

FOKUS innovation

08-2008

++ IPTV Development ++ New Advertising Formats ++ Partnering with RTL ++ Web2.0 ++

IPTV and mobile Web2.0

Interactive, personalized and location-independent at IFA 2008

Integration of interactive content, personalized adverts and situation-dependent add-on information are just some of the highlights the Media Interoperability Lab is presenting at this year's IFA. Another special feature is communication between different end devices that enables prosumers to share a common media experience even over very remote distances.

Fraunhofer FOKUS also presents a software solution that uses the Web as a platform for mobile Web 2.0 applications like widgets.

*Internationale Funkausstellung Berlin
29 August – 3 September 2008
Science and Technology Forum (TWF),
Hall 5.3*

Contact

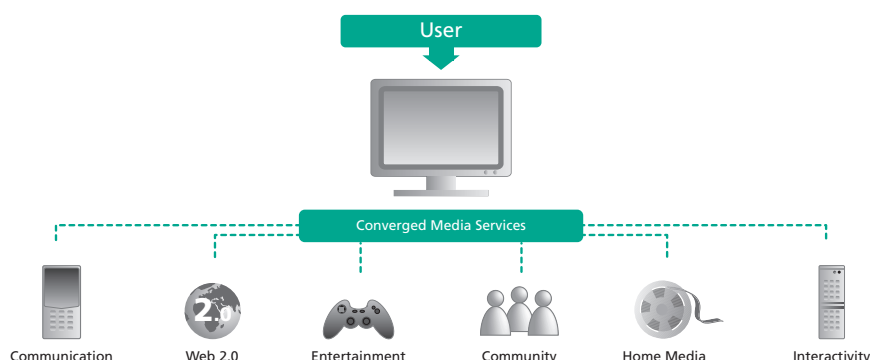
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IPTV – the driving force behind interactivity

Interactive Services from the Media Interoperability Lab

IPTV is one of today's hot topics. Even so, most of today's IPTV is pretty much confined to the PC – your living room TV still won't give you communities, interactivity, personalization or convergent media services. The Fraunhofer Institute FOKUS shows the shape of the new media world of convergence with its newly developed IPTV System which couples linear TV content with non-linear content on-demand, prepares personalized individual content and gives viewers complete freedom of choice.



What does IPTV and media convergence mean for viewers? It means that they are increasingly in a position to shoot their own clips and post them on video portals, actively search for and select their own content, and design their own viewing experience as the classic passive TV couch potato gradually gives way to the active prosumer.

The Fraunhofer Institute FOKUS has now developed an IPTV System that opens up the doors on the new world of media convergence, combining linear TV content with non-linear content on-demand. An intuitive user interface on the TV screen allows viewers to select between classical TV programs, 24 hour on-stream portals with add-on info, and their own movie and music compilations. Content is personalized and prepared for special target audiences, interactive services like voting and quiz shows are integrated and content itself becomes interactive. Ordering products directly from the running TV commercial per remote control, linked portal sites with more detailed info or booking a test run for the car shown on screen are just a few of the bright new possibilities in the age of media service convergence.

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4th FOKUS IMS Workshop

November 6 to 7, 2008

Challenges and Opportunities in a
Converged Services World – an Update on
IMS, IPTV, SDPs, SOA and Web X.0

November 6

Tutorials and interactive Technology
Workshops

November 7

International Workshop

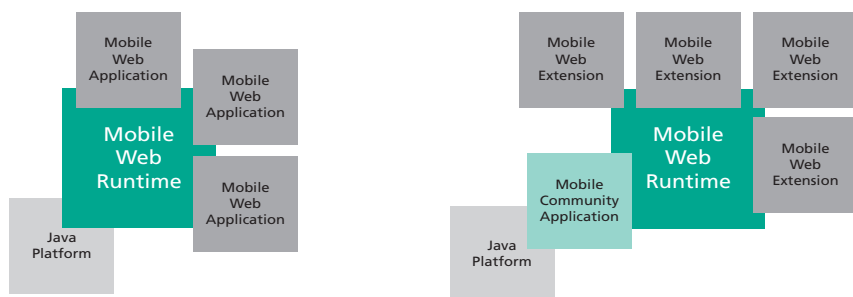
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Convergence of Media Services

Widgets as a Platform for mobile Web 2.0

FOKUS Mobile Widget Runtime

Web 2.0 flexes up the world of mobile, location-dependent services and apps. Cutting-edge research is now developing the kind of applications that can do anything from help you find your feet in the urban jungle of a strange city to help you locate a lift-share when you're already on the move. Fraunhofer FOKUS now presents a software solution that turns the Web into a platform for mobile Web 2 apps, and harmonizes tried-and-tested Web tools with the strengths and weaknesses of mobile telephony.



FOKUS Mobile Web Runtime as a stand-alone (left side) and embedded (right side) Platform

The basic building blocks are compact, self-contained Web applications, better known as *widgets*. One of the special features of such Web applications is that they can provide users with useful services without the need for permanent Internet connectivity. Fraunhofer FOKUS now brings these widgets to the mobile phone while also integrating the functions of modern telephony. This can turn a little Web application into a savvy tourist guide or telephone conference manager.

FOKUS Mobile Widget Runtime supports mobile Web 2.0 solutions in a wide variety of ways. It can equally be used as a stand-alone platform for full applications or embedded in existing ones as a means for small extensions so that mobile Web 2.0 services can now be enriched with new functions whilst still operating. Or that third parties can now offer their own extensions without any prior knowledge of the technical details of the base application!

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Roadmaps for the Future

The FOKUS Media Interoperability Lab researches innovative media technologies, works together with its partners on the development of new strategies, and provides advice and orientation on standardization and critical technical issues.



Robert Seeliger
 Fraunhofer FOKUS
 Media Interoperability Lab



Convergence empowers new Advertising Formats Partnership with RTL

Fraunhofer FOKUS and the RTL Group have joined forces to work on the TV experience of the future. Fusion of classic broadcast TV with the Internet and telecommunication services is changing the face of tomorrow's media world and creating new challenges for the whole cast of players. In this partnership experts are researching how to connect up linear and non-linear content to give a seamless viewing experience on the major incumbent TV channel of the RTL Group. One special feature of the research is focussed on the development of innovative refinancing and advertising formats which target and personally address viewers. One preliminary milestone will be presentation of the research results at the RTL PRIMETIME-event – one of Germany's key venues for the media and advertising industry.

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IMS and Convergent Media Services

4 International FOKUS IMS Workshop – 6 to 7 November 2008

On 6-7 November 2008 the Media Interoperability Lab is holding a workshop dedicated to IMS and Convergent Media Services. FOKUS experts and international guest speakers will come together to discuss the challenges and opportunities for operators, providers and the advertising industry presented by the rapidly changing digital TV and media landscape.

www.fokus.fraunhofer.de/go/ims-event