



# **Immersive TV**

## ***Shaping tomorrow's TV***

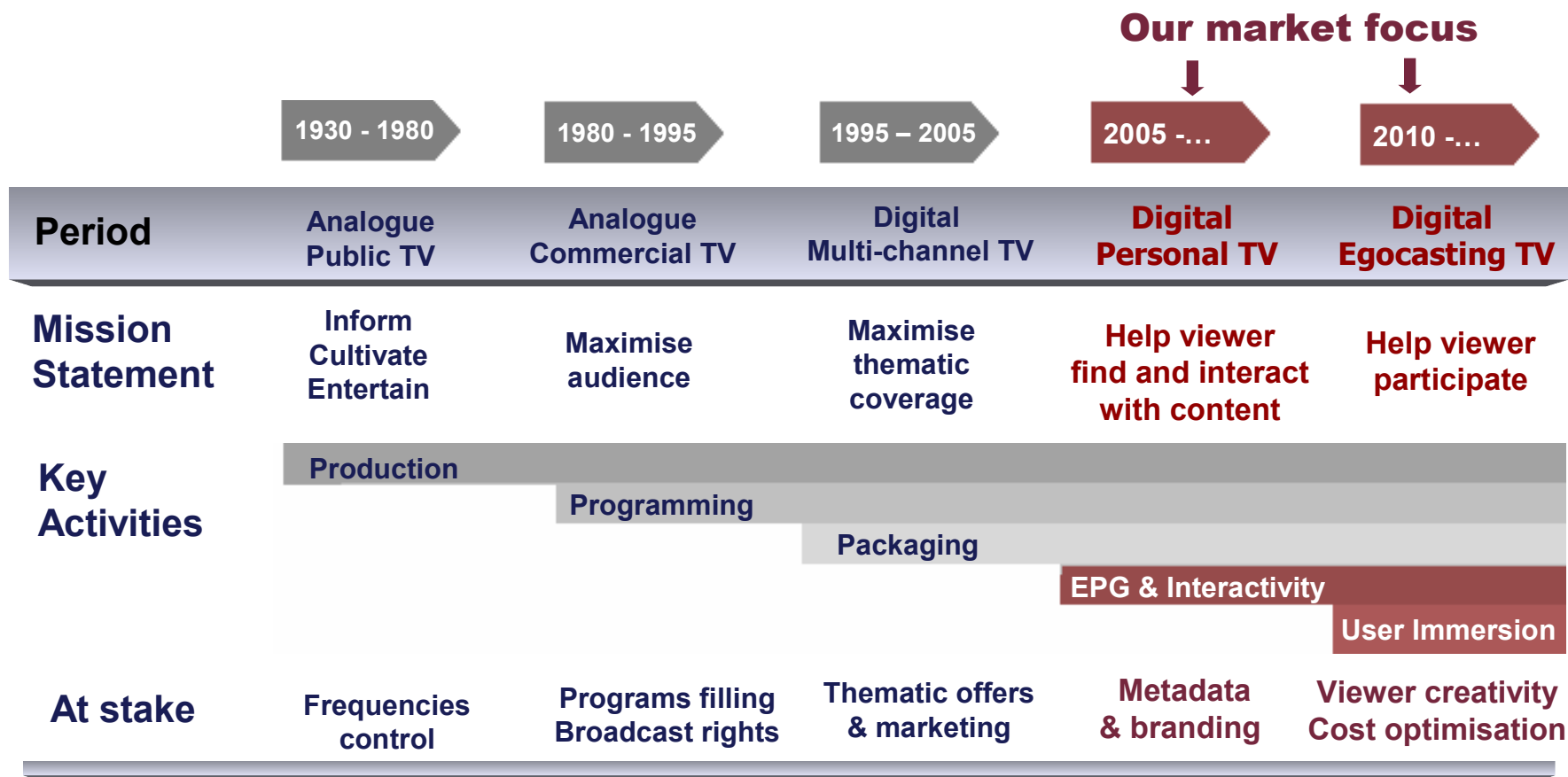
**Farid Meinköhn**

**Salzburger Medientag**  
November 5-6, 2007

# The Problem

## Television by 2010

Main milestone of the TV industry

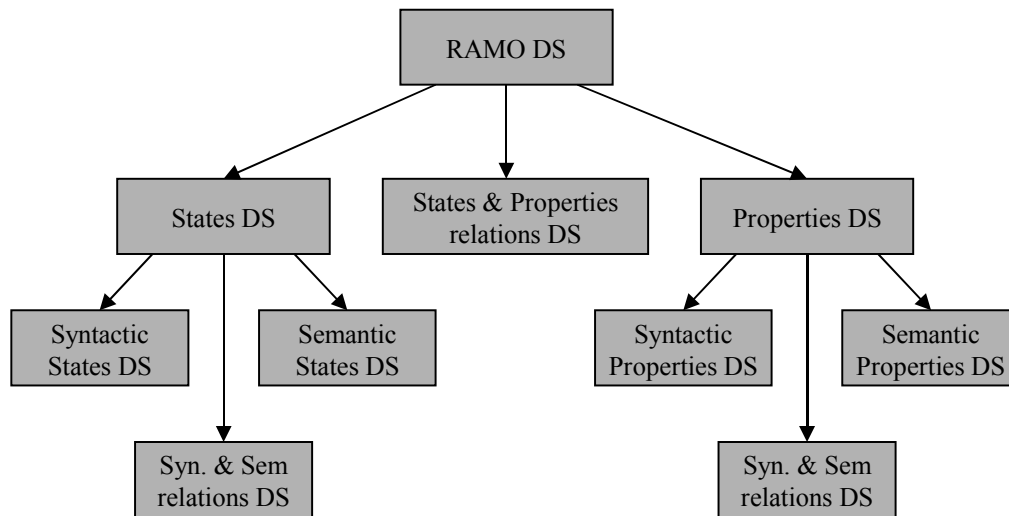


Source: Idate 2005

# An Immersive Concept

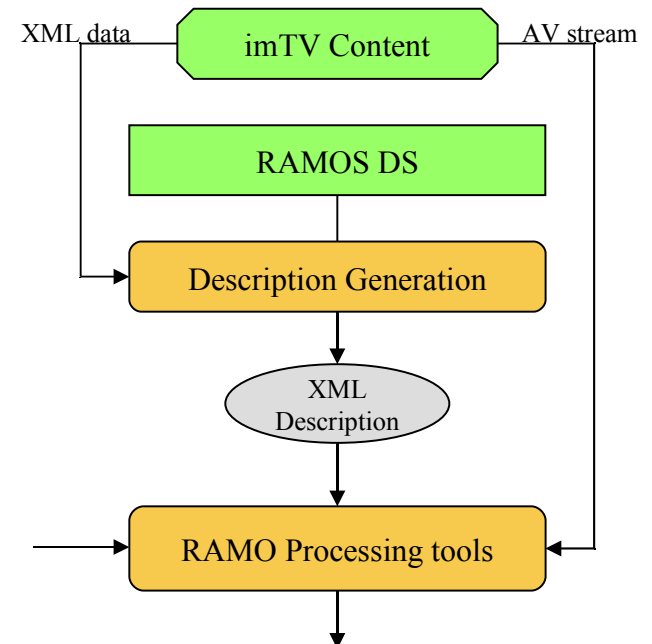
## RAMO Concept: Reactive and Adaptive Multimedia Objects

RAMO XML Description Scheme



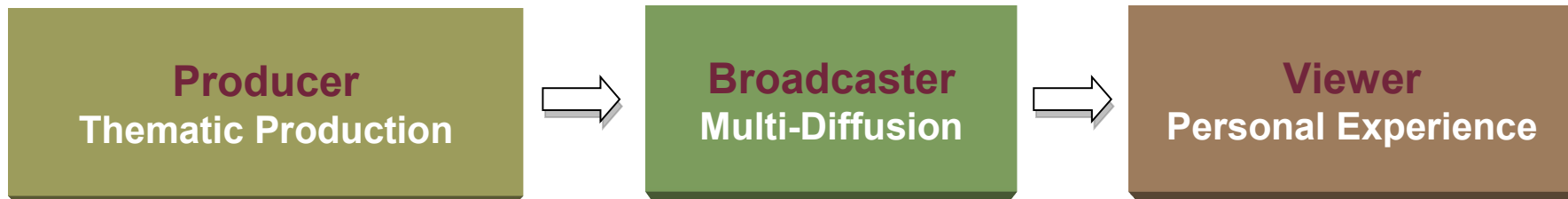
Syntactic: Physical and logical structure    Semantic: meanings and events

RAMO XML processing chain



# An imTV Solution

## A) TV « actors » needs



## B) Our current « immersive TV » solution

**Smart TV Objects**

**Thematic Editors**

iShow

iDocum.

iMovie

**Satellite, Cable, Terrestrial, Mobile IPTV, Blu Ray**

**Medium Independent Diffusion**

**Viewer Immersion**

iShow

iDocum.

iMovie

Find the clue

# ImTV Products (1)

## Content Creation



## Thematic TV Production *(for quiz shows)*



## Multi-Diffusion



## Viewer Immersion *(ex: she/he plays virtually as an avatar)*

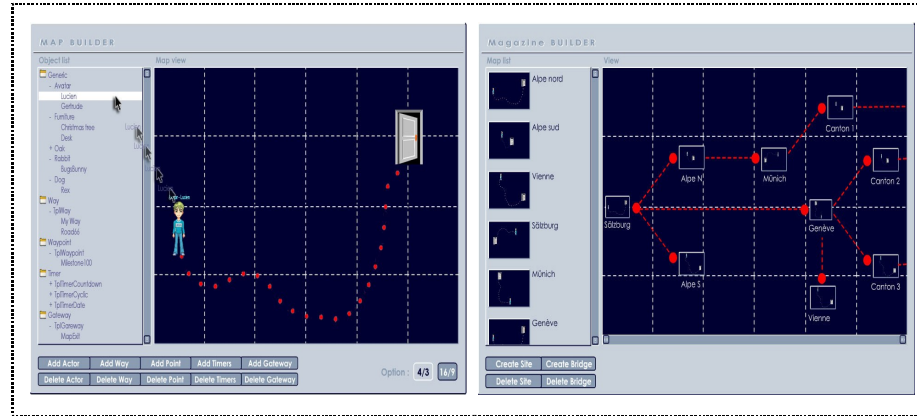


# ImTV Products (2)

## Content Creation



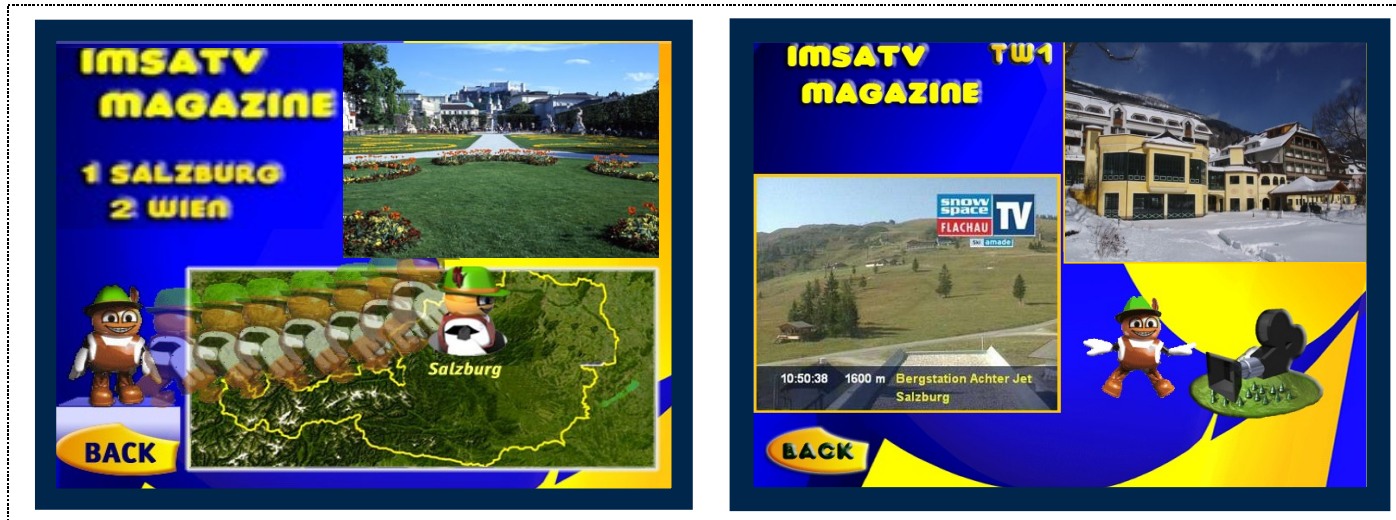
## Thematic TV Production (for documentaries)



## Multi-Diffusion



## Viewer Immersion (ex: she/he walks through the documentary)



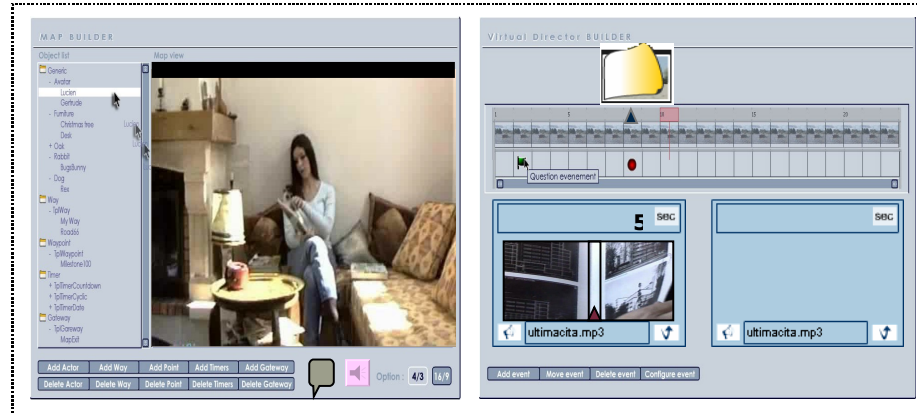


# ImTV Products (3)

## Content Creation



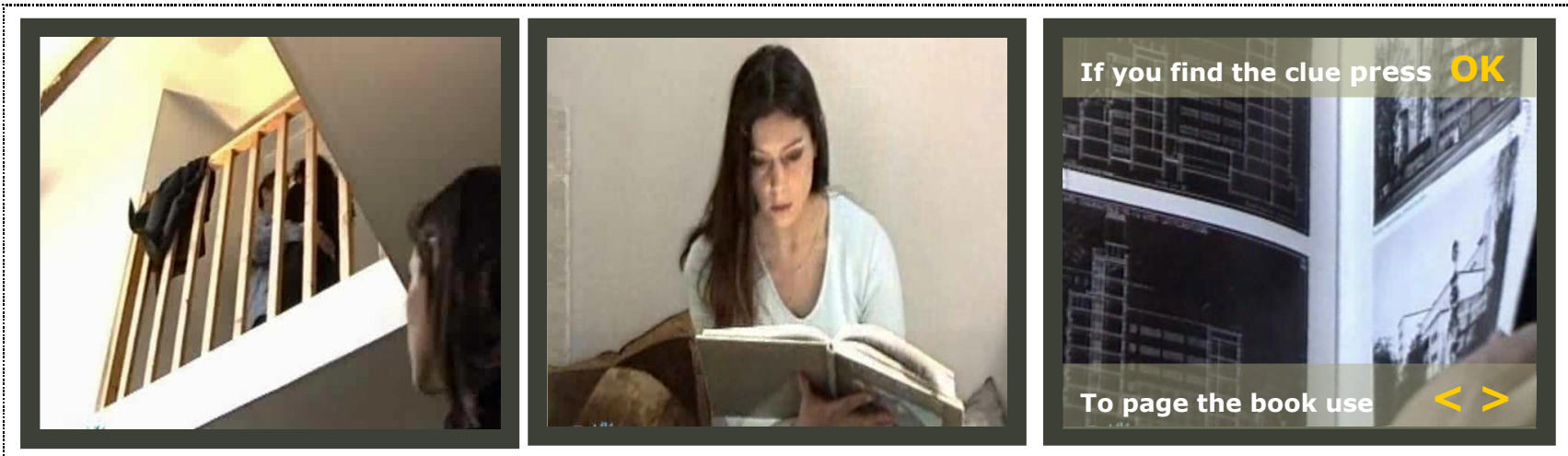
## Thematic TV Production *(for movie / series)*



## Multi-Diffusion



## Viewer Immersion *(ex: she/he is looking to resolve a crime)*

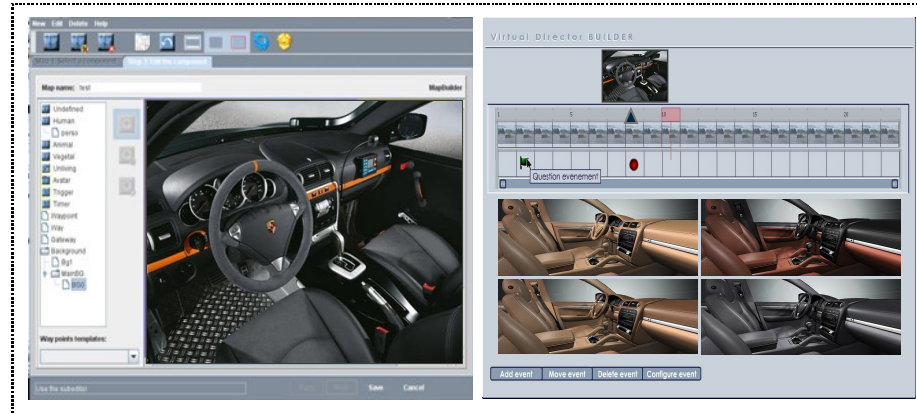


# ImTV Products (4)

## Content Creation



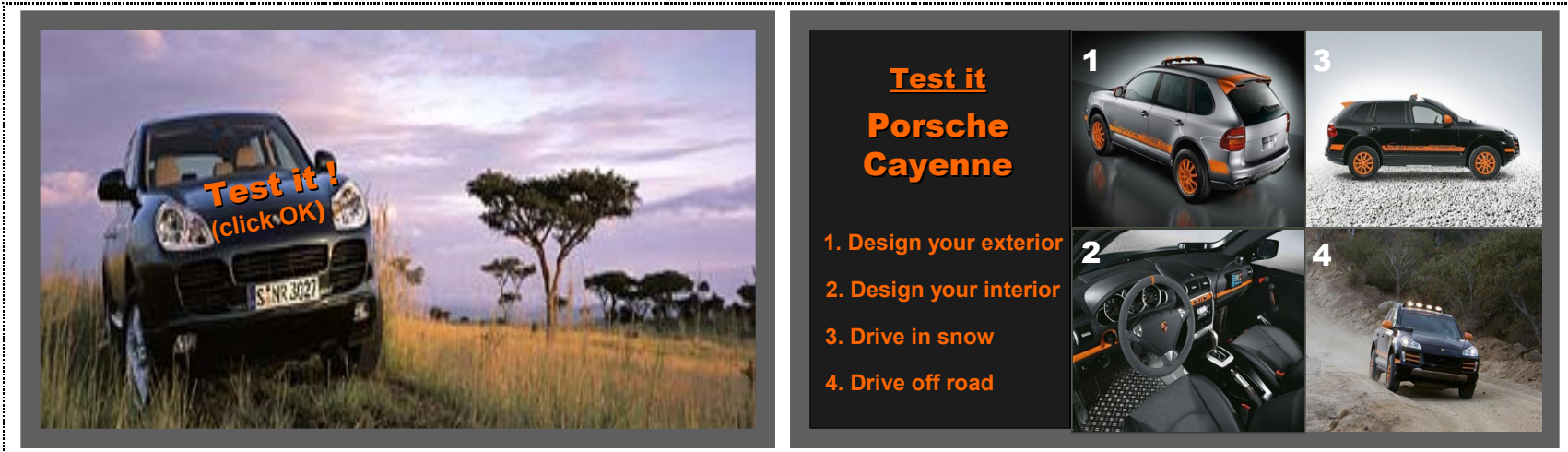
## Thematic TV Production *(for advertising)*



## Multi-Diffusion

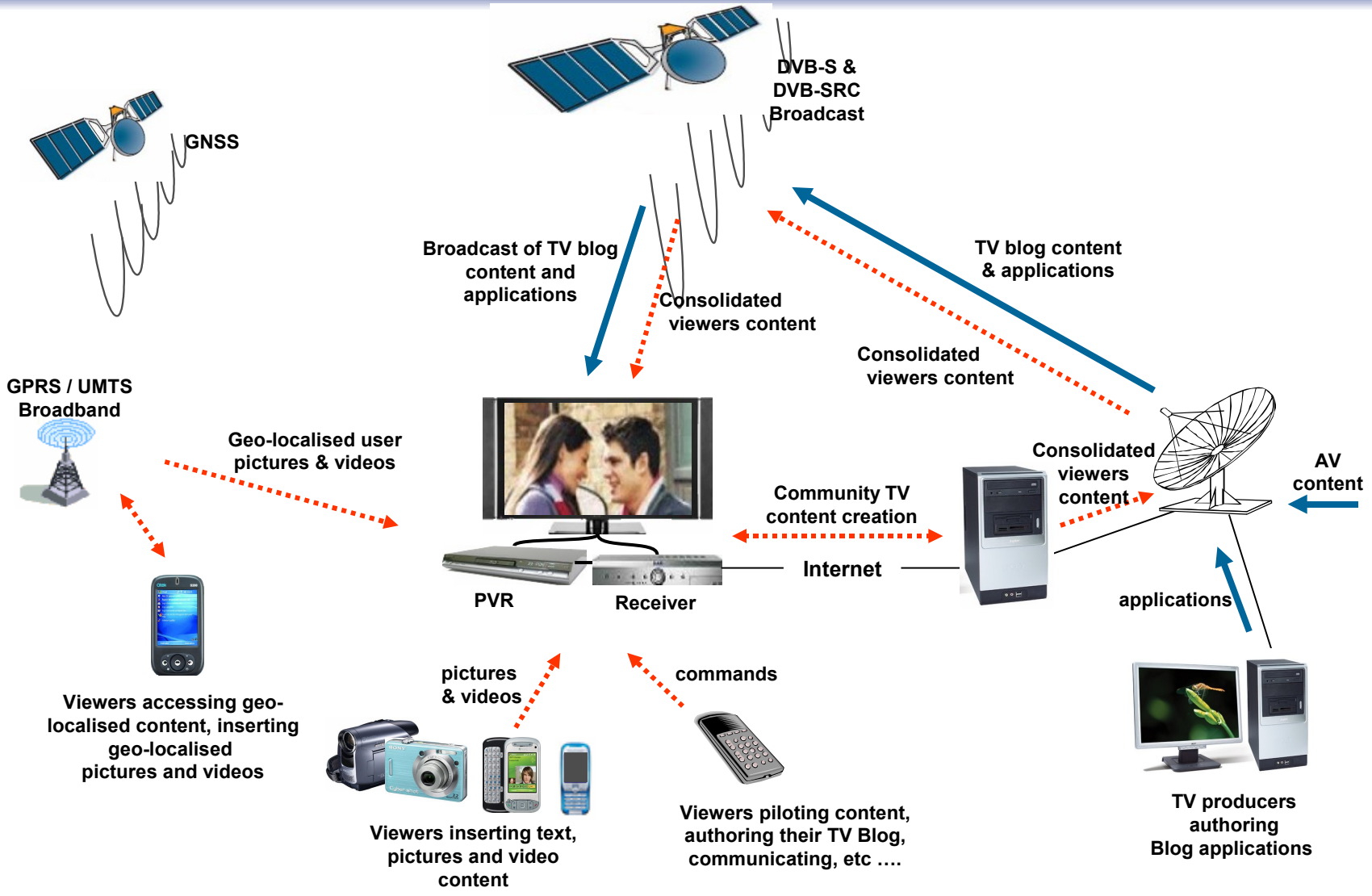


## Viewer Immersion *(ex: she/he gets to personalise the car)*





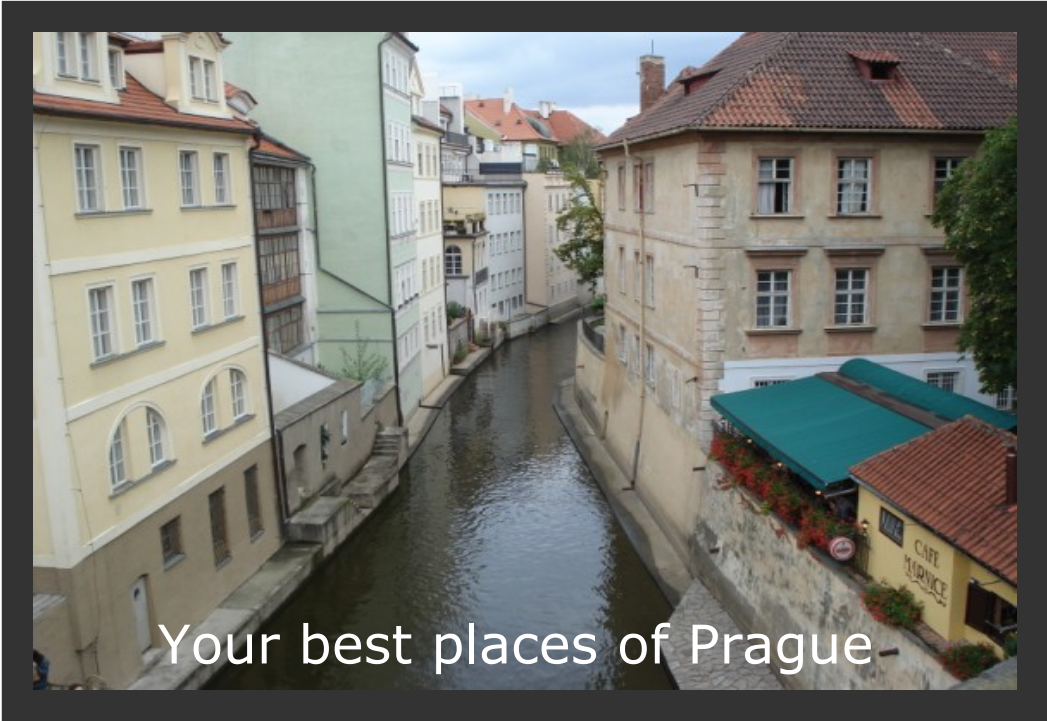
# Planned Evolution (1) - im Blog TV



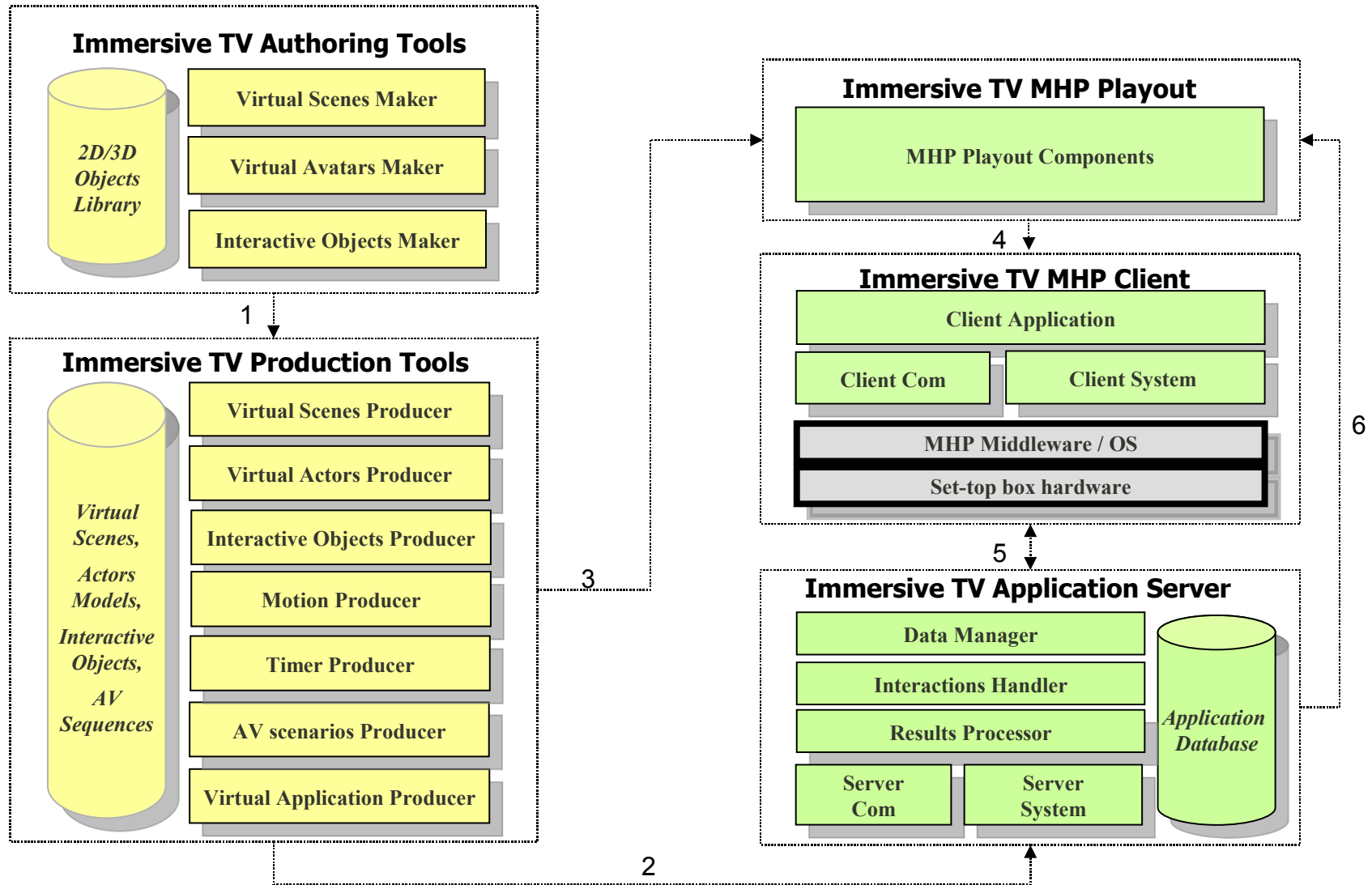
—————▶ TV Professionals productions

-----▶ Tv viewers community inputs and creation

# Planned Evolution (2) - im Blog TV



# imTV System Architecture

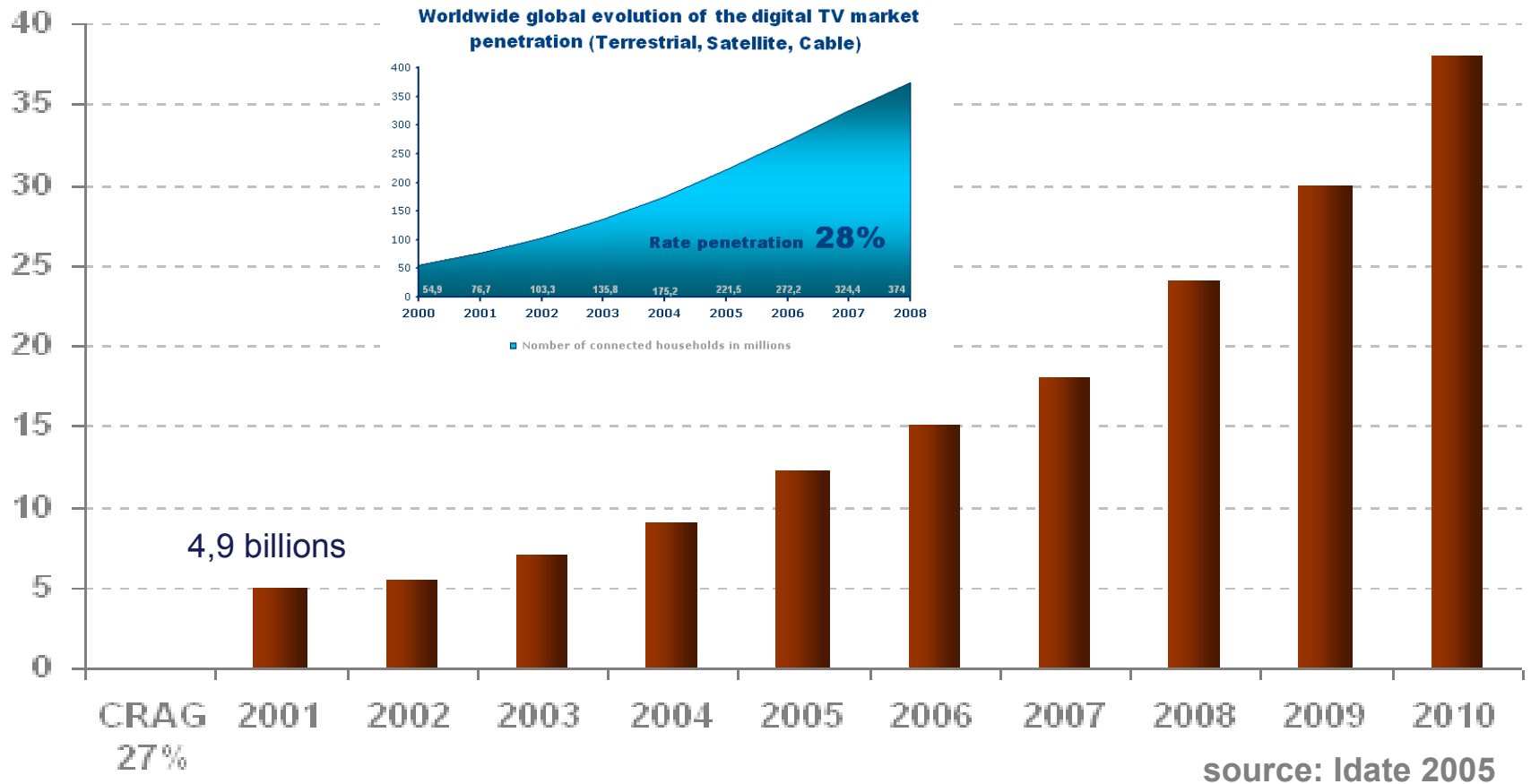


# Added Value

- Current market solutions provide:
  - for Viewers: **Interactivity** but not immersion
  - for Producers: **Generic** tools but no thematic tools
  - for Broadcasters: **Single** diffusion systems
- Our added value is:
  - for Viewers: **user** immersion and empowerment
  - for Producers: **adapted** thematic editors
  - for Broadcasters: **medium independent** diffusion
  - for the TV industry: **a full end-to-end** solution

## ITV services editing revenues worldwide

(in billions euros)





Many thanks ....



**Immersive TV**  
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