ICE-CREAM

DIFFERENT FLAVOURS OF INTERACTIVE MEDIA

ice-cream

PUBLIC PROJECT WEBSITE:

http://www.extra.research.philips.com/euprojects/icecream

ICE-CREAM

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

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COOPERATING PARTNERS

PHILIPS RESEARCH

Prof. Holstlaan 4
5656 AA Eindhoven
The Netherlands

PHILIPS

CONTACT PERSON:
Maddy D. Janse
E-mail: maddy.janse@philips.com
Phone: +31 40 27 42863
Fax: +31 40 27 44918

DE PINXI
de pinxi

NOB CROSS MEDIA FACILITIES

IMPERIAL COLLEGE OF LONDON
Imperial College London

TOMORROW FOCUS AG
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FRAUNHOFER FOKUS
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Information Society Technologies

The ICE-CREAM project investigates how to make compelling experiences for end-users based on enabling technologies for interactive media, such as DVB-MHP, Internet and MPEG-4.

The goals of the ICE-CREAM project are to extend the notion of interaction, to exploit domestic activities and familiar settings, and to make the user environment part of the visual experience.

The ICE-CREAM project develops applications in which live events (for example a soccer match) are enhanced on consumer demand with content that is created in real-time, broadcast streams are enhanced with content available from the Internet, and objects in the home are part of the presentation. The application prototypes show different levels of interactivity for end-users.

Business modelling frameworks are developed to specify the interchangeable roles of stakeholders (i.e., creator, producer, and consumer) to the service.

The ICE-CREAM platform consists of a MHP system that is extended with network services, MPEG-4 audio/video streaming and 3D graphics support.

Client terminal

The ICE-CREAM project employs real-time indexing and annotation of live video content for the content presentation. It uses SMIL, XML supported customisation of 3D content, and available structured content, which is enhanced for production/broadcast.

A tool is developed for the on site content production, which interfaces with TV production equipment and data suppliers. It contains AV servers, meta-data storage, encoders and an uplink to the head-end.

Content production for enhancement of live events

APPLICATIONS

Live events enhanced with real-time content.
Hot and cold contextual information is provided during a soccer game. Highlights, video-clips and interactive 3D animations of goals and game situations can be replayed on-demand.

On-demand interactive 3D MPEG-4 replay of soccer actions

Video events enhanced with related content.
The enhancements can be directly connected to events in the video or accessed independently.

Travel application enhanced with attractions, bookmarks, SMS messages, and thematic information

Video enhanced with ambiance events.
Content is presented in a non-linear fashion to enable multiple users to watch different facets of the story. Lights and toys are used as interaction devices.

Multiple users in familiar setting