



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

New ways for enjoying interactive services and media content from the users' perspective and environment:

- Extend the notion of interaction
- Exploit domestic activities and familiar settings
- Play and entertainment in the home context

IST project 28298

Applications

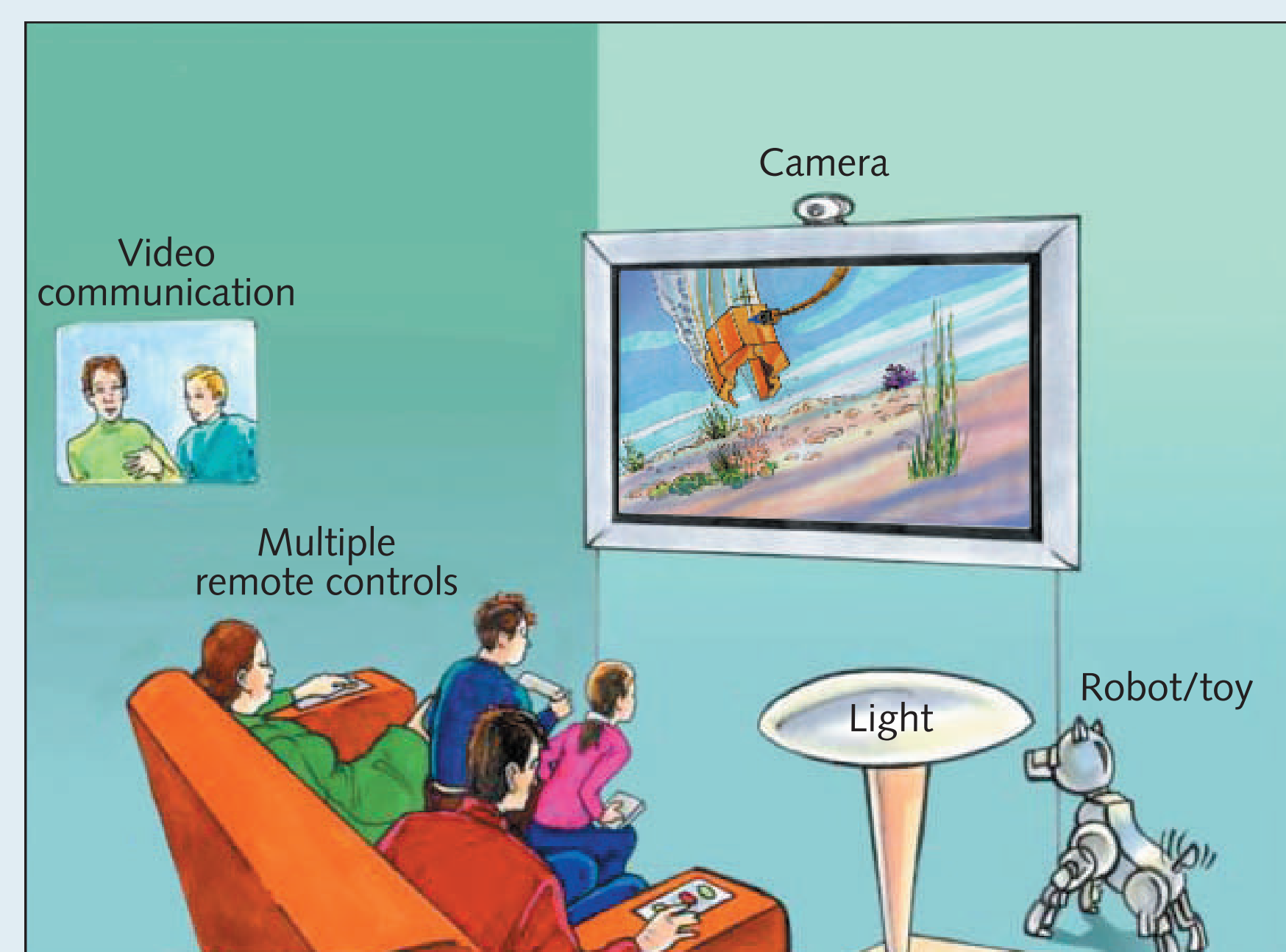
Moving the cinema experience to the home

Show interacts with the user environment

Multi-usage of content and multi-audience ambiance

Live action

Real-time 3D graphics (virtual environment) and non real-time graphics (video streams)



Ambiance and emotion setting

Live notification and annotation of sport action

Enhancing a football broadcast in real-time with on-demand information about:

- players - cold statistics
- game - hot statistics

Video communication using Audio Video IP Streaming

Transmission of 'triggers' during the live broadcast



Multiple levels of comment from 'tell me nothing' to 'full trainer annotations'



Replays of key action on request from DVB or IP

Retrieval of information from Internet

Information bookmarking
Trigg&Link system

Integration of broadcast and Internet content

XML-structure for external content provision
Pre-caching to local storage



Travel video with information about, e.g., attractions, tours, events, maps, and SMS messages. Interaction possible to shop, order items or play a game



Contact: Maddy D. Janse, Philips Research
Phone: + 31 40 2742863, Fax: +31 40 27 44681, Email: maddy.janse@philips.com
www.extra.research.philips.com/euprojects/icecream





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Ingredients for ICE-CREAM applications

Interaction possibilities for users

From bi-directional remote controls, to content editing, to ambiance and emotion control

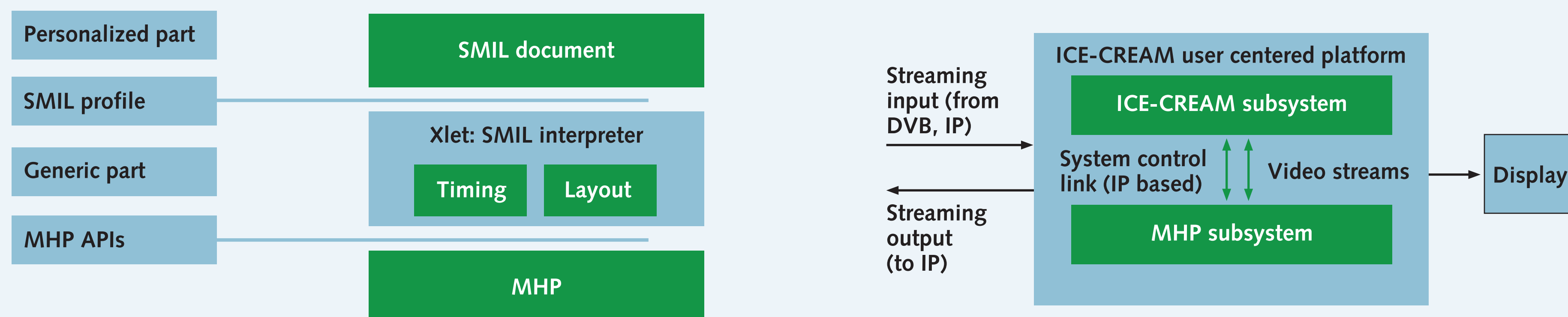
Content enhancement

From rich interactive content for real-time events, to personalization of content from Internet, and the use of non-fictional content for creating ambiance and experience



Different layers of interaction
Fictional effects: 3D graphics, sound tracks, text overlays, stills, video streams

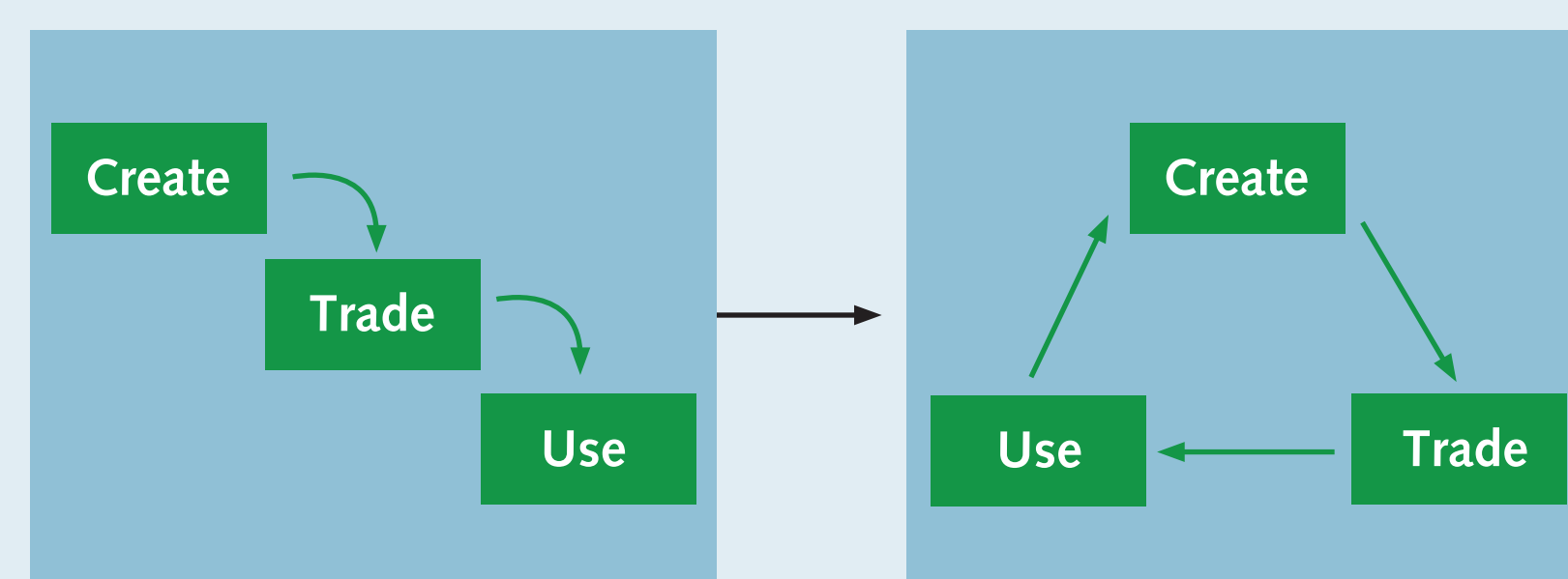
Platform and tool technology



Migration of DVB-MHP and MPEG-4; Integration of Internet technologies; Integration of 3D graphics

Business models

From 'creation waterfall models' to 'creation life cycle models'
With personalization of content and changing role of stakeholders as the driving forces



Evolution from static to dynamic models

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