Omroepproductie Bedrijf NOB
- P04 The Imperial College of Science Technology and Medicine
ICSTM
- P05 Philips France S.A.S. PRF
- P06 Tomorrow Focus A.G. TFAG
- P07 FhG Forschungszentrum Informationstechnik GmbH FhG
- P08 Blaxxun / Bitmanagement BB
- P09 Symah Vision SV
- P10 EusKaltel S.A. EusKaltel



goals

- To investigate the relationships between consumer desires and needs, the appealing nature of interactive TV programmes and the development of suitable and attractive business model frameworks.
- To study the emerging intellectual property rights (IPR) issues for given service and operating scenarios.
- To design and develop concepts for end-user toolkits to enable users to intervene with media objects and personalise their broadcast programme.
- To design and integrate of software architecture for the interaction between the user interface and the object and scene descriptions.
- To design and develop concepts for distillation of objects from the content descriptions to customise interactive scene compositions.
- To demonstrate interactive applications and to develop a process methodology for stepwise application development.
- To integrate a demonstrator platform to run the interactive applications, conduct user trials and experiment with new business models.
- To conduct a trial with end-users in the home environment.



3 Applications

- Cityguide
- Fiction
- Sport: Football

Practical Examples of synchronisation



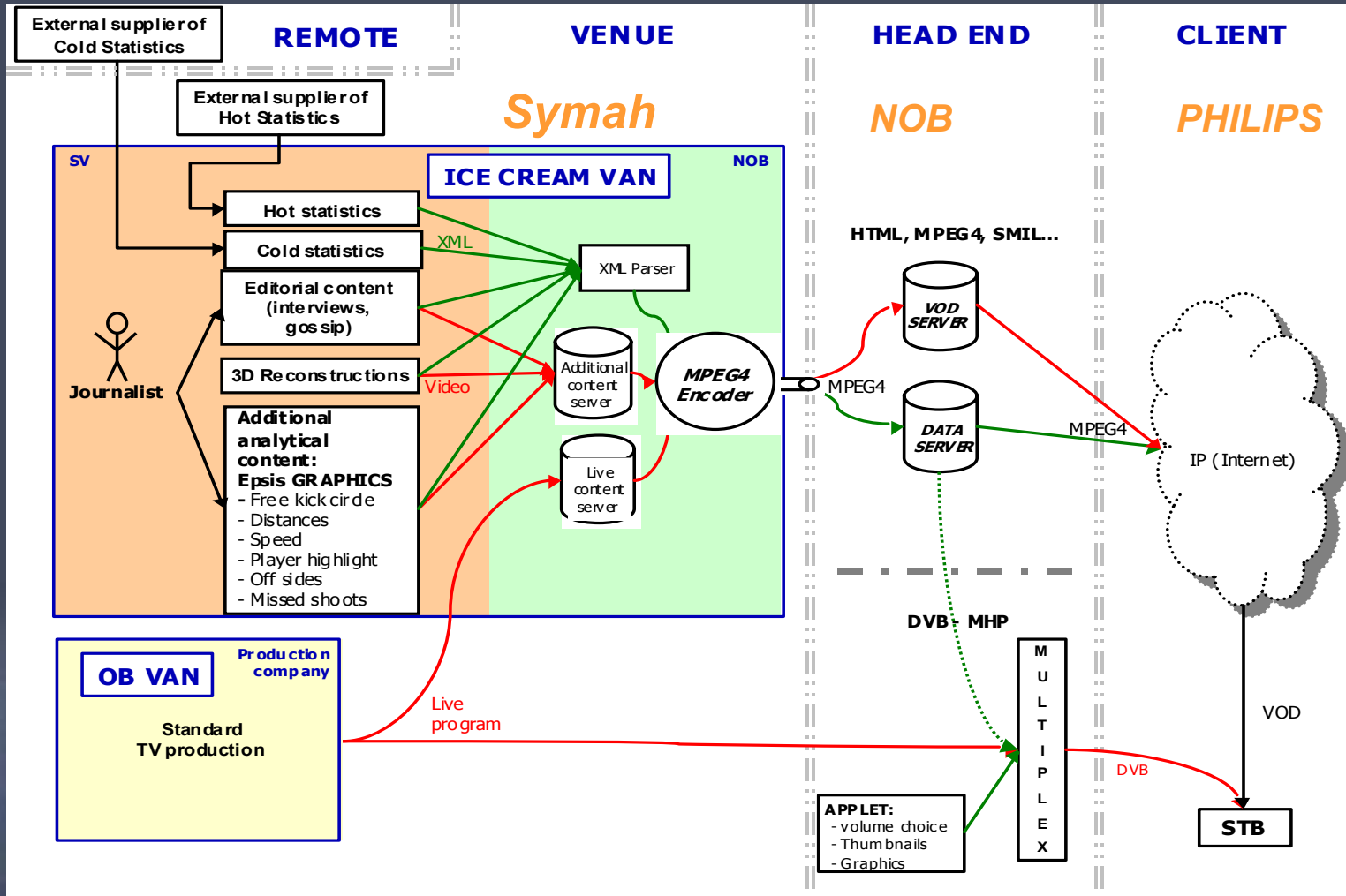
LIVE!

Hot statistics annotations
Clip Production for VOD access
3D reconstruction
Player tracking on replays

a PRODUCTION TOOL is not an
AUTHORINGG TOOL

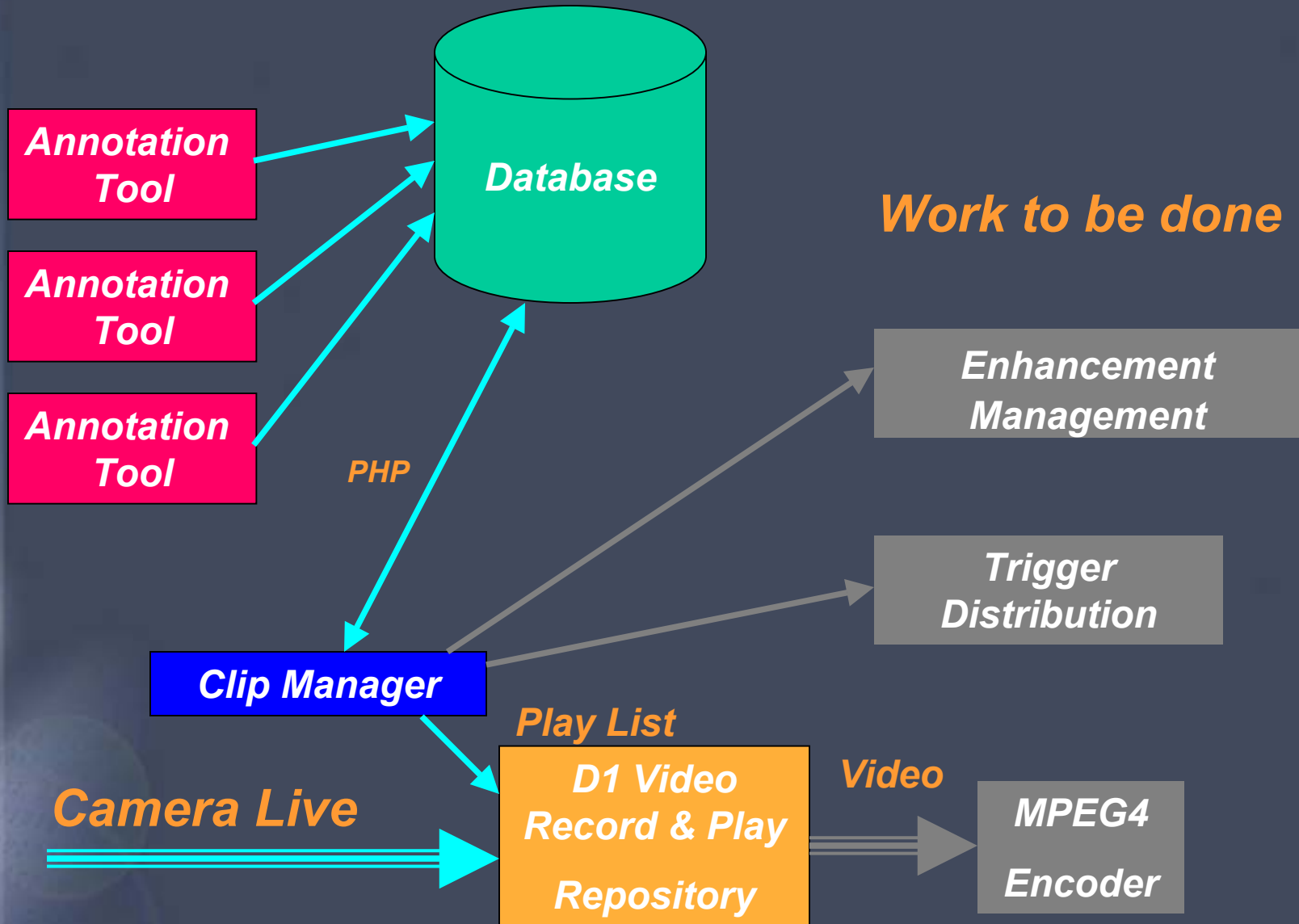


Production tool schematics Sport application



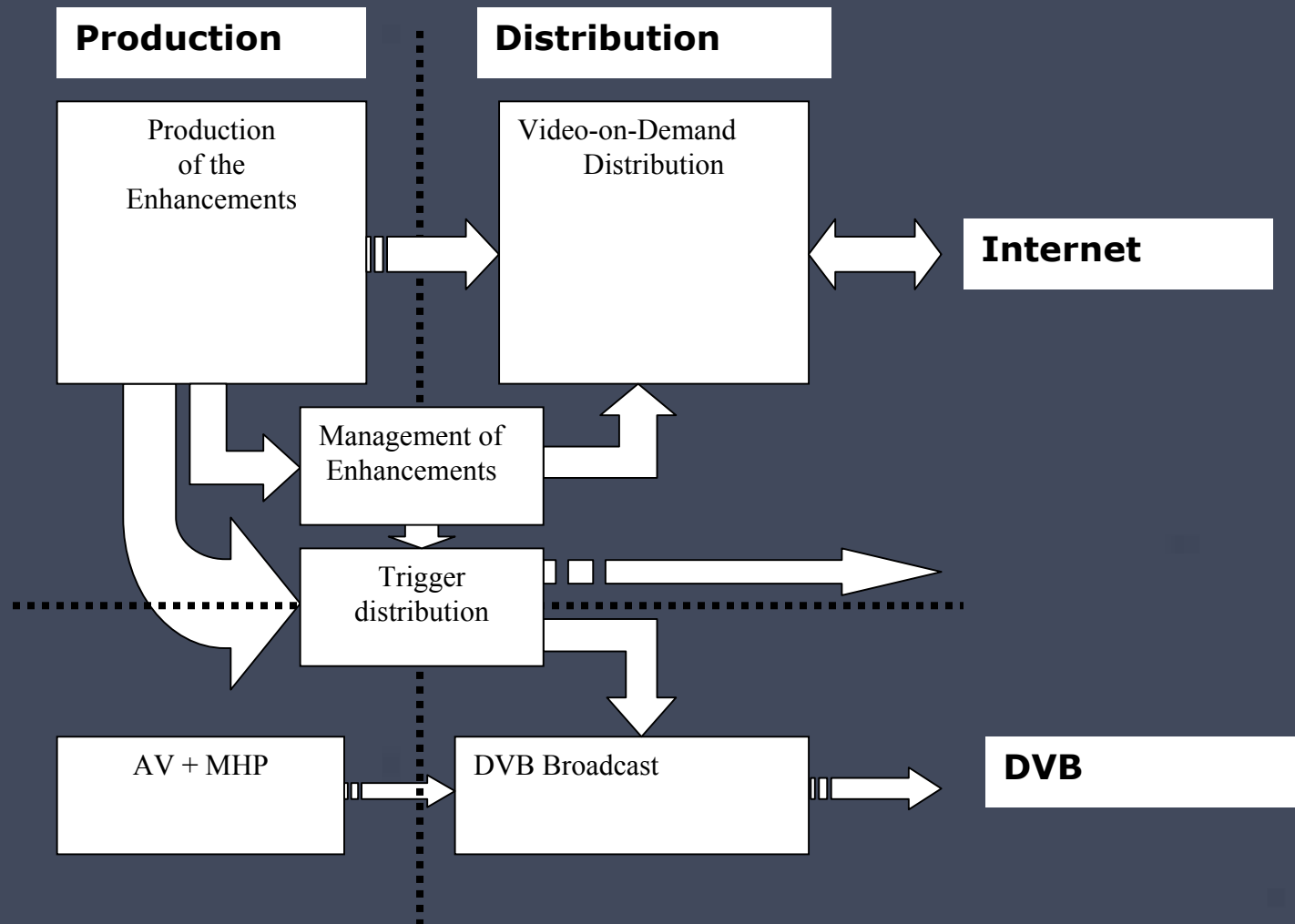


Production Tool



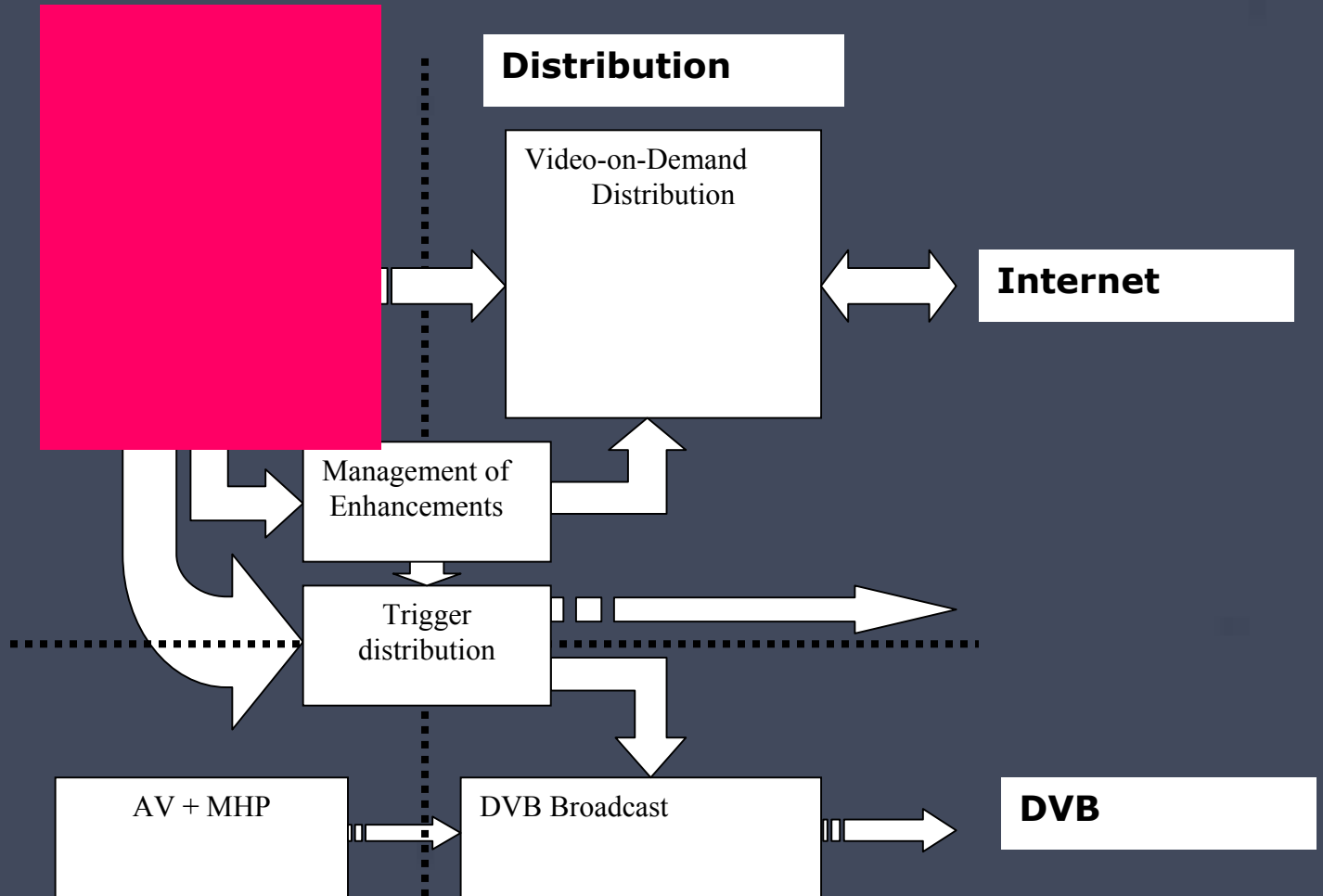


* Abstracted component overview





Global View



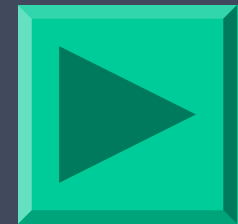


Status on production Tool

- Annotation tool ready
- Clip manager Ready
- Video repository Ready
- Clip database ready Data+ Thumbnail
- TO DO:
- Encoder interface and trigger to do
- Integration test with Encoder server and user platform
- Integration and test with 3D scenes (Bitmanagement)

On-demand action replays based on event triggers

- The viewer is offered the opportunity to replay the key action during the game. The user can select from a number off thumbnails replays or 3D reconstructions. See picture below.
- After the selection of the clip the clip is shown as an inset while the live game keeps on running in the background. The picture below shows this, when combined with the video chat application. When the chat function is enables all three participants will see the clip when on of the participants requests the clip.



Event based editorial enhancements



Event-based editorial enhancements

This new feature will allow to deliver on demand “augmented reality” effects in live video .
Examples follow:





3D reconstruction

- Shockwave today MPEG4 tomorrow