

PHILIPS

Interactive Services for Next Generation Users

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Content

- Challenge
- Ingredients
- Application Flavours

Challenge

- What end-users *view*, *receive* and *retrieve* is determined by
 - what is produced and processed
 - in the end-to-end chain
- End-user experience is *key*
 - created by all stakeholders in the value chain
- *Learning curve* for all, also end-users

User Experience is Key

Determined by the quality of the

- User interaction
 - Control over the content
 - Feedback in the user interface
 - Participation in the program content
 - Ability to produce something useful and fun
- Program and services



Compelling experiences rely on carefully *staged* presentation

Application Ingredients

- Platform and tool technology
- Development of business models
- Content manipulation and enhancement
- Interaction possibilities for users



Different application flavours

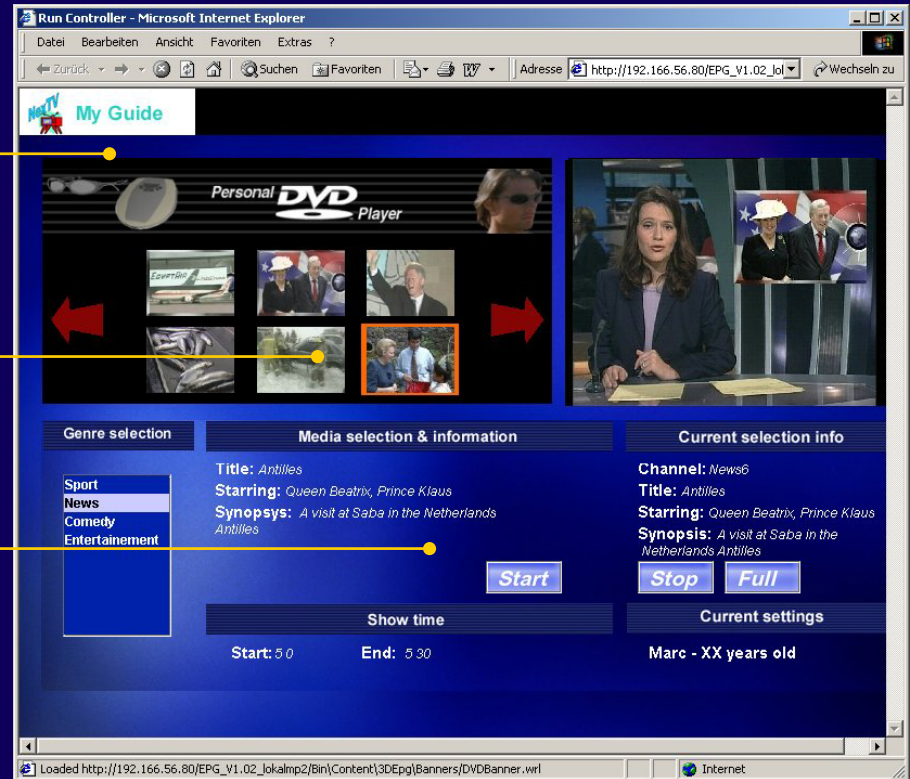
Interactive Program Guide

Different concurrent service providers and media formats
 Integration of broadcast, narrowcast and web content

Direct access via portals
 UI: 3D rotating cube

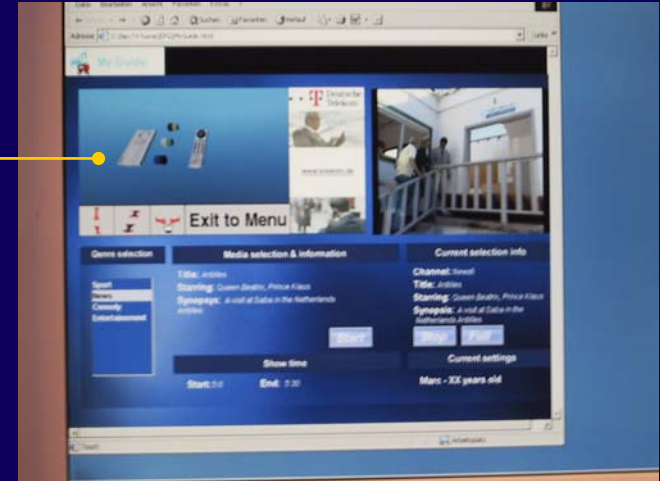
Preference-based
 personalized content

Third party program
 schedule info

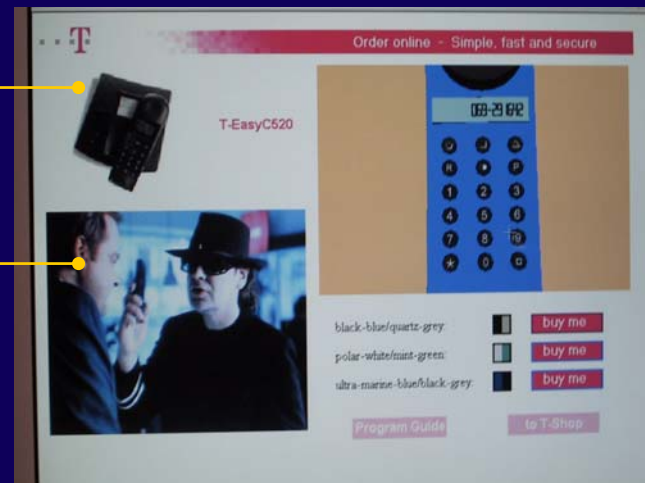


Shop

Personal advertisements
re. program on view



Virtual shopping center

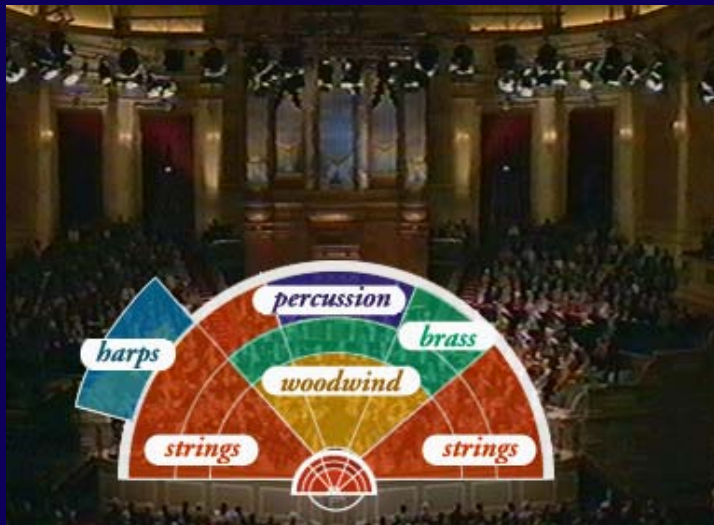


Communication with
sales agents

Bookmark and Retrieve Information

Trigg&link: Users react on profile-based visual & aural alerts to get enhancements – Alerts time out

Internet connectivity



Compose your Program

Personalized content

Any combination of broadcast, local storage, Internet content

feature player:
The Loveparade in Berlin
 / Route and Location



Die Route ist dieselbe, wie im letzten Jahr.
 Um 14 Uhr starten die Wagen vom Brandenburger Tor und vom Ernst-Reuter-Platz in Richtung Siegessäule.
 Um 20 Uhr wird dann dort die Abschluss-Kundgebung stattfinden. Falls ihr noch mehr Orientierung braucht, werft einen Blick auf den Stadtplan

● turn PIP off
 [OK] to selection screen

The Loveparade in Berlin - features: ◀ movie ▶ Interview ++ map ++

History of the Loveparade

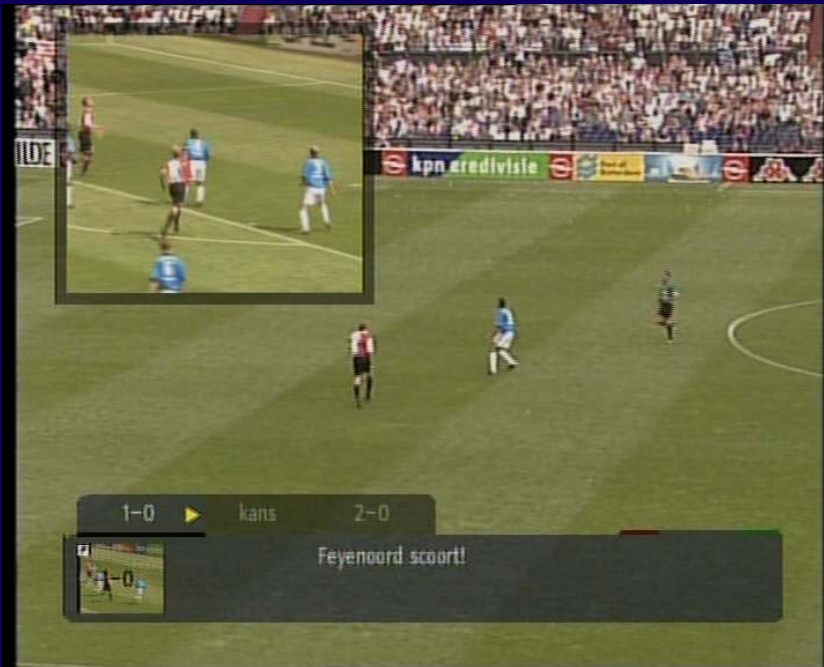


press: ● view selection now ● mark selection for later
 [OK] watch main programme ● mark whole topic for later

City travel video with info on attractions, tours, events, maps,

Live Sports: Annotations, Analyses and Measurements

On demand data about
Football players: cold statistics
Game: hot statistics



Interactive Story-Telling for Children

MPEG-4 representation of media objects

User input: manipulation and creation of content



3D object

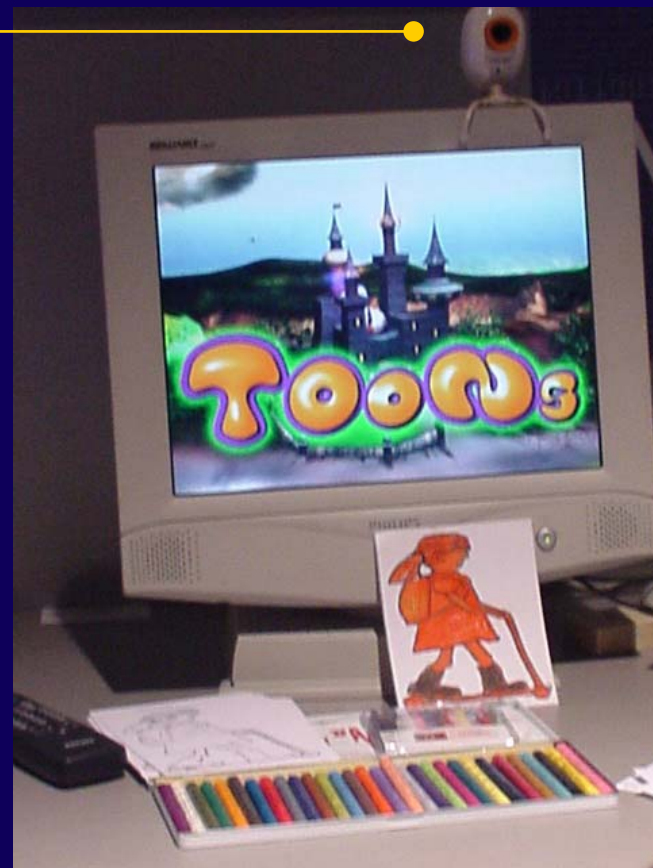
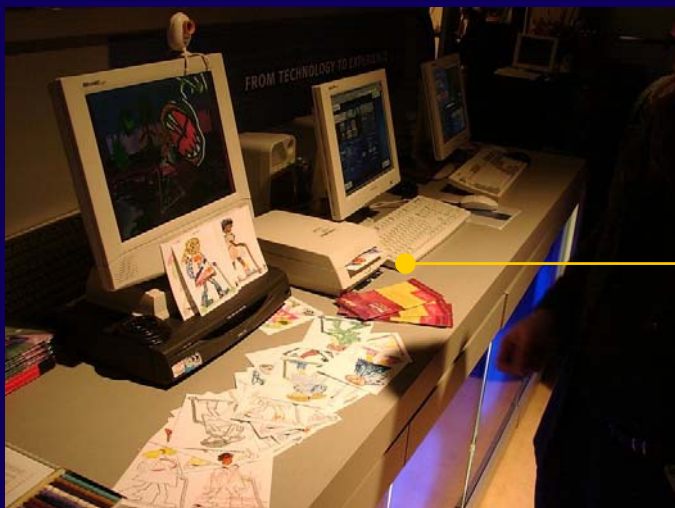
Video object

Video back plane

Change Character and Story Line

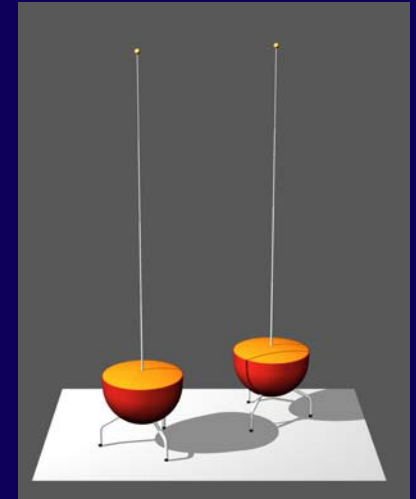
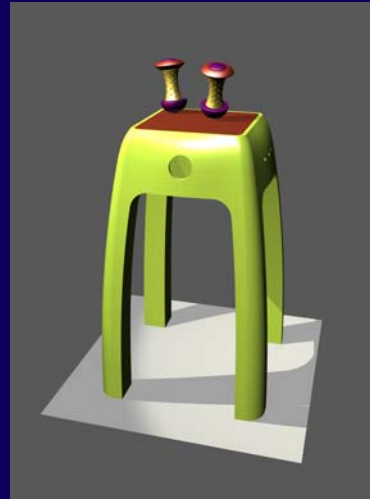
Replace picture on the wall by image from web cam

Replace texture of character by scanning in 'colored' image



Play with Tangible Interaction Tools

Playful and fun
Part of the story
Bi-directional



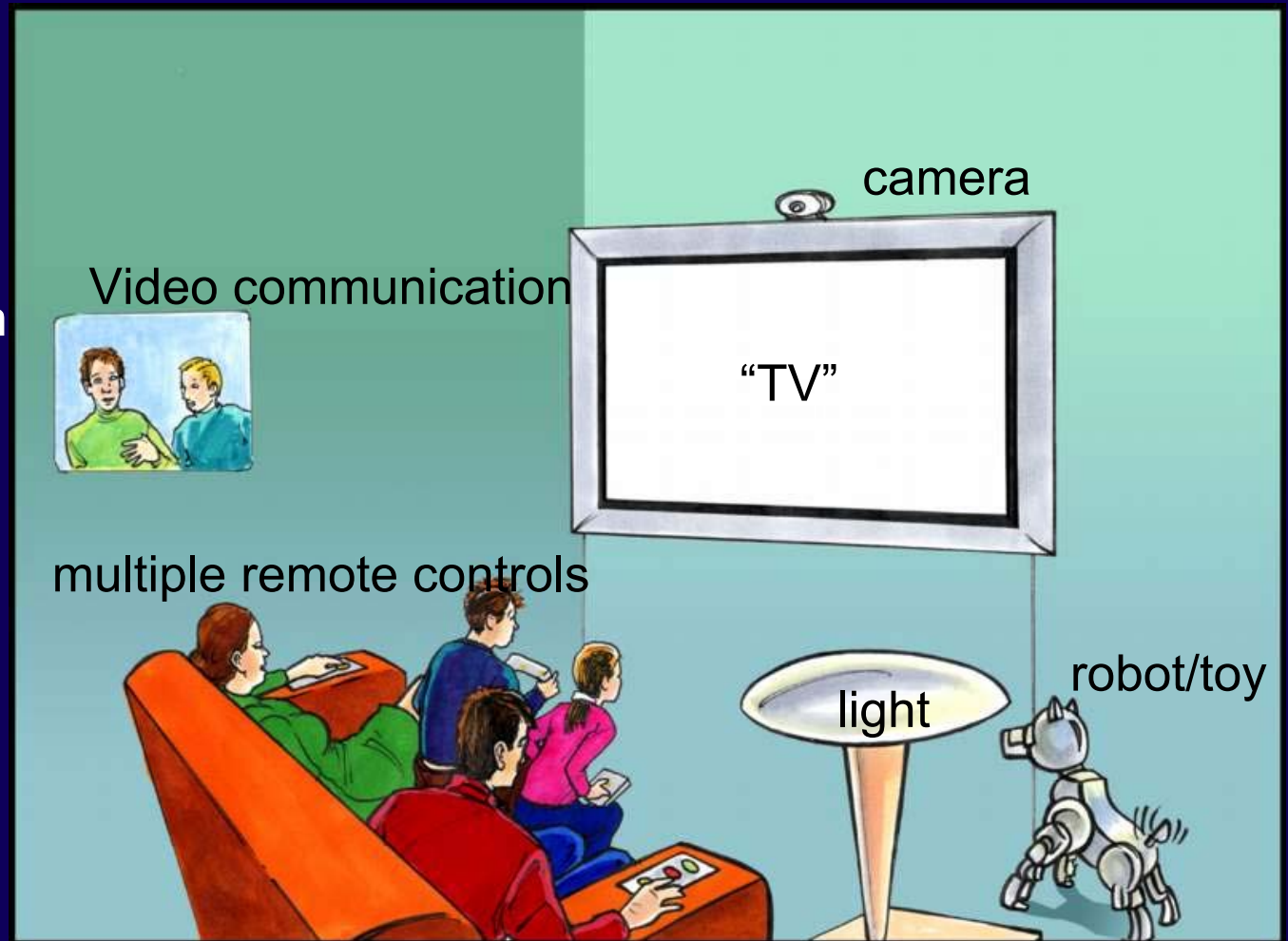
Experience for 'All in the Family'

Cinema at home

Show interacts with
Environment
Objects

Multi-user

Multi-usage



Conclusion

- New ways for enjoying interactive media and services
 - From the user's perspective and environment
 - Extend the notion of interaction
 - Exploit domestic activities and the natural role of TV
 - Play and entertainment in the home context

Acknowledgement: IST Partners in the NexTV and ICE-CREAM Projects

DePinxi

ETRI

Euskaltel

FhG FOKUS

FT R&D

ICSTM

KPN Research

NOB

Optibase

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Sun

Symah Vision

TILAB

T-Nova

Tomorrow Focus

