

IMMERSIATV

21st NEM GA

Sergi Fernández @sergi_fer
Media Internet Area Director @i2cat
Project Coordinator @immersiatv

Brussels, 15th of March 2016

_Partners:



_A project funded by:



Horizon 2020
European Union funding
for Research & Innovation

IMMERSIATV

Immersive Experiences around TV, an integrated toolset for the production and distribution of immersive and interactive content across devices.

Call: H2020-ICT-19-2015-IA

Start January 2016
30 Months
Budget 3.8M€



_Partners:



VideoStitch



LIGHTBOX
FILM & ADVERTISING

cinergy



_A project funded by:



Horizon 2020
European Union funding
for Research & Innovation

Consortium

Research institutions

Broadcaster

Tooling SMEs



Production SME



_Partners:



_A project funded by:

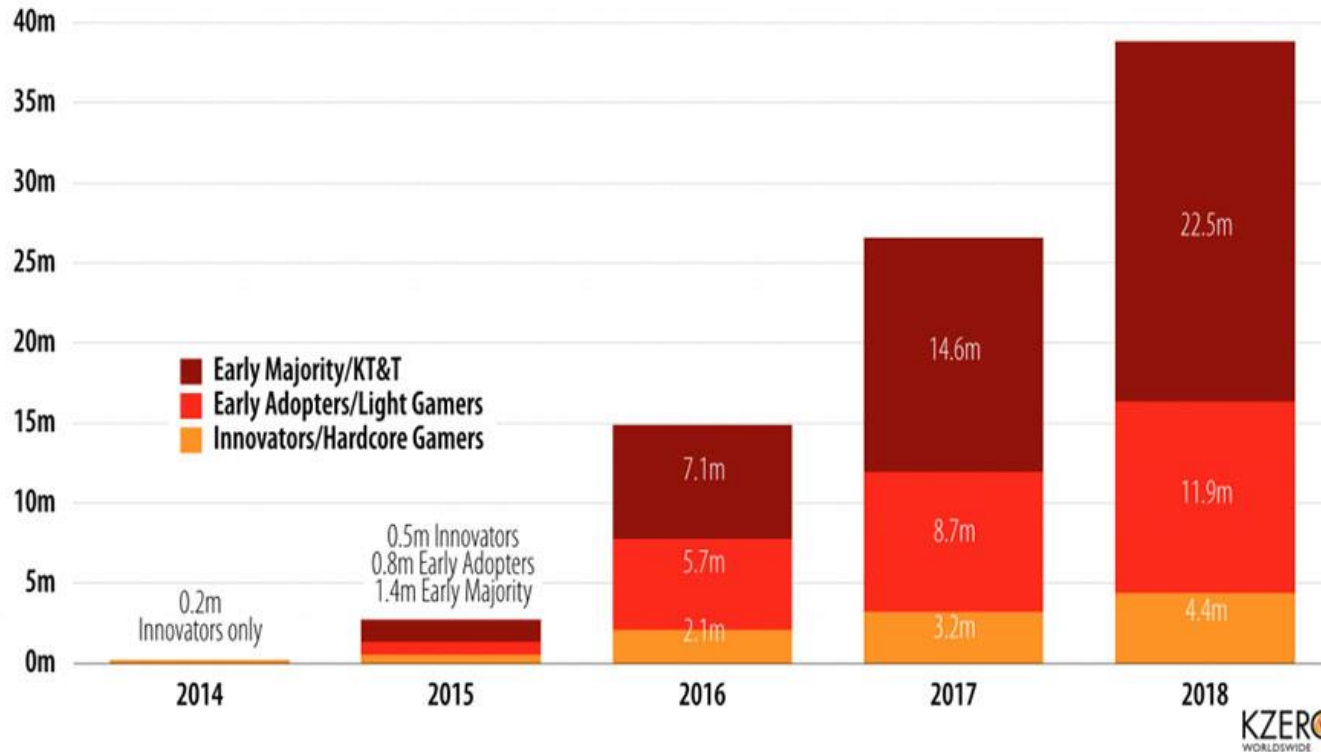


European
Commission

Horizon 2020
European Union funding
for Research & Innovation

Market

HMD Unit Sales



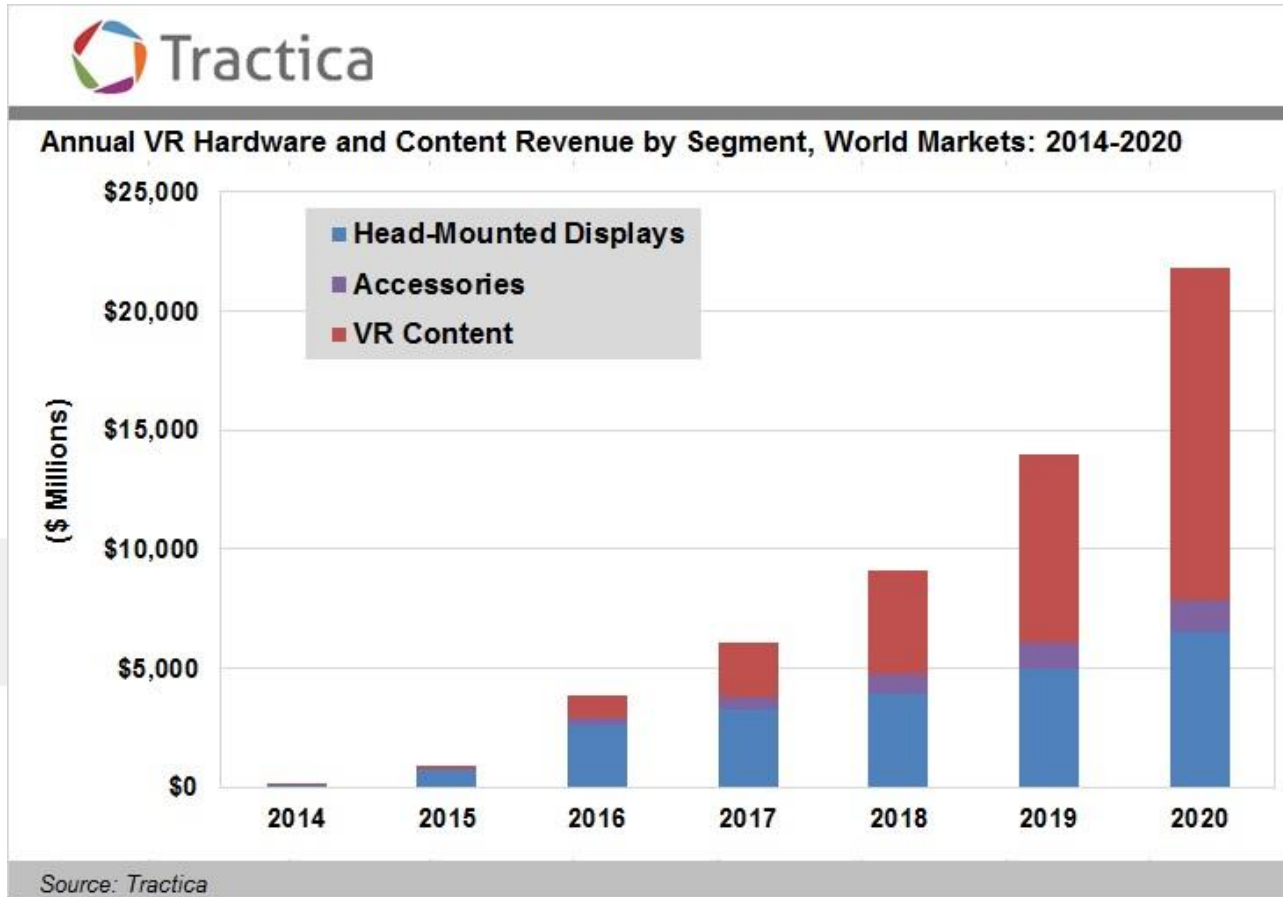
_Partners:



_A project funded by:



Market



_Partners:



_A project funded by:





_Partners:



VideoStitch



LIGHTBOX
FILM & ADVERTISING



_A project funded by:



Horizon 2020
European Union funding
for Research & Innovation



_Partners:



VideoStitch



LIGHTBOX
FILM & ADVERTISING

cinergy



_A project funded by:



Horizon 2020
European Union funding
for Research & Innovation

WORLD'S FIRST VIRTUAL REALITY CINEMA

Buy tickets

_Partners:



VideoStitch



_A project funded by:



European Commission

Horizon 2020
European Union funding
for Research & Innovation



_Partners:



_A project funded by:



Horizon 2020
European Union funding
for Research & Innovation

IMMERSIATV

Immersive Experiences around TV, an integrated toolset for the production and distribution of immersive and interactive content across devices.

_Partners:



VideoStitch



LIGHTBOX
FILM & ADVERTISING

cinergy



_A project funded by:



Horizon 2020
European Union funding
for Research & Innovation



_Partners:



_A project funded by:



ImmersiaTV: challenges



OBJ1.

Create a new

cinema

language

specificities

displays a

account

conciliate

paradigms

storytelling



IMM

_Partners:



VideoStitch

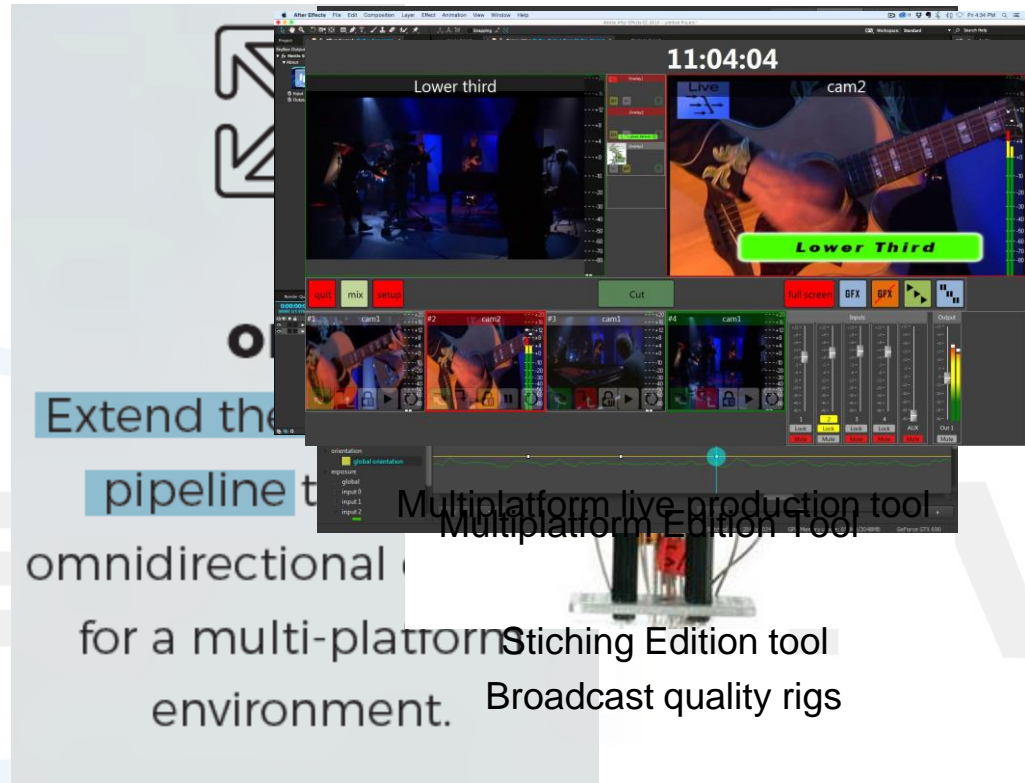


_A project funded by:



Horizon 2020
European Union funding
for Research & Innovation

ImmersiaTV: challenges



_Partners:



VideoStitch



LIGHTBOX
FILM & ADVERTISING



_A project funded by:



Horizon 2020
European Union funding
for Research & Innovation

ImmersiaTV: challenges

Re-design
chair
spe
ch
omnid
imp
capture, compression,
distribution, reception,
and rendering.

latencies,

Multiplatform synchronization and other interoperability problems

HbbTV

androidtv

EG

Android

iOS

Oculus

Samsung Gear VR

VR

_Partners:



_A project funded by:



ImmersiaTV: challenges

Maxim
the end
across d
the tech
exist
structu
facilities and reception
devices to create an
optimal immersive
experience.

Professional users & Content creation

_Partners:



_A project funded by:



ImmersiaTV: challenges



OBJECTIVES.

Maximize the impact of the ImmersiaTV solutions within the ecosystem of

content creators, broadcasters, and consumers.

Content Creators.
Tooling companies.
Broadcasters.
Content agregators.
TV/STB Manufacturers.

_Partners:



VideoStitch



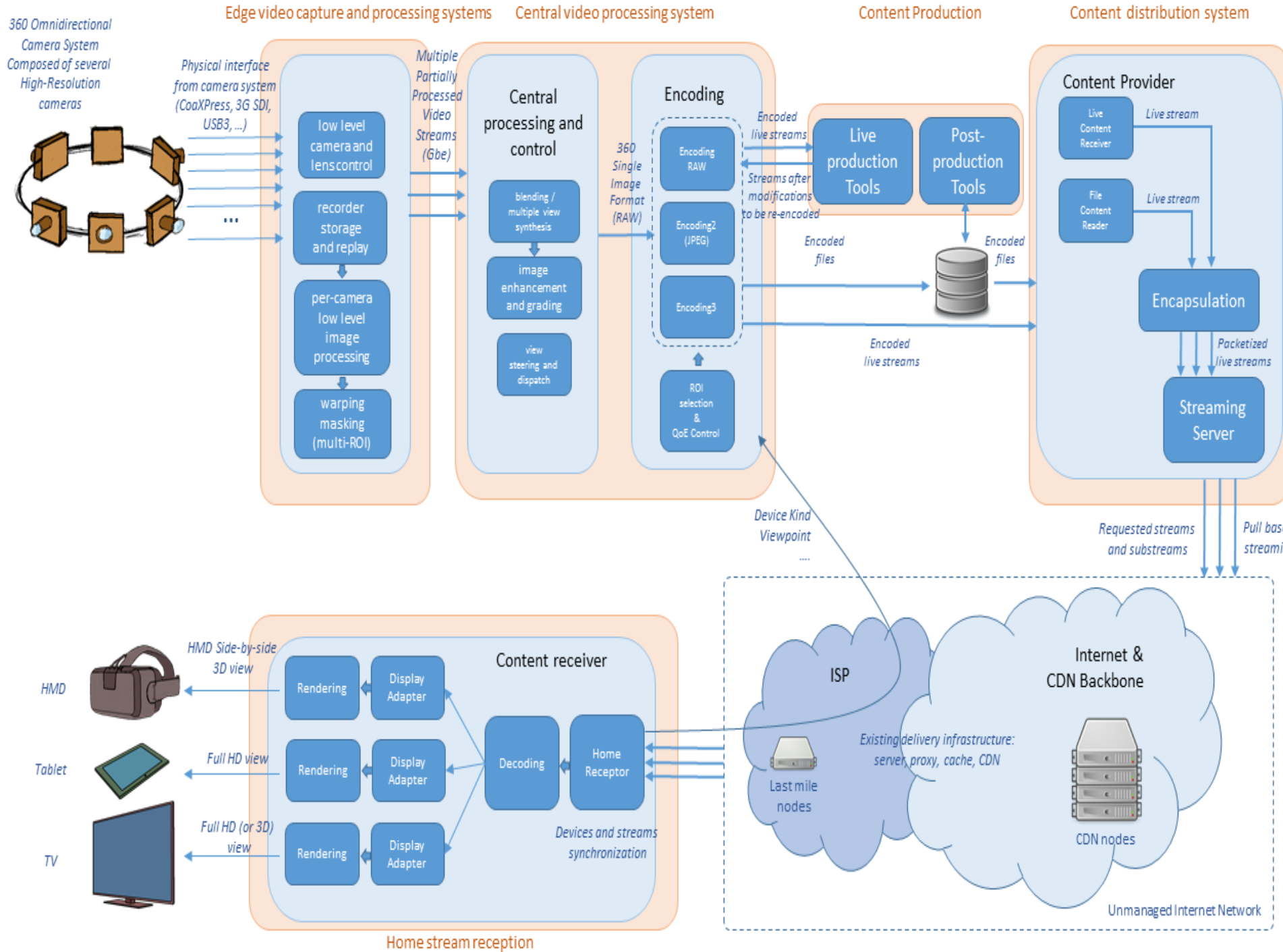
LIGHTBOX
FILM & ADVERTISING



_A project funded by:



Horizon 2020
European Union funding
for Research & Innovation



WORK PACKAGES	YEAR 1												YEAR 2												YEAR 3					
	J 1	F 2	M 3	A 4	M 5	J 6	J 7	A 8	S 9	O 10	N 11	D 12	J 13	F 14	M 15	A 16	M 17	J 18	J 19	A 20	S 21	O 22	N 23	D 24	J 25	F 26	M 27	A 28	M 29	J 30
WP1 Management	[Green grid]																													
T1.1 Administrative, financial and contractual management	[Green grid]																													
T1.2 Reporting and controlling	[Green grid]																													
T1.3 Quality management	[Green grid]																													
D Deliverables	[Green grid]																													
WP2 Requirements, format and creation of Immersive experiences	[Blue grid]																													
T2.1 End User Requirements	[Green grid]																													
T2.2 Professional User Requirements	[Green grid]																													
T2.3 Content Ideation, Production scenarios, requirement analysis	[Green grid]																													
T2.4 Content creation	[Green grid]																													
D Deliverables	[Green grid]																													
WP3 Immersive Broadcast Platform	[Blue grid]																													
T3.1 Platform design and architecture	[Green grid]																													
T3.2 Capture	[Green grid]																													
T3.3 Production Tools	[Green grid]																													
T3.4 Encoding & Decoding	[Green grid]																													
T3.5 Delivery & Reception	[Green grid]																													
T3.6 Interaction & Display	[Green grid]																													
T3.7 Quality of Experience	[Green grid]																													
T3.8 Workflow integration & End-to-end tests	[Green grid]																													
D Deliverables	[Green grid]																													
WP4 Demonstration pilots	[Blue grid]																													
T4.1 Execution & Evaluation Plan	[Green grid]																													
T4.2 Pilots	[Green grid]																													
T4.5 User and Technical Evaluation	[Green grid]																													
D Deliverables	[Green grid]																													
WP5 Dissemination, exploitation and communication	[Blue grid]																													
T5.1 Market Analysis & Strategies for successful exploitation	[Green grid]																													
T5.2 Business clinics	[Green grid]																													
T5.3 Communication	[Green grid]																													
T5.4 Innovation transfer	[Green grid]																													
T5.5 Standardization	[Green grid]																													
D Deliverables	[Green grid]																													

_Partners:



_A project funded by:



Pilots

WORK PACKAGES	YEAR 1												YEAR 2												YEAR 3					
	J 1	F 2	M 3	A 4	M 5	J 6	J 7	A 8	S 9	O 10	N 11	D 12	J 13	F 14	M 15	A 16	M 17	J 18	J 19	A 20	S 21	O 22	N 23	D 24	J 25	F 26	M 27	A 28	M 29	J 30
WP1 Management	[Gantt chart for WP1 Management]																													
T1.1 Administrative, financial and contractual management	[Gantt chart for T1.1]																													
T1.2 Reporting and controlling	[Gantt chart for T1.2]																													
T1.3 Quality management	[Gantt chart for T1.3]																													
D Deliverables	[Gantt chart for D Deliverables]																													
WP2 Requirements, format and creation of Immersive experiences	[Gantt chart for WP2]																													
T2.1 End User Requirements	[Gantt chart for T2.1]																													
T2.2 Professional User Requirements	[Gantt chart for T2.2]																													
T2.3 Content Ideation, Production scenarios, requirement analysis	[Gantt chart for T2.3]																													
T2.4 Content creation	[Gantt chart for T2.4]																													
D Deliverables	[Gantt chart for D Deliverables]																													
WP3 Immersive Broadcast Platform	[Gantt chart for WP3]																													
T3.1 Platform design and architecture	[Gantt chart for T3.1]																													
T3.2 Capture	[Gantt chart for T3.2]																													
T3.3 Production Tools	[Gantt chart for T3.3]																													
T3.4 Encoding & Decoding	[Gantt chart for T3.4]																													
T3.5 Delivery & Reception	[Gantt chart for T3.5]																													
T3.6 Interaction & Display	[Gantt chart for T3.6]																													
T3.7 Quality of Experience	[Gantt chart for T3.7]																													
T3.8 Workflow integration & End-to-end tests	[Gantt chart for T3.8]																													
D Deliverables	[Gantt chart for D Deliverables]																													
WP4 Demonstration pilots	[Gantt chart for WP4]																													
T4.1 Execution & Evaluation Plan	[Gantt chart for T4.1]																													
T4.2 Pilots	[Gantt chart for T4.2]																													
T4.5 User and Technical Evaluation	[Gantt chart for T4.5]																													
D Deliverables	[Gantt chart for D Deliverables]																													
WP5 Dissemination, exploitation and communication	[Gantt chart for WP5]																													
T5.1 Market Analysis & Strategies for successful exploitation	[Gantt chart for T5.1]																													
T5.2 Business clinics	[Gantt chart for T5.2]																													
T5.3 Communication	[Gantt chart for T5.3]																													
T5.4 Innovation transfer	[Gantt chart for T5.4]																													
T5.5 Standardization	[Gantt chart for T5.5]																													
D Deliverables	[Gantt chart for D Deliverables]																													

_Partners:



Contact info

IMMERSIATV

Twitter: @immersiatv

E-Mail: info@immersiatv.eu

Web: www.immersiatv.eu

_Partners:



VideoStitch



_A project funded by:



Horizon 2020
European Union funding
for Research & Innovation

IMMERSIATV



_Partners:



VideoStitch



LIGHTBOX
FILM & ADVERTISING



_A project funded by:



European
Commission

Horizon 2020
European Union funding
for Research & Innovation