ANNOUNCEMENT OF A **COMPETITIVE CALL** TO SELECT EXPERIMENTS FOR THE **EXPERIMEDIA** PROJECT

http://www.experimedia.eu

The following project in the Seventh Framework Programme of the European Community for research and technological development contributing to the creation of the European research area and to innovation (2007-2013) requires the participation of new project partners to carry out certain tasks within the project.

What is EXPERIMEDIA?

EXPERIMEDIA is a collaborative project aiming to accelerate research, development and exploitation of innovative Future Media Internet products and services through testbeds that support experimentation in the real world which explore new forms of social interaction and experience in online and real world communities.

Project contract number: 287966

Project acronym: EXPERIMEDIA

Project full name: Experiments in live social and networked media experiences

Instrument type: Integrated project

Thematic priority: FIRE Facility: Maturing and expanding the FIRE Experimental Facility

Project Coordinator: IT Innovation Centre

By means of this open call, the EXPERIMEDIA project seeks innovative experiments in Future Media Internet systems that offer potential to deliver significant impact to users and businesses within EXPERIMEDIA venues' ecosystems

What are EXPERIMEDIA's goals?

EXPERIMEDIA will develop and operate a unique facility that offers researchers what they need for Future Media Internet experimentation. EXPERIMEDIA aims to explore new forms of social interaction and rich media experiences enabled by the Future Media Internet considering the demands of both online and real-world communities associated with Live Events. This will be achieved by research, development and operation of a unique FIRE facility targeting the Future Media Internet research community working with stakeholders such as venue management, broadcasters, content providers, application developers and service providers. The approach is based on a clear definition of testbed:

"An EXPERIMEDIA testbed is a socio-technical location where individuals and communities go for experiences, learning and social interaction. It is facilitated by the Future Media Internet and must provide the four foundation elements (Smart Venue, Smart Community, Live Events and Baseline Testbed Technologies) to support experimentation into new forms of social interaction, rich media and augmented reality considering the demands of both online and real-world communities."

- **Smart venues**: attractive locations where people go to experience events and where experiments can be conducted using smart networks and online devices.
- **Smart communities**: online and real-world communities of people who are connected over the internet and who are available for participation in experiments.

- **Live events**: exciting real-world events that provide the incentives for individuals and smart communities to visit the smart venues and to become participants in experiments.
- **Baseline FMI testbed technologies**: state-of-the-art Future Internet testbed infrastructure for social and networked media experiments supporting experimentation of user generated content, 3D Internet, augmented reality, integration of online communities with full experiment lifecycle management

EXPERIMEDIA has three venues for experimentation in this call:

- Schladming: an Austrian alpine resort
- CAR: a high performance athletic training facility in Barcelona
- FHW: a Greek cultural centre and museum for Hellenic culture and history

Each venue has specific requirements and is seeking experiments focusing on topics described below:

Venue	Requirements	Technical Constraints
Schladming	Experiments must aim to enhance visitor experience in the region during winter and/or summer sporting activities. Specific areas of interest include augmented reality goggles supporting real-time hands-free skier navigation, wearable sensor technologies and mobile devices supporting new types of individual and community ski training applications, route planning applications and services incorporating live tracking and congestion monitoring, crowd sourcing and participatory sensing for real-time environment monitoring.	Tracking, training narratives and POI management where appropriate must be done using the *PCC*. Community activation and analysis must be achieved using the *SCC*. Experiment control and monitoring must be done using the *ECC* to capture and understand relationships between QoS, QoE and QoC metrics Where mobile applications are required they are expected to be published in the relevant application market place.
CAR	Experiments must aim to enhance training sessions by using technology to improve the performance of athletes and help sports scientists design training plans through detailed multi-factor monitoring of biomechanics and physiology. Sports considered include: Water Polo, Taekwondo, Strength Training and Conditioning. Gymnastics Swimming Trampoline Table Tennis Diving Specific technical areas of interest are advanced techniques to manage athlete performance data acquired from cameras and multiple Wi-Fi based sensors including	*AVCC* must be used for management of video data. Experiment control and monitoring must be done using the *ECC* to capture and understand relationships between QoS and QoE metrics

Venue	Requirements	Technical Constraints
	1) systems for high quality video acquisition and management targeting non-invasive real-time sports analytics and 2) multiple sensor-based performance tracking delivered via personal mobile and / or Wi-Fi sensor gateways. Acquired data must be synchronized and integrated to provide multi-factor views on athletes' training sessions	
FHW	Experiments must aim to enhance learning experiences related to the Historical and Cultural Centre. Areas of interest include novel ways to deliver learning experiences to distributed communities using 3D content where human actors (e.g. teachers, experts, students, etc) participate/interact in virtual worlds as live reconstructions or animations. Techniques for compression and streaming of 3D models, and rendering and visualization targeting online (e.g. threejs) and immersive presentation technologies (e.g. PowerWall, Cave, Tholos) must be provided.	***3DCC*** must be used for depth, skeleton and RGB acquisition of human actors. Experiment control and monitoring must be done using the ***ECC*** to capture and understand relationships between QoS, QoE and QoC metrics

Further information on the venues can be found in the Call-Annex I.

Objectives of the 2nd Call

We are looking for organisations that want to trial Future Media Internet technologies with strong exploitation potential. Examples could be (but not restricted to) SMEs with beta technology or academics with innovative technology (ideally with letters of support from interested commercial parties). An experiment:

- must target a single venue and demonstrate impact to stakeholders (e.g. quality of life through communication, visitor experience, sports performance, learning/education, etc)
- must include users and motivations/incentives for their participation including where appropriate how such participation would scale throughout the experiment;
- must consider the relationship between real-world and online interaction where real-world actions have real-world impact through the FMI;
- must explore the relationship between QoS and QoE using EXPERIMEDIA methodology and tools;
- must use two or more EXPERIMEDIA baseline components together as enablers of the experiment;
- must demonstrate access to the necessary data required for the experiment;
- must contribute to the future vision of the FMI and drive the evolution of the EXPERIMEDIA facility;
- must have a clear route to market and exploitation at least with, but ideally beyond the target venue context.

Experiments shall propose innovative usage scenarios exploiting the multiple dimensions and scale of the EXPERIMEDIA facility. These activities should exhibit a degree of innovation in the use of the

facility, including system level experiments, making a comprehensive use of several components of the facility with a clear positive impact for users and other stakeholders within the venue ecosystems.

Who can participate?

The rules of participation are the same as for any FP7[1] project and we foresee to have **typically one and a maximum of two participant** organizations per experiment.

The profile of organizations is both academics and companies active in the 'networked media research' domain.

The activities to be carried out in the experiment related to this call are the following:

1) Plan: encompassing having an idea, the background research and working out and describing the experimental method/design, metric model and the required resources.
2) Provision: all the processes required to obtain the resources (both IT and human resources) necessary to run the experiment working with EXPERIMEDIA resource owners. This can include requesting and negotiating access to the necessary venue resources, reserving resources and deploying software.
3) Run: conducting, monitoring (and potentially controlling) the actual experiment and collecting all the associated data.
4) Evaluate: analysing the data produced in the "Run" stage and also collecting additional data from participants. Determining if the experiment is complete or whether additional "Run" steps, "Provision" steps (or even "Plan" steps) are required.
5) Collate: the generation of reports and publications related to the experiment including preparation of a showcase about the experiment that can be used for dissemination purposes
6) Support the rest of technical activities in the project, by providing feedback about the use of the facility and asking for key strategic functionalities that would be interesting to include in the facility in future version
7) Report the necessary effort and costs according to FP7 rules and management practices requested by the Coordinator.

Suggested Gantt charts for experiment schedules are presented in Annex II. Each experiment can adapt the plan to their particular needs, although we will try to synchronise the time line and the structure of tasks across the selected experiments. The duration of a proposed experiment should be no more than **12 months** covering all phases. We expect that new partners join the EXPERIMEDIA consortium and start their activities in October 2013.

Funding

We estimate funding about **5** experiments in total. The total available funding in this call is **€460,000** of which:

Target Venue	Total Funding (Euros)	Number of Experiments	Funding Per Experiment (Euros)
Schladming	200,000	2	100,000
CAR	160,000	2	80,000
FHW	100,000	1	100,000
	460,000	**5**	

Call identifier: EXPERIMEDIA-2 New experiments

Language in which proposal should be submitted: English

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[1] http://cordis.europa.eu/fp7/whattypeuser_en.html

Call closure: July 3rd 2013 at 17h00 (Brussels time)

For further information: www.experimedia.eu and **info@experimedia.eu**

Open call information teleconferences: Monday 13th May (times to be published). Email **info@experimedia.eu** to register, indicating which venue you are most interested in targeting.

Mail address for the submission of proposals only: **opencall@experimedia.eu**