ITEA

INFORMATION TECHNOLOGY FOR EUROPEAN ADVANCEMENT

PROJECT PROFILE

Personalised ambient media

Access to home media content is ever easier as the number of sources for digital TV, packaged media and broadband content explodes everyday. The capability to control, access and present this content is a challenge for every family. However, those that can exploit the media will be able to use the knowledge and experience to enrich their lives.

Some have suggested that web service providers, such as Google, will dominate this market. However, finding content is only part of the process. Content must be selected, filtered, scaled, and scheduled for presentation. Moreover, the home itself is changing as multiple in-home display devices, coupled to ambient control replace the single TV. The PASSEPARTOUT project is focused on bringing the use of scalable HD content into the lives of a family that is able to exploit the advantages of MPEG4 object oriented TV with metadata, in the context of a deep source of background content available for education via the web.

Maxima Scenario
Key to the project is the Maxima scenario. This defines the role of a media-aware parent with the skills and aptitudes to use traditional and emerging media sources to maximum effect, in order to enrich the lives of their family. This includes solving challenges to the family members, such as disabilities or language learning; and maintaining and developing both family heritage and cultural awareness in a cosmopolitan community. They might also help the family to make a contribution to community media, such as Wikipedia, as a video repository. In the Maxima scenario we see the future of family infotainment as a participation in society and not just passive consumption.

Who prepares the Content?
The film, 'Minority Report', was shown at the ITEA Symposium in Amsterdam in October 2002. A scene where the lead character sorts and studies data files on a large screen impresses many of those who see this science-fiction film. With this visible approach to the handling of visual media and related metadata, the full value of the data is clear and it's possible to create a presentation. The project will exploit this concept as a way of enabling parents and older children to manage content for the whole family to access. It will be demonstrated using ambient experience concepts for home usage, based on exploitation of the artistic potential of the media in the living space and the need to be entertained.

Strong European Synergies
The PASSEPARTOUT consortium plans to achieve its goals by encouraging close co-operation
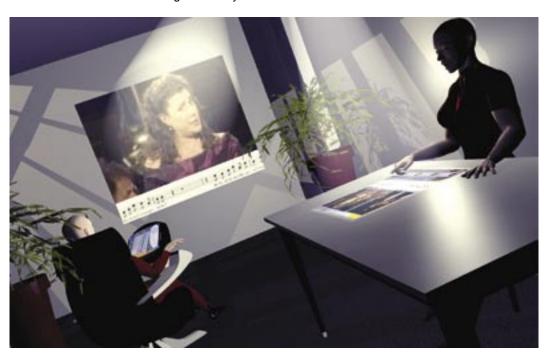
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between key European players in the industry. Other projects being run within the ITEA and IST programmes have important pieces for our puzzle.

Specifically, open source and P2P networks have enabled users to have a much greater say in the

A unique link to Korea
Korea is the consumer electronics powerhouse of the 21st century. In the project, ETRI, the Korean Broadcast Research Center has a unique role in the exploitation of the concept of packaging of content and the TV-Any-time forum.

way media is created and used in the home. We believe that most users will grasp this chance to improve their family's life style and education.

This influence on the technology is an explicit part of the Maxima scenario, i.e. the desire of European people to own their culture and language and to create it, is shared by all in the group. A focus on localization issues and language translation standards in multimedia content is a strong driver in the modelling of Object Oriented content forms that will open the path to more reactive design in the media.

Expected Results
1. Exploitation of MPEG4 and MPEG7 technology in broadband and optical storage media for scalable media
2. Links to the development of the TV-Anytime standard for PVR and the use of packaged media for broadcast, optical storage and broadband.
3. Coupling of new access technologies for broadband to the home media environment, and to access the issues of content aggregations and service at application level.
4. Coupling of WiMAX access networks to application issues for home networks