

Public-Funded R&D Partnerships

PROJECT: **Jules Verne**

Passepartout

Coupling Scalable Media to Ambient Experience in the Home

PROGRAM: **ITEA**



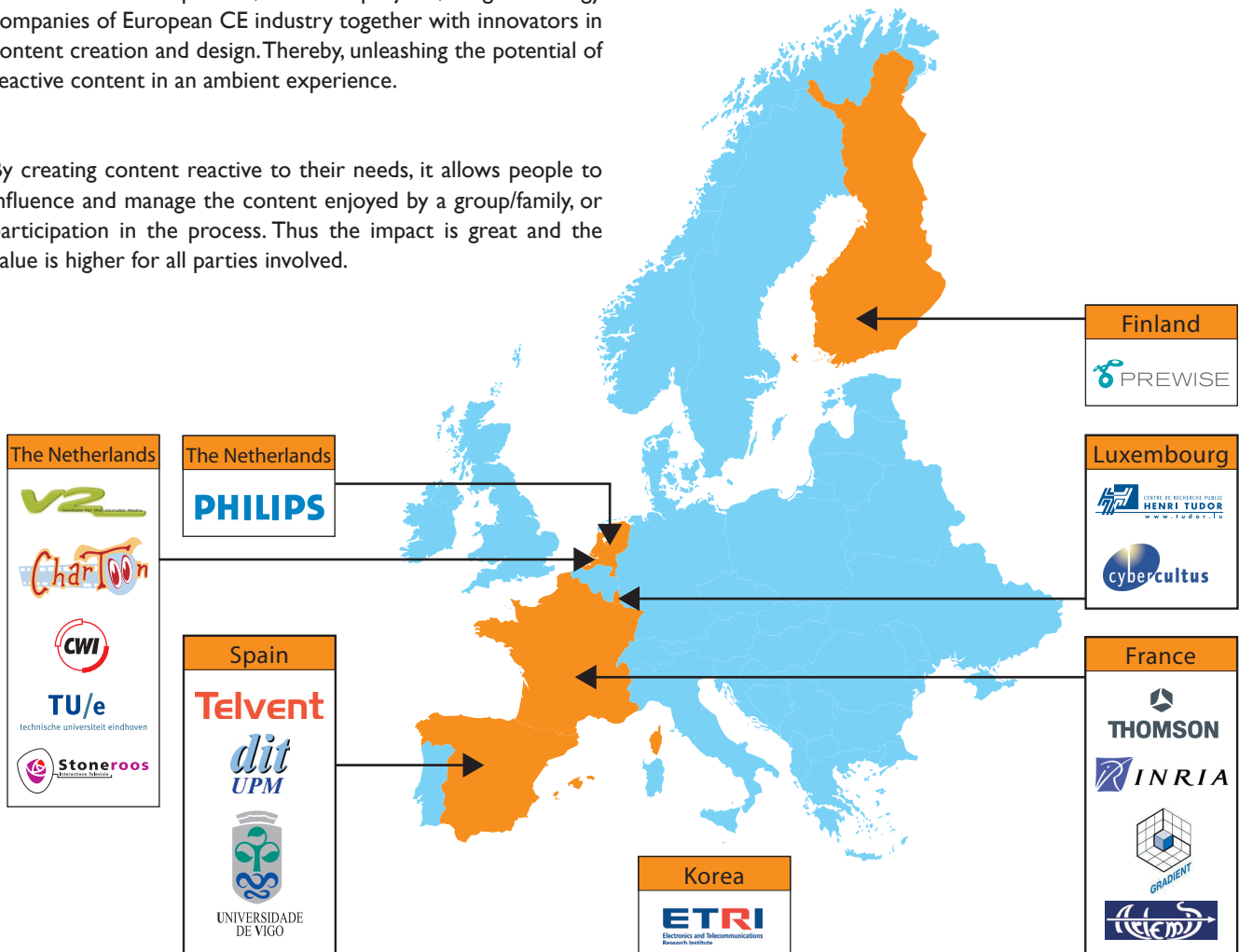
Transforming Home Cinema
to
Ambient Experience

How will the media industry use
ambience to move from

*A Service Economy
to
the Experience Economy*

Jules Verne and Passepartout, both ITEA projects, bring technology companies of European CE industry together with innovators in content creation and design. Thereby, unleashing the potential of reactive content in an ambient experience.

By creating content reactive to their needs, it allows people to influence and manage the content enjoyed by a group/family, or participation in the process. Thus the impact is great and the value is higher for all parties involved.



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Co-funded by: National Grants