

# *EXPERIMEDIA*

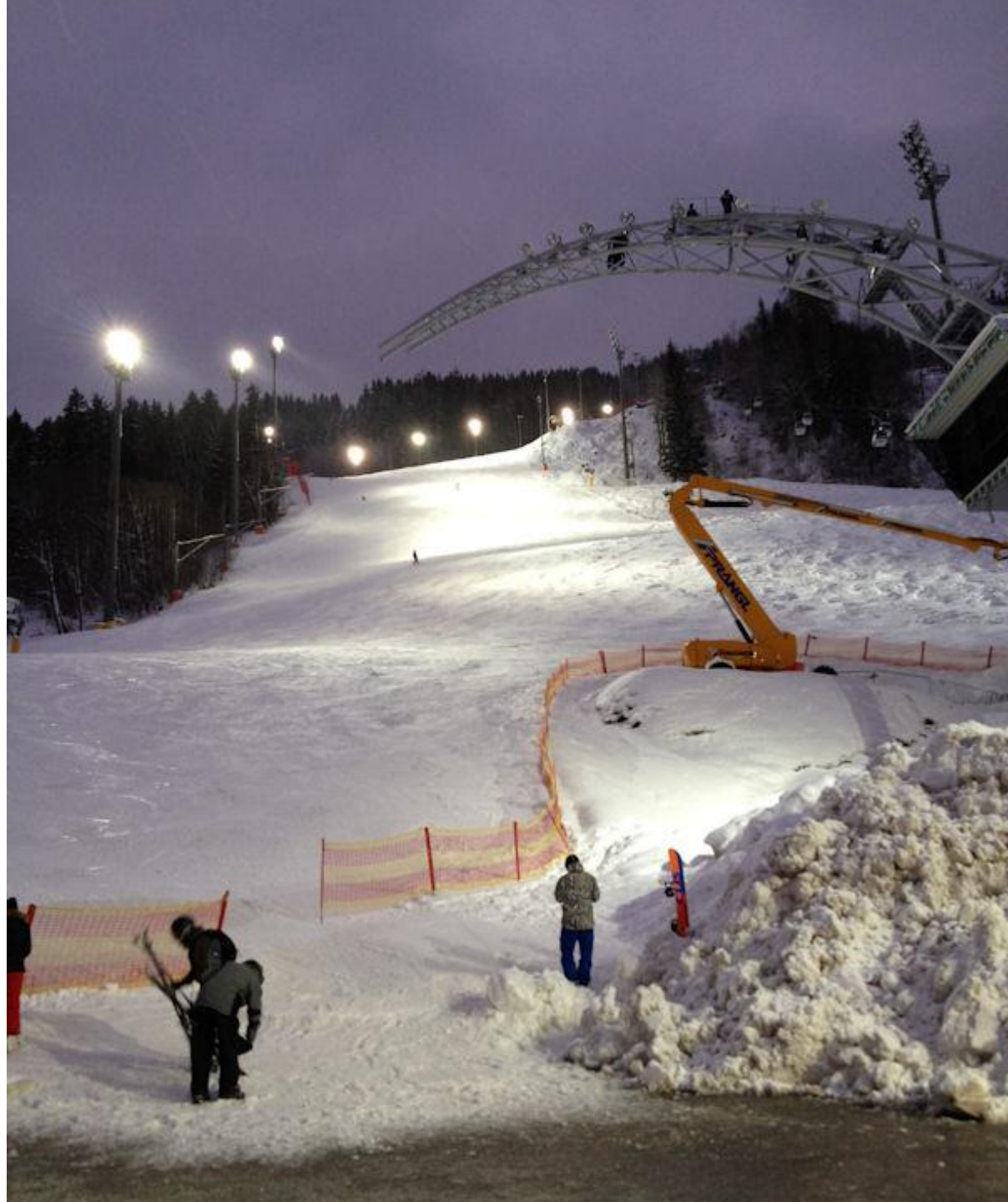
## Exploring “live” Social and Networked Interaction with the Future Media Internet

Competitive  
Calls  
May 2012  
May 2013

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IT Innovation

# Schladming, Austria







# Impact of Events

- 400million Euro public/private investment
- 200,000 visitors over 14 days of the championship
- 650 million TV viewers accessing remotely
- 1,200 journalists onsite
  
- Building a socio-economic legacy on infrastructure investments



# Challenges

Accelerate research, development and exploitation of ***innovative Future Media Internet services*** through testbeds that support experimentation of new forms of social interaction and experience in online and real world communities.



- Engage users from culturally diverse communities through R&D cycles
- Understand social, economic, legal, and ethical consequences
- Consider socially driven systems, complexity and uncertainty of use

[www.flickr.com/photos/paolomargari/450873331](http://www.flickr.com/photos/paolomargari/450873331)

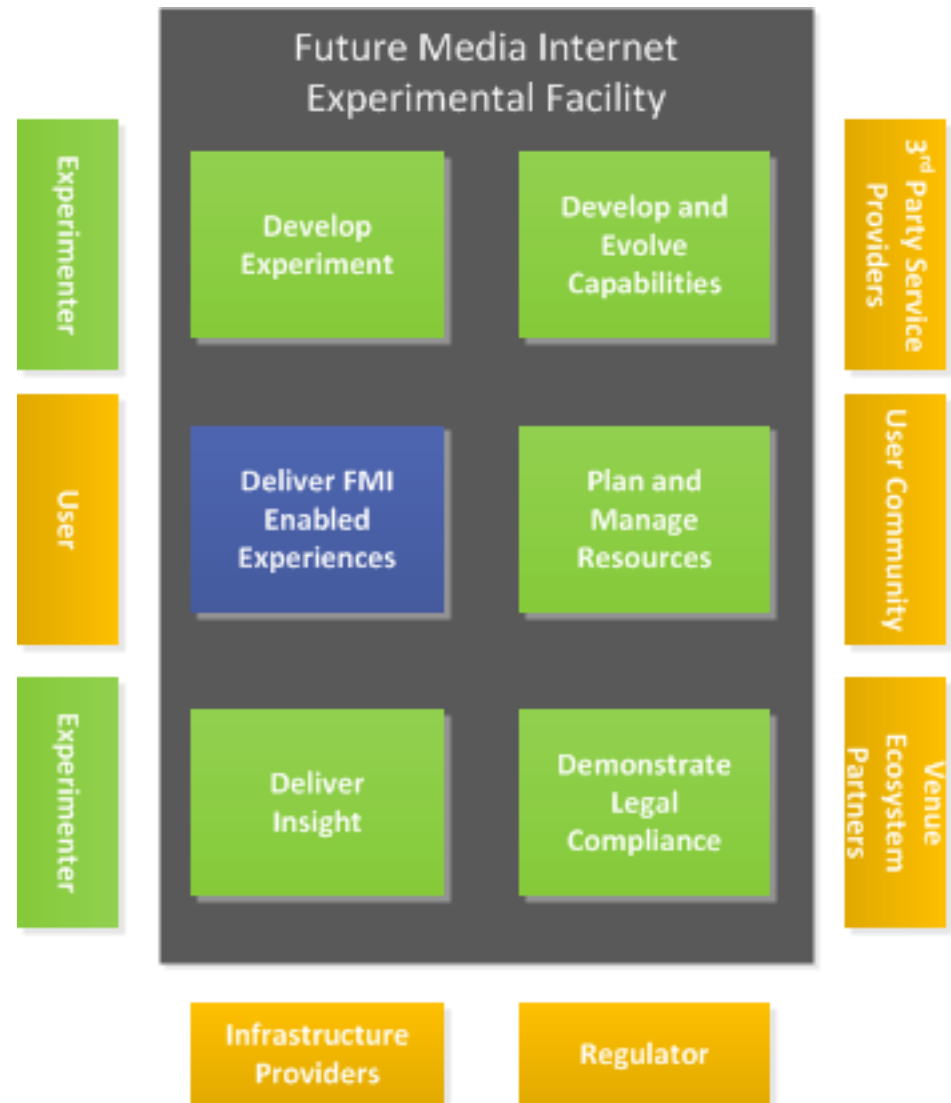
# Future Media Internet

- Create value by linking people ***to each other and to locations*** in ways that capture popular imagination
- Areas of research and development:
  - personalised entertainment supporting interaction non-linear story-telling, and immersive experiences
  - social communities using 3D environments to communicate and interact
  - capture and reproduction of the real world in 3D
  - perceptual congruity between real and virtual worlds
- Service infrastructures adapting to dynamic socially distributed, fixed and mobile content



# EXPERIMEDIA Testbed Concept

- A place where people go for experiences, learning and social interaction
- A place supporting four foundation elements for experiments
  - Smart Venue
  - Smart Community
  - Live Events
  - Baseline Future Media Internet Technologies
- A hub for technical innovators



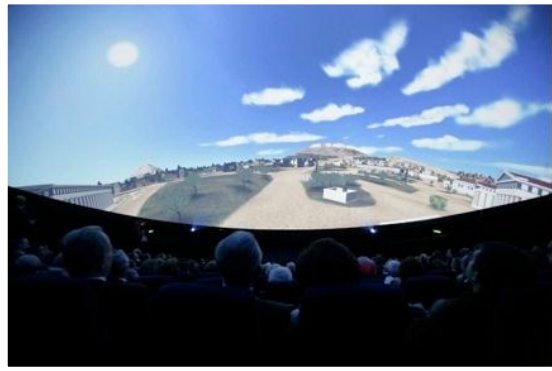
# EXPERIMEDIA Venues



CAR High Performance Sports Training Centre



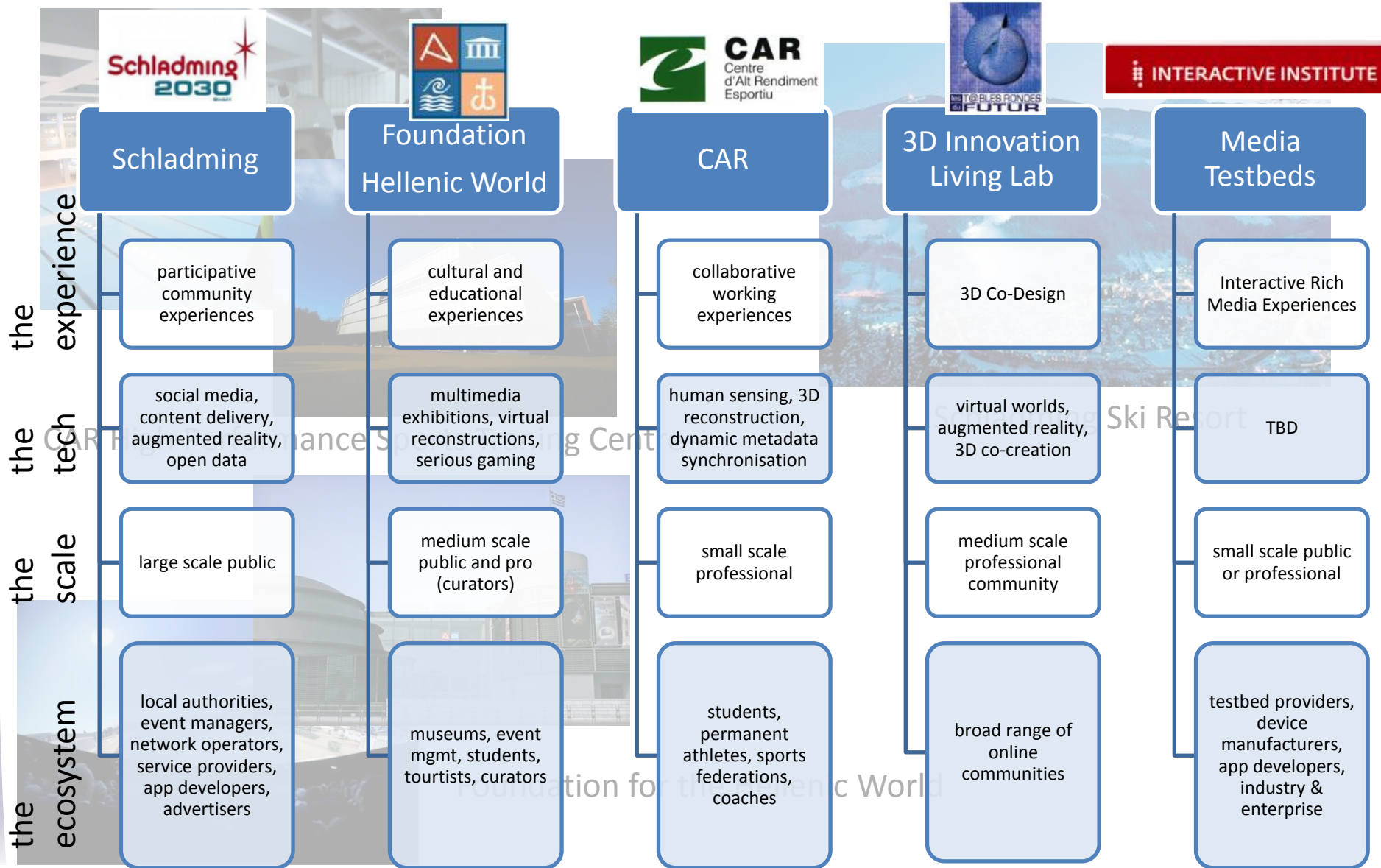
Schladming Ski Resort



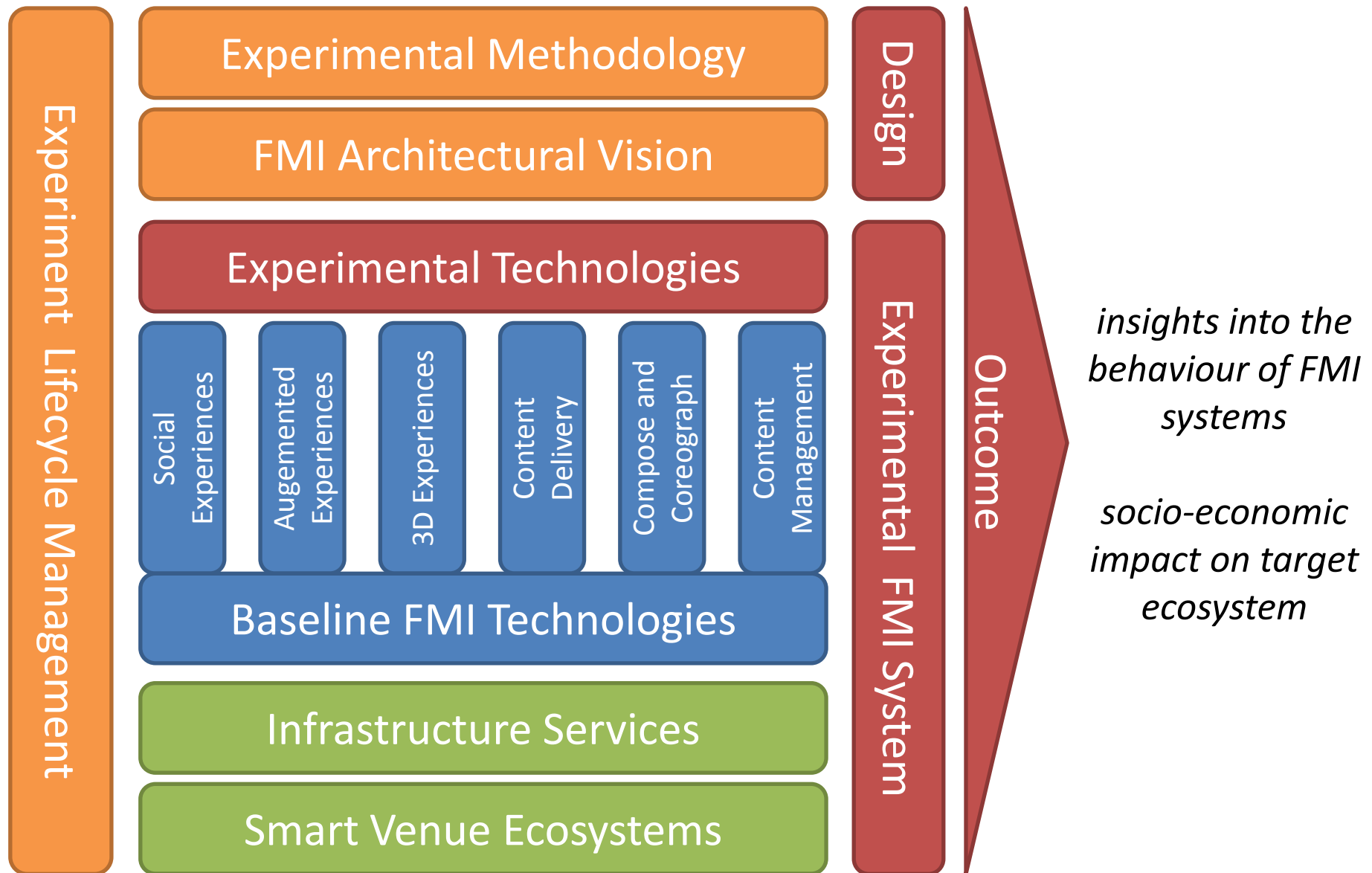
Foundation for the Hellenic World



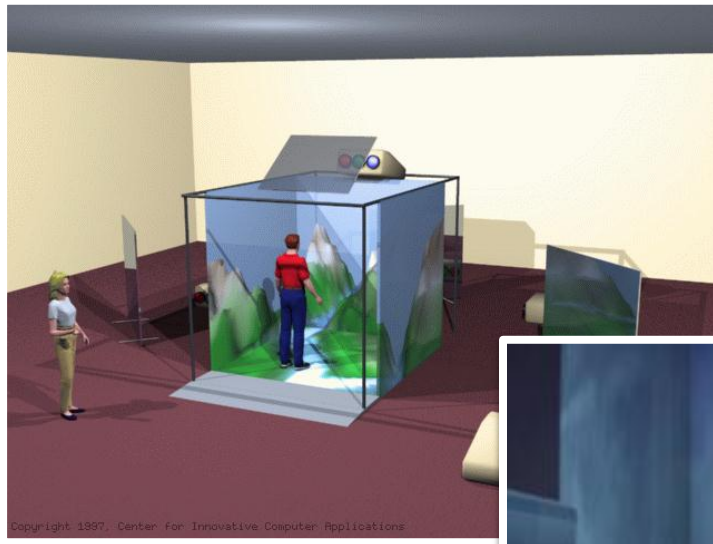
# EXPERIMEDIA Ecosystems



# The EXPERIMEDIA Approach



# Live Events and Experiences



Immersive (CAVE)



Real-time capture  
& re-production



Augmented (Mobile)



3D  
(virtual worlds)



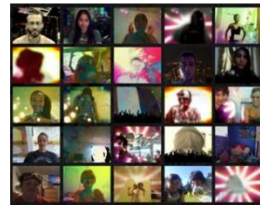
# EXPERIMEDIA

Accelerate research, development and exploitation of innovative Future Media Internet products and services through testbeds that support experimentation conducted closer to the real world which explores new forms of social interaction and experience in online and real world communities.

Exploring new forms of **“live” social interaction and experience** enabled by the Future Media Internet

Engaging with users from **culturally diverse communities** through the R&D cycle

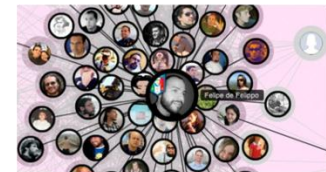
Accessing a **multi-disciplinary team** of experts from sociology, economics, legal, ethics and the Future Internet



Large-Scale UGC Management



3D Internet and Augmented Reality



Creating communities around content



Smart Venues



Live Events

Smart Communities



Live Spectator Sports  
Collaborative Sports Training  
Cultural and Educational Productions

Multi-disciplinary experiments in social interaction and content creation, management and delivery for enhanced, contextualised and collective social experiences

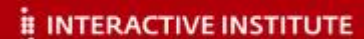


Competitive Calls  
May 2012  
May 2013  
(1M Euros)

Demand stimulated through open calls, world class venues and exciting live events

# Consortium

- **Type of Project:**  
Integrated Project
  - **Project Coordinator:**  
IT Innovation
  - **Project Duration:**  
Oct-11 to Sept-14 (36 months)
  - **Total budget:**  
6,772,089 Euros
  - **Maximum EC Contribution:**  
4,984,997 Euros
  - **Consortium:**  
11 Partners
- IT Innovation, United Kingdom
  - Institute Of Communication And Computer Systems, Greece
  - ATOS, Spain
  - Joanneum Research, Austria
  - Bearingpoint Infonova, Austria
  - Idrima Meizonos Ellinismou, Greece
  - Schladming 2030, Austria
  - Centre D'alt Rendiment Esportiu, Spain
  - Katholieke Universiteit Leuven, Belgium
  - La F@brique Du Futur, France
  - The Interactive Institute, Sweden



# *EXPERIMEDIA*

Thank you

[www.experimedia.eu](http://www.experimedia.eu)

