



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

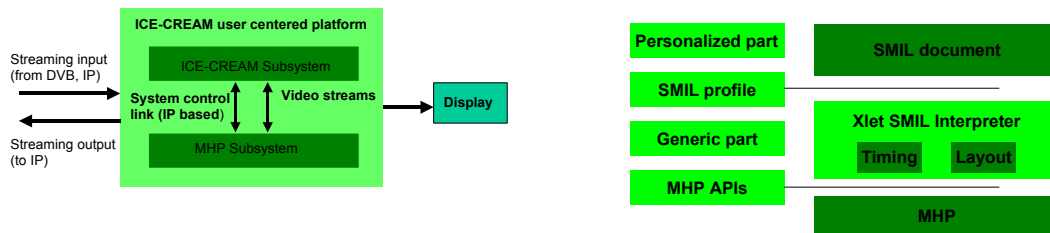


IST project 28298

The ICE-CREAM project investigates how to make compelling experiences for end-users based on the possibilities of enabling technologies for interactive media, for example, DVB-MHP, MPEG-4, and Internet technologies. Technological options that address different levels of interactivity for end-users are investigated and implemented in prototypes, and supported by business frameworks. The basic ingredients for the ICE-CREAM project are: platform and tool technology, business model development, content manipulation and enhancement, and interaction possibilities for end-users.

### Platform and tool technology

The focus is on the migration of DVB-MHP and MPEG-4, integration of Internet technologies and integration of 3D Graphics.

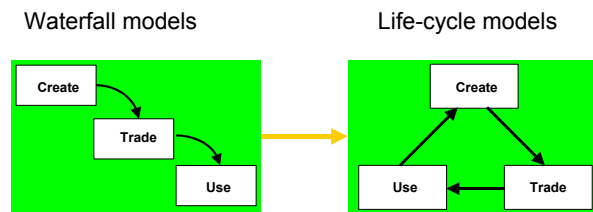


The client terminal consists of a MHP subsystem and a dedicated system for the network services, audio/video streaming, and the graphics extensions. Personalization is accomplished with a SMIL extension on the client system.

### Business model development

The major driving forces for the evolution of business models from waterfall models to life-cycle models are:

- Changing roles of stakeholders
- Personalization of content

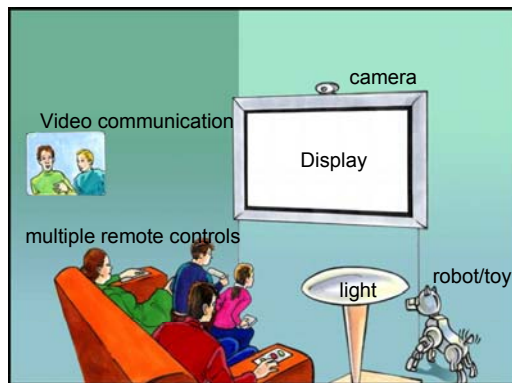


## Content manipulation and enhancement



Video broadcast is extended with an event stream that causes alerts to appear at the user's premises. The user can okay the alert, which will cause the actual enhancement to be presented. The alert will time out and disappear if the user doesn't okay on it. Depending on the user's profile of preferences, it is decided whether alerts will be presented or not. The choice of enhancements is personalized

## Interaction possibilities for users



Video is enhanced with fictional content. 3D graphics and animation are used for realizing the fictional effects. Different layers of interaction are applied to the same content and for different purposes to create a multi-audience and multi-usage ambiance. Multi-user devices can be used.

Users can change the consultation mode, e.g., documentary, adventure or fiction. They can select hot spots and viewing angles, visualise texts and graphics and they may participate in a video chat. The show can interact with the users' environment, for example, with a robot toy or with the lighting.

### Consortium partners:

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