



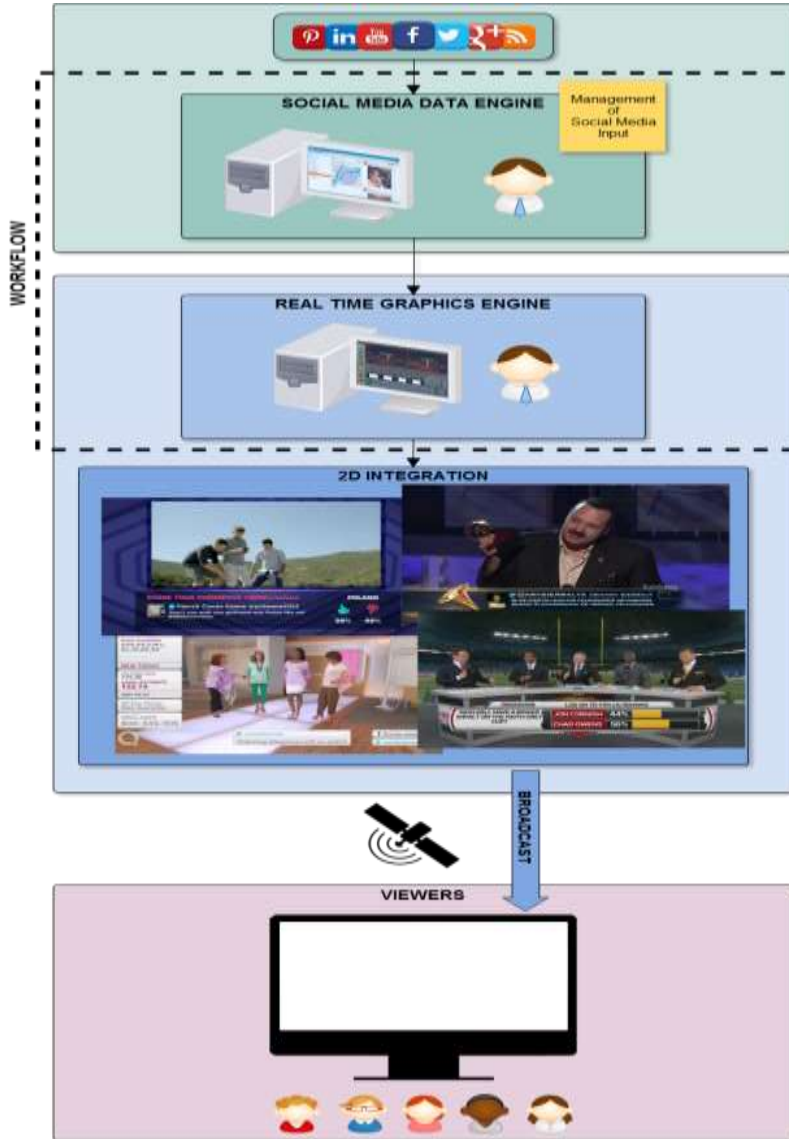
VISUALMEDIA

**Immersive and Interactive Real Time 3D Social Media
Graphics Environments for the Broadcast Industry**

Concept

Broadcasted TV program where real time information related to social media, or to any other source, is presented as Augmented Reality graphics included seamlessly in the scene and with which the presenter can interact so that information can be presented in a more engaging manner. Presenters will be able to launch polls at any time about any issue, measure and share the audience opinion at any time, presenting the 3D charts in real time which change according to audience opinion.





A unique solution designed to meet the express needs of **broadcast media stakeholders**.

Development of new services as a consequence of the **convergence of broadband, broadcast and social media**.

Increasing economic competitiveness.

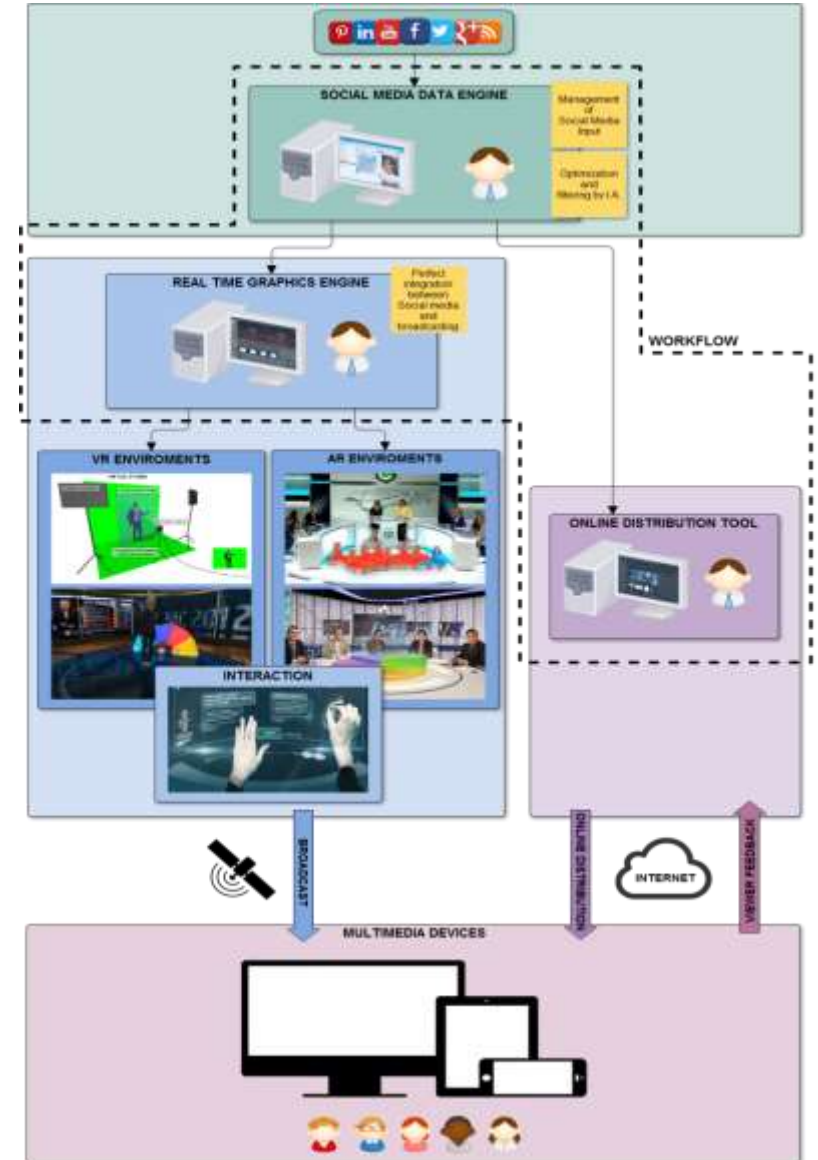
Innovations

Further development of user experience in **immersive environments** and social media, especially in any device and mobile environments.

Increasing access to **the social media graphics tools**.

Increasing user engagement by offering additional **“explorable” data**.

Increasing audience participation in **“live” programming**



Viewer Experience

Possibility to **publish texts, photos and videos** in established social media platforms that will be **visible for program producers and eventually broadcasted**, as **individual contents or as part of integrated content**, e.g. **statistics**.

Option to **interact directly with the channel selected**, through the **second screen interface that will be updated in real-time by the broadcaster**. This interaction could include such content as polls, TV contests, debates, etc. VisualMedia will obtain audience feedback through Social Media Networks, (Facebook, Twitter, LinkedIn, etc.) and **allow for a deeper analysis of user generated content than simply feeding information into the system**.



WorkPlan

User centric design method for specifying the requirements



Integration of technology



Integration of Social media and Graphics engine



 VISUALMEDIA



Test and validation



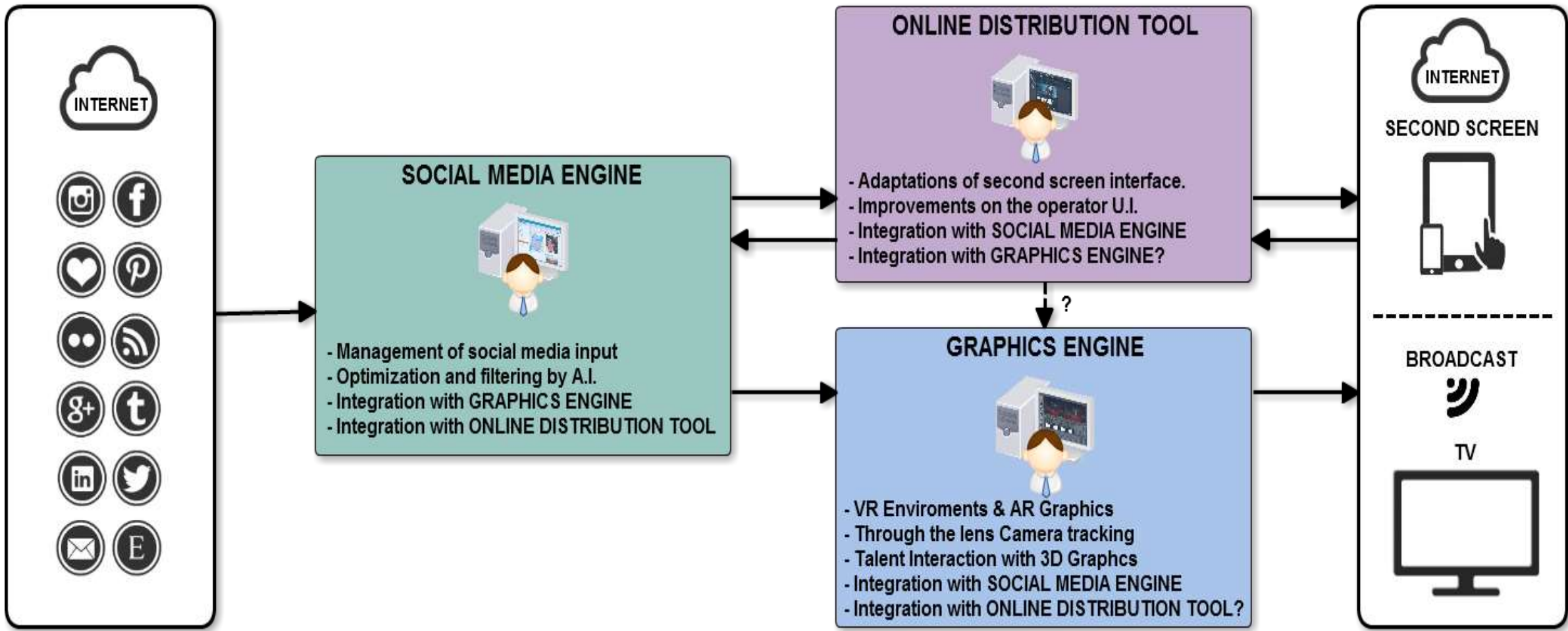
Visualmedia prototype



Market Adjustments



Architecture



Initial results

- Initial user requirements at the project's kick-off meeting (M1)
- Internal workshops at all six user partner sites (M2–M3)
- Visits to user partner sites (M2–M3)
- Focus Group Interviews at each site
- Visits to social media workplaces at partner sites
- Questionnaire to three stakeholder/user groups (M2)
- Working with technical partners to produce the VisualMedia Specification (M3–M5)

Reporting

- Summaries of each visit (M3)
- Summary to cover all user partner sites with their user requirements (M4)
- D2.3 – VisualMedia Specifications (M5)

Real Time 3D Graphics
Provider / Graphics Engine



Social TV Provider / Social
Data Engine



Adaptation & Integration



Technical Development & Integration
Visualization and Interaction



User Requirements & Validation



Large Scale Demonstration in Broadcast Media
Industry

Large TV Stations



Medium TV Stations



Small TV Station



Concertation

Differentiators

- Real time 3D graphics
- AR / VR social media graphics
- Strong set of broadcasters as end users

Commonalities / Clustering

- Second screen
 - MediaScape
 - TV-Ring
 - HBB4all
 - 2Immerse
 - ImmersiaTV
- Social media
 - Reveal (Trust)