



**SALERO**

# **Detailed Demonstration Plan for the Second 18-Month Period**

**SALERO Deliverable 12.2.1**





# Detailed Demonstration Plan for the Second 18-Month Period

## SALERO Deliverable D12.2.1

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2	2007-06-24	PGP demonstration plan
3	2007-06-25	1 <sup>st</sup> integration
4	2007-07-03	2 <sup>nd</sup> integration
5	2007-07-05	Final amendments based on internal review

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## 1 Executive Summary

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This deliverable states the plans for the second eighteen month period of SALERO in which both the available technologies and experimental productions resulting from those technologies will be demonstrated to conferences, trade fairs, relevant trade associations and appropriate commercial or prospective commercial partners.

The relevant partners in this deliverable for experimental production developers are Activa Multimedia, Blitz Games, Pepper's Ghost Productions and TaiK. With respect to tools, which will be demonstrated as the functionality becomes more stable, the partners are Activa Multimedia, Blitz Games and Grass Valley Germany.

It is of course vitally important to appropriately manage expectations for this series of demonstrations, as technologies at relatively early stages of development cycles should not be presented approaching completion or as full-featured. In addition it should be made very clear that feedback from industry is of paramount importance at this stage, as it presents the opportunity for both amendments and improvements to be built into the project in reasonable time.

## 2 Introduction

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### 2.1 Purpose of this Document

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This deliverable relates to the necessary Demonstration Activities which are designed to promote late prototypes and near-market demonstrators of working technologies, to fine tune them and to help gain industry acceptance. In the Demonstration Activities, manufacturers will ultimately loan prototype software and toolkits to media producers for demonstration in real contexts of use (experimental production and games production) to elicit pre-launch interest from potential customers, obtain experience of use and identify any customisation that is required. Demonstration Activities are distinct from (and subsequent to) evaluation activities in which early prototypes and demonstrators undergo field trials and rigorous usability evaluations in realistic circumstances.

Demonstration planning: in this part the necessary steps to demonstrate SALERO achievements in a commercial environment will be planned. This includes: finding technology partners and reference customers, near-market scenarios, appropriate ventures for technology disclosures, competitive landscape and product differentiation, mid and long-term strategic fit within the product development road-maps of the commercial SALERO partners.

Set within this context, the purpose of this document is to identify the relevant and appropriate industry forums which will permit both research and commercial partners to demonstrate the achievements of the project within conducive and suitable frames of reference.

Extending from the DoW pertaining to WP9, the experimental production scenarios currently under development by the relevant partners are:

- Aactiva Multimedia: Hack the Van; production of a daily multimedia show based on music clips, aimed at young people and presented by virtual characters.
- Blitz Games: Triage game demonstration of real-time integration
- Pepper's Ghost Productions: Spark and Socket interstitial for My Tiny Planets website, and Planet Assistant
- TaiK: Full House – a political TV talk show in which the audience can participate through internet mobile.

The toolsets used in the making of these productions will be shown in context as they develop.

### 2.2 Scope of this Document

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The scope of this document is limited to the various Demonstration Activities which will be included in the second eighteen month period. These will be identified by specific experimental production and toolset, and where there are opportunities for combined promotion these will be highlighted. Combining promotional and demonstration activities must be treated with extreme caution, as for example a television commissioning editor will have no interest whatsoever in how a programme was made – simply that it was made.

The balance between trade shows and private meetings and presentations with business partners has to be identified also; games publishers and commissioning editors are unlikely to appreciate being placed in the spotlight, so these approaches will have to be handled with commercial sensitivity.

### 2.3 Status of this Document

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This is the final version of D12.2.1.

## 2.4 Related Documents

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Before reading this document it is recommended to be familiar with the following documents:

- Description of Work

## 3 Target Audience for the Demonstration Activities

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In this section we identify by activity and partner the demonstration plan for the second eighteen month period. Because of the dynamic nature of the broadcast and games industries it is also possible that other activities will be added at short notice.

### 3.1 Experimental Productions

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The demonstration plan for the creative implementations developed using the SALERO framework:

#### 3.1.1 *Activa Multimedia*

##### Target audience

AM is an affiliate of the *Corporación Catalana de Radio y Televisión* (CCRTV). The company provides solutions and services for the audiovisual industry. Given the varied nature of AM's productions and its usual multi-platform distribution, the company has three main customer groups:

- Television Networks and Audiovisual Production Companies
- Internet Portals
- Mobile Telephony Operators

AM's typical customer seeks either a qualitative difference (for example, through added value from virtual characters), or automatic content production to increase productivity while cutting costs. In short, they want to improve production efficiency. In the area of Automated Content and multi-platform distribution, AM is the incontestable leader in Spain.

The customer group interested in SAM (Audiovisual Meteorological Services) values the reliability of AM's weather content. The company is one of the biggest providers of weather content in Europe. It produces, among others, the thematic weather channel for the Digital+ satellite platform in its entirety.

The target audience of the Experimental Production Demonstration Plan will be a mixed potential client group based on AM's main customer groups.

Some important clients will be required to see the Experimental Production in order to give their opinion and guide the on-going versions of the production. Some close clients that will be asked:

- TVC (Televisió de Catalunya)
- Digital+
- TVE
- BTV (Barcelona Televisió)
- Canal Sur
- Castilla-La Mancha TV
- Antena 3
- Cuatro
- Canal+
- Globomedia
- Gestmusic Endemol
- Ono.com
- Wanadoo
- Ya.com

- El Mundo
- La Vanguardia
- Telefónica Movistar
- Amena
- Orange

## Events

AM will have an stand in some of the most important European events of the audiovisual sector. AM will use these events to demonstrate its SALERO Experimental Production:

### AM Experimental Production Demonstration Plan

#### EVENT 1:



#### **IBC2007**

Next edition: Conference: 6-10 september 2007 / Exhibition: 7-11 september 2007

RAI Exhibition and Congress Centre - Amsterdam (Holland)

<http://www.ibc.org/cgi-bin/displaypage.cgi?pageref=100>

IBC is committed to providing the world's best event for everyone involved in the creation, management and delivery of content for the entertainment industry. Run by the industry for the industry, IBC is owned by six Partners who represent both visitors and exhibitors. Uniquely, the key executives and committees who control the convention are drawn from these organisations, bringing with them experience and expertise in all aspects of our industry. The hot topics at IBC2007 will be D-Cinema, Mobile TV, and IPTV. These will be prominent on the exhibition show floor and reflected in the IBC conference.

#### EVENT 2:



#### **BROADCAST**

Next edition: 6-9 november 2007

IFEMA - Madrid (Spain)

<http://www.broadcast.ifema.es>

Broadcast provides the best trade forum for the presentation of the latest advances in equipment for radio and television, as well as for audio and video studios; terrestrial cable and satellite television; multimedia for broadcasting; computer graphics; audio-visual telecommunications; audio and video on the Internet; video projection; theatrical equipment (professional sound); show lighting; equipment rental; audiovisual interactivity; conditional access systems; audiovisual operators, along with audiovisual asset management.

#### EVENT 3:



#### **3GSM**

Next edition: 11-14 february 2008

Fira Barcelona - Barcelona (Spain)

<http://www.mobileworldcongress.com>

The Mobile World Congress combines the world's largest exhibition for the mobile industry with a cutting edge congress featuring the most prominent Chief Executives representing mobile operators, vendors and content owners from across the world. The event is where the industry defines its future and creates business.

The primary goals of the GSMA are to ensure mobile phones and wireless services work globally and are easily accessible, enhancing their value to individual customers and national economies, while creating new business opportunities for operators and their suppliers.

#### **EVENT 4:**



#### **MIP TV featuring MILIA**

Next edition: 7-11 april 2008

Cannes (France)

<http://www.miptv.com>

MIPTV featuring MILIA is the global content event for co-producing, buying, selling, financing and distributing entertainment content across all platforms. It provides the key decision-makers in the TV, film, digital and audiovisual content, production and distribution industry with the only market conference and networking forum to discover future trends and trade content rights on a global level. Also, MILIA's world renowned conferences, provide an unparalleled opportunity to discover the latest business, technological and creative trends in Digital Convergence, Interactive TV, Broadband and Mobile entertainment.

#### **EVENT 5:**



#### **MAC**

Last edition: 25-26 april 2007

Roca Umbert Fàbrica de las Artes - Granollers (Spain)

<http://audiovisualmac.com>

The MAC is perceived as a market aimed at medium and small budget companies, including all those related to proximity television. It remains at the service of the latter, although in turn is growing as a market. Regional and theme-based television companies, etc. that share similar financial dynamics take part in the MAC and, therefore, favour synergies in the areas of technology and contents. These processes must be encouraged even further due to the role that proximity television companies are to develop with the arrival of TDT. It must provide a meeting and reflection point and a specific market that favours policies of exchange, co-production and the sale of specific television contents for the sector.

#### **3.1.2 Blitz Games**

##### Target audience

The target audience is split into 2 groups – the games industry and business partners in non media industries. The tools and techniques developed with support from SALERO are all put into the production pipeline as quickly as possible to improve production efficiency and the visual quality of our products. Currently new visual component editors, tools for asset processing, procedural generation and improved facial and physical animation are all in use in our development teams for commercial entertainment and non entertainment games.

The games industry is currently focussed on creating high quality environments and expressive human figures in an efficient manner. The improved processing power of the latest generation of consoles from Microsoft and Sony supports playback of highly detailed environments and human figures to an extent that was not previously possible. However realism does not simply flow from the appearance of human figures; it must be supplemented by accurate movement and behaviour. Equally the environment in which the figures move must be of a similar level of fidelity to support the continued illusion. Blitz Games' toolsets for enhanced facial animation, procedural generation and improved efficiency of the production pipeline, developed with support from SALERO will be demonstrated to most of the world's major publishers and developers at one to one showcases, at industry events and trade fairs. It will be also shown at conferences and exhibitions where cross media exploitation is to be debated.

Business partners in non media industries are seeking new applications to bring training to life. The experimental production Triage Trainer uses accepted UK and NATO protocols in Triage Sieve to present players with a decision making game. The game will be demonstrated to senior figures within European Health Services, senior officers working in Defence Medicine for the UK's and NATO's armed forces, potential users such as doctors and ambulance staff as well as training businesses, which may wish to licence the application.

TruSim, a division of Blitz Games, has produced the experimental production, Triage Trainer. The resulting work is showcased at [www.trusim.com](http://www.trusim.com) and a link to the SALERO website is provided. Leaflets and hard board posters, carrying the SALERO logo, have been produced to support work at conferences and exhibitions.

## **Events**

Blitz Games currently plans to attend some or all of the following events; other opportunities may also be taken as and when they arise.

### **Games and Media Events**

- March 07 Games Developers Conference San Francisco`
- May 07 GAME 07 London Industry and Academia knowledge exchange
- June 07 TAIK Open House event Helsinki
- July 07 Develop Conference Brighton UK Industry Conference and exhibition
- August 07 Siggraph San Diego USA
- August 07 Edinburgh Interactive Entertainment
- August 07 Game Developers Conference Leipzig
- August 07 Game Developers Conference China
- September 07 IBC Amsterdam 'Outside the Box' session
- October 07 London Games Week
- March 08 Game Developers Conference USA

### **Business Events**

- March 07 ITEC - Cologne Europe's premier conference and exhibition for military simulation and training
- May 07 ALSG Calman Day UK – Training event for hospital doctors
- May 07 elearning show Moscow, material provided for showcasing by Serious Games Institute
- May 07 UK Trade and Investment Mission to Canada, material provided for showcasing
- June 2007 AMBEX UK Britain's premier conference and exhibition for non-planned emergency medical care
- July 07 NHS Healthcare Training Seminar Coventry UK
- July 07. Gosport UK Defence Medical Education and Training Agency (DMETA) Learning Technologies Symposium
- September 07 Baltimore USA Games for Health
- October 07 London IDER07 International Disaster and Emergency Resilience Conference
- October 07 London Serious Games Conference ETSA
- October 07 Scotland European Conference on Games Based Learning
- November 07 I/ITSEC Orlando Florida USA International military simulation and training conference and exhibition
- March 08 ITEC European conference on military training and simulation
- MELT 08 Dubai Middle Eastern elearning conference
- June 08 SESAM Hertfordshire UK – Conference on medical simulation

### 3.1.3 *Pepper's Ghost Productions*

Note that the principle activity for PGP in this phase is to attract and develop a community of users for the MTP web-site development. In this context the objective is:

- To use the real-time animation technologies being developed at UPF as a means of generating sequences for the 'Planet Assistant' character, as well as ;ip-synching technologies from DIT
- At a later date to use the same technologies as a means of generating episodic content for the 'Spark and Socket ' characters. Note: this latter may be initially channeled via the existing Tiny Planets web site as opposed to the My Tiny Planets community site if the balance of users on MTP biases itself towards the older age-range activities (MTP is currently being orientated towards 'S' and 'XL' audiences, only the former being in the eight and under target age range.

In this way PGP plans to make practical use of SALERO tools at as early a stage as possible, and demonstrate the outcome to 'live' audiences. As an experimental production partner we see this as being the most effective way of evaluating the toolset.

It is highly important to note that despite our somewhat accelerated timescales, our expectations are realistic; the choice of the planet assistant as an initial experimental production is designed to make an acceptable presentation using comparatively small content components; in this way we believe we are mitigating the risk of failure associated with early release by ensuring that neither activities are on production 'critical paths'.

1. Based around the initial launch phase of the MTP community site, PGP intends to engage in off-line and traditional media activities in order to promote and develop the user base for the site. In the first instance these will centre around a PR campaign commencing January 08 in trade press with specific interest in both CGI and user generated content. Target magazines and publications will include Computer Graphics World in the US, 3D World in the UK as well as various game and new media titles. The focus of the activity will be around the users ability to create professionally rendered customisable environments and characters and capture these using the tools provided for later publication on their own home pages. In addition, there will be reference to the development of the Planet Assistant, using the real-time animation technology under development at UPF.



The format for the release will be a single page A4 info sheet delivered to editorial departments. Primary targets will be:

CGW, 3D World, Edge, PC World, PC Gamer, .Net,

2. On-line promotional activity will be via releases distributed initially using PR Web, with specific mailings to existing on-line communities. These will include: Animation World Network, 3D Total, 3D Luvr, Creative Match, MAD, VFX World, Cornucopia.

Historically PGP has found on-line PR activities of this type to be especially productive, as the persistence of links from these heavily used sites has a significant impact on search engine ranking.

Format will be essentially similar to that of the traditional PR activities, but will include links and images, and if acceptable to the recipients in some instances Flash demonstration files.

In addition to PR, it is anticipated that some on-line advertising will be undertaken via the Value Click and VC Media networks. Banner advertising in this format is a new initiative for PGP, and so it is impossible at this juncture to finalize budget or specific contributions in this area. Value Click and associated 'display' advertising formats have the advantage over Google Adwords in that they allow for a variable eCPM rating dependant on available advertising inventory. This means that instead of a flat rate bid price for ad placement there is the opportunity of reaching an extended audience through judicious combinations of media formats (skyscraper, rectangles, extending media and so on). The issue with such advertising is that it is very easy for budgets to be quickly exhausted and placement and throughput will have to be carefully measured.

Further, the new site will be actively promoted to the current and existing Tiny Planets user base. At the time of writing this receives around 20,000 unique users per week with an average stay time of between 7 and 8 minutes; approximately 35% of these users return on a regular basis, and estimates are that we see something on the close order of 750,000 unique visitors a year. Front page links and in-site promotions will be available for the majority of the 2 million page impressions gathered from this site each year.

Target: end users in both existing Tiny Planets target age group and older users for more sophisticated activities.

3. PGP will use its existing relationship with Cake Entertainment Limited to promote both the My Tiny Planets website and Spark and Socket segments of the Bing and Bong series production offering at MIP in Cannes in October. Cake have actively sold the Tiny Planets Television series for PGP for the past four years, at both MIP TV and MIPCOM Junior. Cake work directly with commissioning editors for broadcasters on a global basis, and have already succeeded in generating interest and prospective pre-sales for the series. The key trigger PGP is seeking however is a co-production partner who also offer sufficient broadcast reach as to make the project viable in terms of ancillary marketing; this is a much harder target to achieve, and there is absolutely no guarantee whatsoever that Cake will be able to secure such a deal at MIP this year.

Target: commissioning editors from broadcast media globally.

4. PGP is currently exploring the possibility of co-promotional activity with third party developers and distribution channels. In particular, PGP is keen to promote the MTP development amongst the Eon user community, as it is felt that allowing certain elements of this user base to actively contribute professional quality content to the site will augment both interest and creative opportunities. If discussions are successful the intention is to use both editorial, advertising and PR activities amongst the Eon community to promote the site.

### 3.1.4 *TaiK's Full House, Political Interactive TV-Show Concept*



**Figure 1: Joker is one of the Full House characters.**

TaiK will during the second 18 months period demonstrate the demo of Full House political interactive TV-show concept and the general SALERO research in all possible arenas domestically and internationally, basically in various conferences. Additionally to public and semi public events, TaiK will also found an Internet site (<http://fullhouse.uiah.fi>) which will promote the concept. The site will consist of introduction of the concept, 4.5 minutes demo of the concept, introduction of the characters and partner and links sections. The demo will also be delivered directly to potential exploiters on DVD form.

The development work of Full House will continue in two optional directions: namely either in collaboration with broadcasting company, which would in most positive case give additional resources to the development and research or continuing the work within given resources in SALERO. In the first case SALERO will be demonstrated in TV broadcast and also in Internet through the show. The combination with TV program have been proven in an other EU FP6 project, New Media – New Millennium (NM2)<sup>1</sup>. NM2 presented Accidental Lovers<sup>2</sup> interactive TV series in Finnish National Television Broadcasting Company channel TV1 on the year shift 2006-2007. The collaboration make the high quality production possible and throughout it as real as possible practice based research was possible.

During the second 18 months period contacts to broadcasters in Finland and in Europe will be made.

#### **Target audience**

In the second 18 months period the target audience will be the researchers and professionals of media industry and of course for all the public interested in politics or interactive media.

#### **Events**

- September 2007: SALERO research will be proposed to research exhibition of University of Art and Design Helsinki (TaiK) organized September 2007 in TaiK.
- December 2007: Media Lab demo day in which all the research of Media Lab will be demonstrated to invited interest group.
- August 2007 – June 2008: Demonstrations to broadcasters and all possible collaborators. Also ad hoc demonstrations in seminars and conferences.

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<sup>1</sup> <http://www.ist-nm2.org/>

<sup>2</sup> [http://crucible.lume.fi/crunet.nsf/etofilmpages/accidentallovers\\_update](http://crucible.lume.fi/crunet.nsf/etofilmpages/accidentallovers_update)

## 4 Demonstration Timetable

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Timings of specific events

Partner	Event	Date
AM	IBC	September 2007
AM	Open House	June 2007
AM	Broadcast	November 2007
AM	Mobile World	February 2008
AM	MipTV	April 2008
AM	MAC	April 2007
BLITZ	GDC San Francisco	March 2007
BLITZ	Game 07	May 2007
BLITZ	Open House	June 2007
BLITZ	Develop	July 2007
BLITZ	Siggraph	August 2007
BLITZ	EIE	August 2007
BLITZ	GDC Leipzig	August 2007
BLITZ	GDC China	August 2007
BLITZ	IBC	September 2007
BLITZ	London Games Week	October 2007
BLITZ	GDC US	March 2008
PGP	Open House	June 2007
PGP	PR launch	January 2008
PGP	Online PR	January 2008
PGP	MIPCOM Junior	October 2007 / 2008
PGP	MIP TV	April 2008
PGP	User group PR	March 2008
TAIK	Open House	June 2007
TAIK	Research Exhibition	September 2007
TAIK	Media Lab Demo Day	December 2007
TAIK	Broadcaster Demonstrations	August 2007 – June 2008

## 5 Conclusion

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Demonstration activities are progressing according to development plan; at various levels the efficacy of the SALERO toolset will be promoted to suitable target audiences in both the end-user, toolset-developer and broadcast communities, which will in turn allow for timely input and consideration by the appropriate respondents.

## 6 References

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.Net	<a href="http://www.netmag.co.uk/">http://www.netmag.co.uk/</a>
3D World	<a href="http://www.3dworldmag.com/">http://www.3dworldmag.com/</a>
Broadcast	<a href="http://www.broadcast.ifema.es/">http://www.broadcast.ifema.es/</a>
Develop	<a href="http://www.develop-conference.com/">http://www.develop-conference.com/</a>
CGW	<a href="http://www.cgw.com/ME2/Default.asp">http://www.cgw.com/ME2/Default.asp</a>
Edge	<a href="http://www.edge-online.co.uk/">http://www.edge-online.co.uk/</a>
EIE	<a href="http://www.edinburghinteractivefestival.com/">http://www.edinburghinteractivefestival.com/</a>
FullHouse	<a href="http://www.fullhouse.uiah.fi/demos.html">http://www.fullhouse.uiah.fi/demos.html</a>
Game 07	<a href="http://www.game07.eu">http://www.game07.eu</a>
GDC	<a href="http://www.gdconf.com/">http://www.gdconf.com/</a>
IBC	<a href="http://www.ibc.org/cgi-bin/displaypage.cgi?pageref=100">http://www.ibc.org/cgi-bin/displaypage.cgi?pageref=100</a>
London Games Week	<a href="http://www.londongamesfestival.co.uk/">http://www.londongamesfestival.co.uk/</a>
MAC	<a href="http://audiovisualmac.com/">http://audiovisualmac.com/</a>
MIPCOM Junior	<a href="http://www.mipcomjunior.com/">http://www.mipcomjunior.com/</a>
MIPTV	<a href="http://www.miptv.com/">http://www.miptv.com/</a>
MWC	<a href="http://www.mobileworldcongress.com/">http://www.mobileworldcongress.com/</a>
Siggraph	<a href="http://www.siggraph.org/">http://www.siggraph.org/</a>

## 7 Glossary

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### Terminology

Proximity Media and Proximity Television and Proximity Marketing are terms which relate to the delivery of media rich content to personal, small format mobile devices.

### Partner Acronyms

AM	Activa Multimedia, ES
BLITZ	Blitz Games, UK
DIT	Dublin Institute of Technology, IE
DTS	Digital Theatre Systems, UK
FBM-UPF	Fundació Universitat Pompeu Fabra, ES
GVG	Grass Valley Germany, DE
JRS	JOANNEUM RESEARCH Forschungsgesellschaft mbH, AT
LFUI	Leopold-Franzenzs Universtät Innsbruck, AT
PGP	Pepper's Ghost Productions Ltd., UK
TAIK	Taideteollinen Korkeakoulu, FI
UG	University of Glasgow, UK
UPF	Universitat Pompeu Fabra, ES
URL	Universitat Ramon Llull, ES