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## New Media Prototyping for "Human Centered Visualization" via dynamic AV-Media

### Prototype



## Summary

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## 1 Executive Summary

Main objective was the development of a demo for format creation and production for different target groups: The grade and depth of information should be scalable by the individual user.

The free orientation in the footage giving the opportunity to change the depth of information fluently while the video is running. The user doesn't leave the program or running film for further information. The results of this project stands for the future of television based on broadband technology.

To be based in the mountains of information, media content can be selected according to interests, desires and needs. The levels of information will be selected by the users or recipients for themselves.

Student groups of the master degree program „TV Journalism“ at the University of Applied Sciences and Arts Hannover made case studies about the differences in the media production process regarding this new format. For testing this new approach, they working together with E-CLIC member Bernhard Többen to realize a prototype of sample workflows – „Let's make sushi“ and „Let's make sushi“

## 2 Problem Statement

The basic idea is based on the concept of „mash-ups“. „Mash-ups“ is the creation of new media content through seamless combination of existing content. Video mash-ups combine multiple sources of video, which extent to a ‚transformative‘ state of the original content.

On the internet, mash-ups means the integration of external dynamic elements, like interactive maps. In this case, mash-ups are an essential example for the innovations of the web 2.0 approach: Web content, like text, data, pictures, sounds or videos, be combined collage-like new.

## 3 Alternatives

Mashups use lightweight mostly modern web architectures and technologies. Basic questions are the way to realize the „orchestration“ of contents: In which way the individual components connected in the form of a flow (Data flow from one component to another)? And also, what technology is used to run the mash-up?

## 4 Conclusion

The prototype based on four case studies of student groups. Technically, the flow of the mash-ups are realized on the base of Adobe Flash.

## 5 Implementation

The question of the implementation is the fundamental question in which areas in the prototypical application could be used?

One scenario based on the idea of the future of television. Interactive TV applications offer a new range of TV formats. Redarding a boradcast, the levels of information will be selected by the recipients. It creates a personalized TV program and a new way of information exchange.

A second scenario is in the range of e-learning. Mash-ups offer flexible applications for different target groups and orientation on individual knowledge.