

PHILIPS

Converging Technologies: New Horizons for Users and Businesses IST 2003

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Converging Technologies: New Horizons for Users and Businesses

- New service scenarios
- Content is a commodity
- Who is who? Producer, creator, consumer
- Open standards and rights management
- Interoperability between competing businesses



Integration of Internet, MHP and mobile device

- Distribution, sharing and enhancing applications outside the set-top box
- Multiple application modules on MHP set-top box
- Interfacing to existing XML-based databases
- Mixture of broadcast and Internet based content
- Bookmarks for video position and content marking
- Presentation of updated information on mobile device
- Personalization of mobile application via book marked content over PDA device



Distribution, sharing and enhancing applications outside the set-top box



Distribution, sharing and enhancing applications outside the set-top box

Share it!
project





Integration of Internet, MPEG-4 and MHP – Enhancing Real-time Events

- Delivery of real-time events, generated by tracking tools and camera's
- Playback while watching program
- Presentation of video events on-demand
- Combination of background 'cold' and timely 'hot' contextual information
- Replay of interactive 3D animations on-demand
- Trimedia set-top box



Integration of Internet, MPEG-4 and MHP – Enhancing Real-time Events





Integration of Internet, MPEG-4 and MHP – Enhancing Real-time Events



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Issues

- How to exploit our capabilities?
- How to define and explain benefits to consumers and producers?
- Who is going to create the applications and why?