

Location Based Video Experience

*Use case workshop
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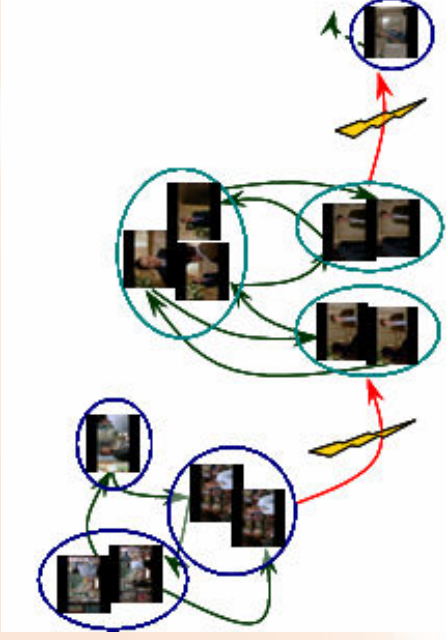
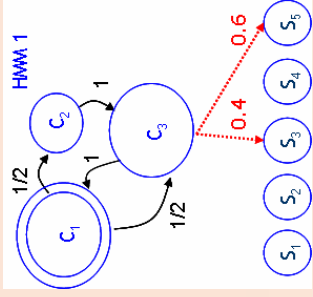
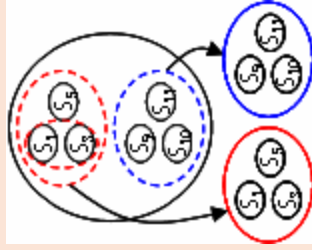
Main Innovation

Semantic composition of video, supporting personalisation/adaptation for mobile “broadcasting”

- content bases to create mobile personalized video clip services accompanying users in a context
- the users are presented with automatically generated personalized video clips containing selected audio-visual sources according to their preferences, his current location, and his current activity
- content consumption



Research methodology



- **1:** Unified approach to video Semantics (image and sequence level): A/V features, Logical Story Units - enhanced with film editing knowledge => Use of semantics for personalisation (semantics-based video skimming)
- **2:** Integration of video feature semantics and symbolic tagging, management of symbolic information using Machine Learning techniques.
- The Semantically structured repository will be based on above components: **1 (Automatic visual tagging, Audio features extraction) and 2 (Folksonomy manager, User Context Manager).**

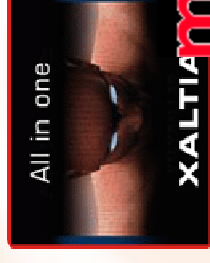


Impact

Cineteca Nazionale



- **Multimedia and Cinema**
 - Contact: Content production (e.g. Deutsche Welle, Cinecitta), movie promotion and advertising agencies (e.g. Armosia)
 - Networks: filmboards and film commissions (e.g. Berlin-Brandenburg Media Board), film schools (e.g. Cinecitta Film School), local tourism boards (Local Film commission) Roma Film Festival (Business Street programs), Istituto Luce



medienboard
Berlin-Brandenburg GmbH

- **Mobile Content and Services**
 - Xaltia SpA, Engineering Company, (brokering to Telcos) key player, in the value-added services segment for mobile, broadband, Internet, media and television telecommunications
 - Armosia Movies marketing (Columbia, Warner Bros., UIP, ...)
 - Digital Sunray mobile service producers