I2C

New European Media

Immersive & Interactive Content

Public Private Partnership

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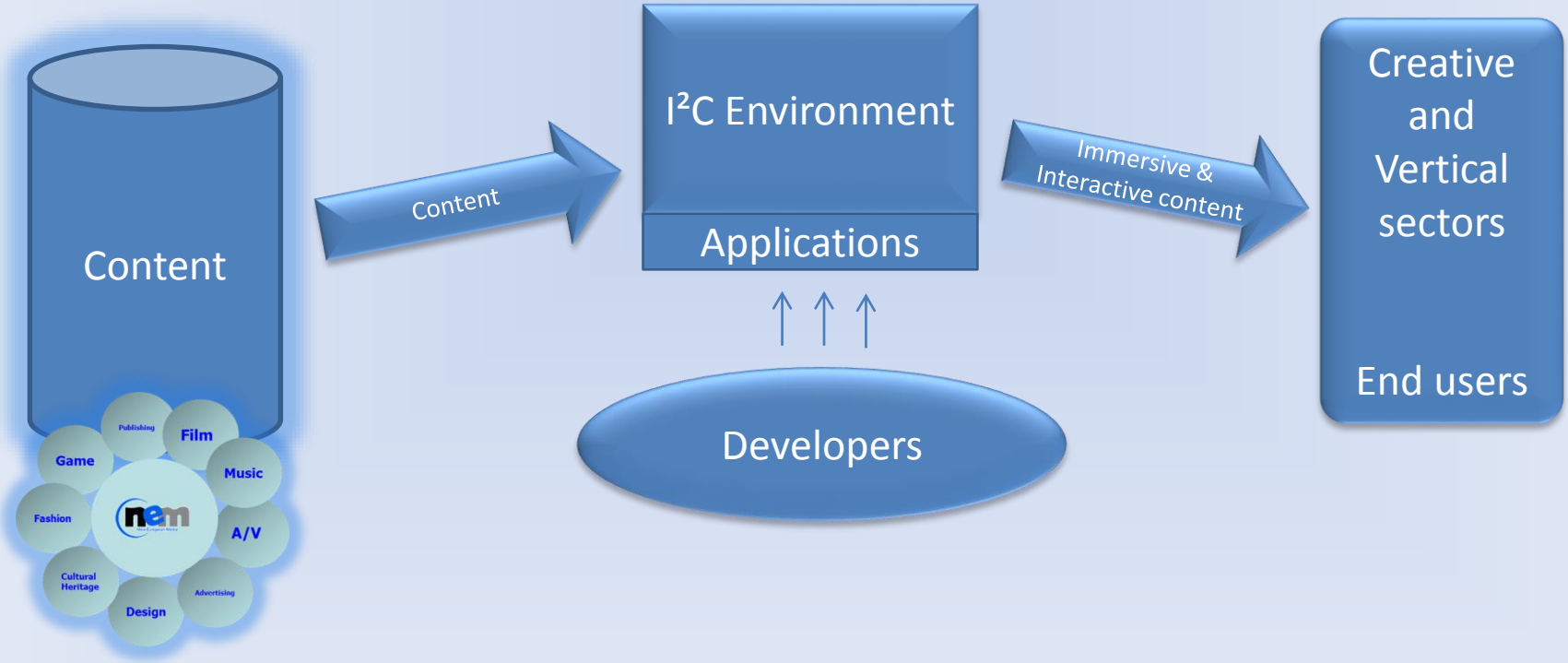
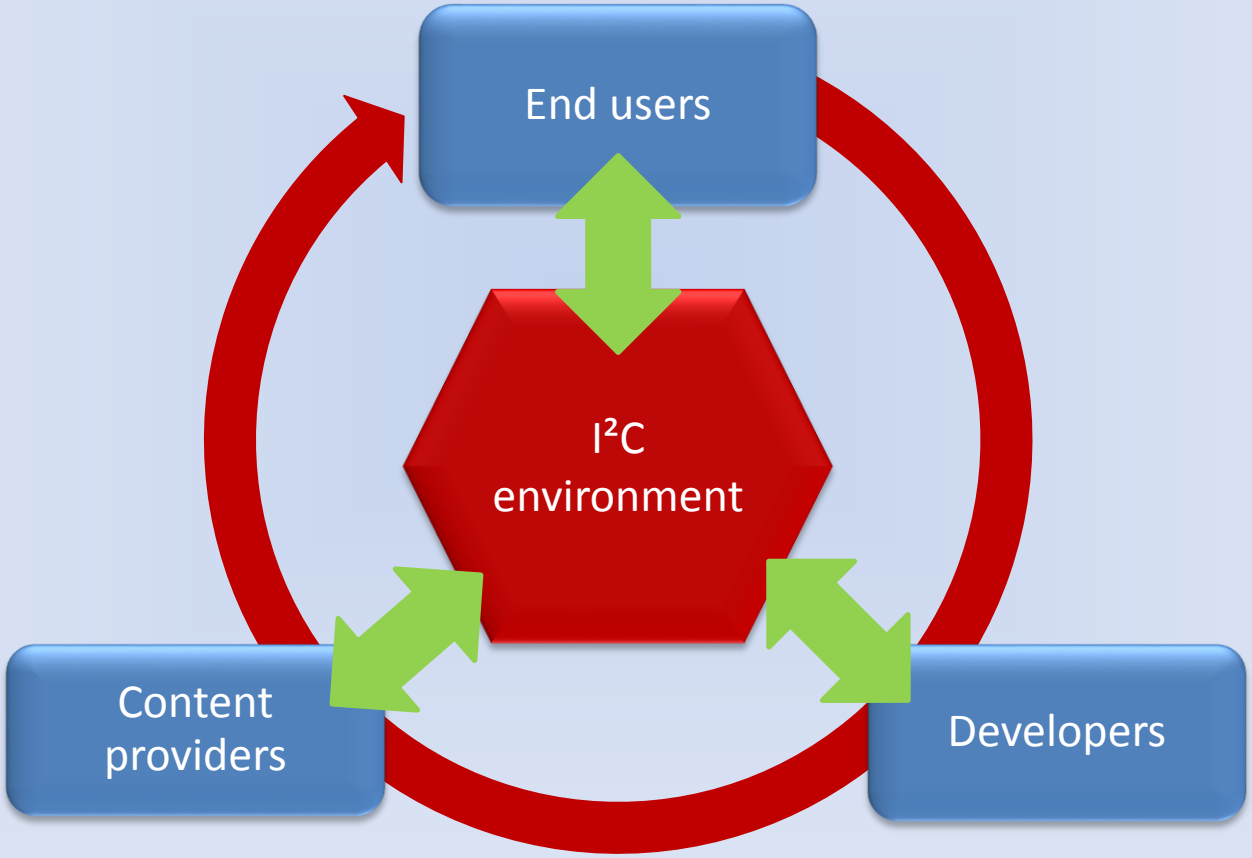
I²C Environment

Provide an Immersive and interactive environment responding / anticipating to the user needs to improve productivity and cross/intra domain collaboration



I²C Concept



I²C Overall objectives 2024

- Provide an open environment offering to third party developers the possibility to design innovative applications taking advantage of immersive content and manipulation tools for any vertical sector. This I²C environment will help at :
  - Speedup the process from the idea to production, improving efficiency in term of cost, time and impact in any sector
  - Provide richer and augmented user experience (Massive content is relevant in any sector)
  - Offer collaborative innovation environment for professionals and consumers (Immersive working environment)
  - Support any type of immersive communication / interaction between people
  - Address Immersive Home, urban, … environments

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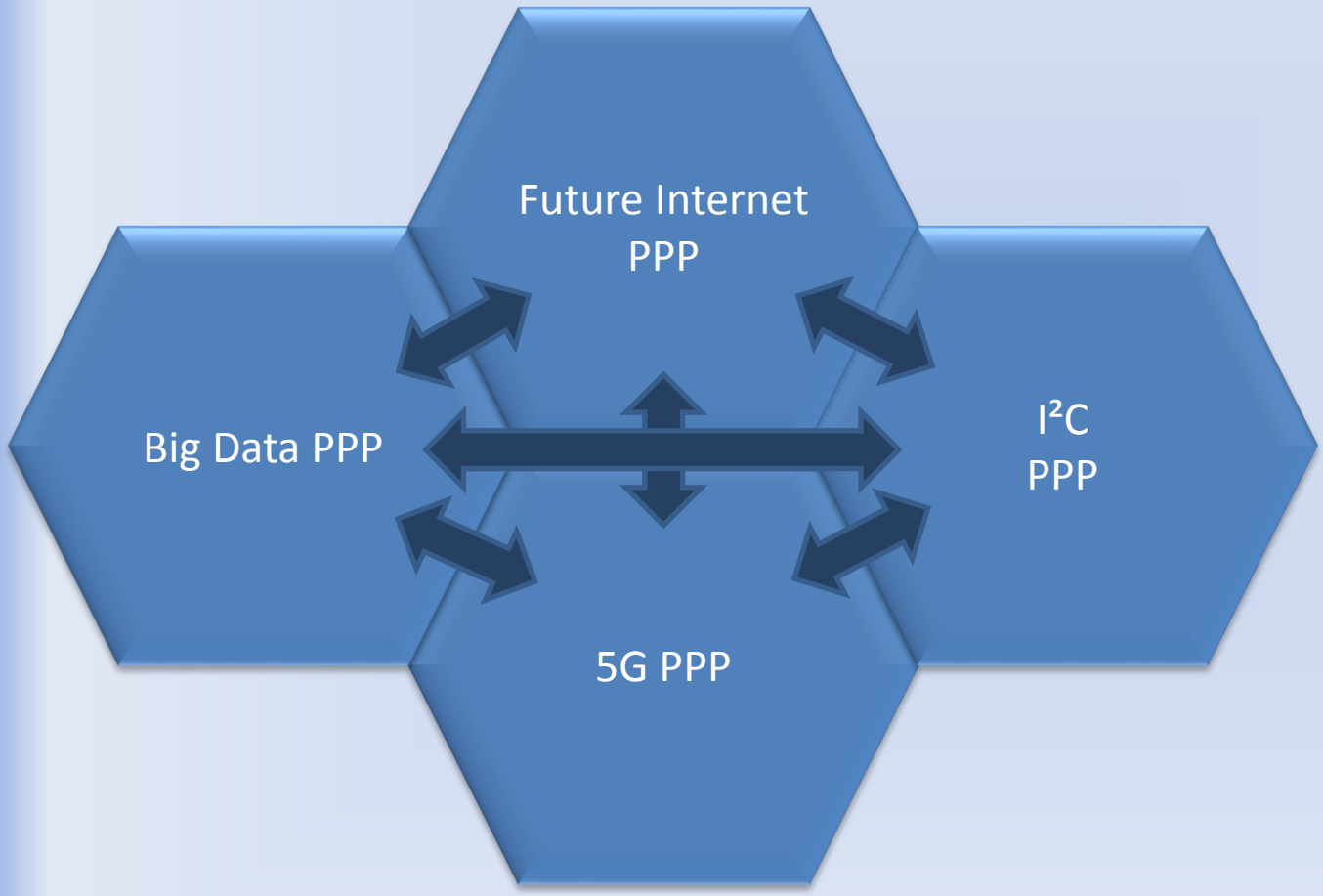
I²C platform should be used by any creative industry for their own business but also by any vertical sectors (eHealth, transport, energy, manufacturing, …)

ICT PPP complementarity



FI PPP :
- Vertical use cases
- NGSI APIs
- IoT broker

Big Data PPP :
- Content storage
- Content search
- Content analysis

5G PPP :
- Network configurability
- E2E QoE
- Latency

PPP phasing

- Phase 1
  - Use case definition + environment services&architecture
  - Environment development version 1
  - Application development incl. hackathons & open calls
  - Large scale experiments with end users
- Phase 2
  - Environment architecture V2 (evolution of V1)
  - version 2 of the environment (based on V1)
  - Application development incl. hackathons & open calls
  - Large scale experiments with end users
- Phase 3
  - Commercial environment (service provider)
  - Expansion (open calls)

Involvement of SMEs

- Use case definitions (creative & technology SMEs)
- Environment development (technology SMEs providing enablers)
- Application development (software SMEs)
- Application experiment (creative SMEs)

Use cases

- In order to validated the interest of the I²C platform, NEM setup a survey with the Creative and media clusters
- These use cases are illustrating the potential use of the I²C platform
- Each sector has brought a use case in order to show the interest.

➔ 17 uses cases collected

Contributors

1. Publishing : Andrew Perkis (NTNU)
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6. Design: Marta Izquierdo (eNEM)
7. Cultural heritage: Maria Teresa Andrade (NEM Portugal)
8. Game: Frank Boyd (KTH)
9. Narrative: Marta Izquierdo (eNEM)
10. Education: Frank Boyd (KTH), Marta Izquierdo (eNEM)
11. Tactile experience: Frank Boyd (KTH)
12. Immersive retail: Frank Boyd (KTH)
13. Smart Construction: Frank Boyd (KTH)
14. Interior Design : Artur Krukowski (Intracom)
15. Emergency management: Artur Krukowski (Intracom)
16. Military and Security services: Artur Krukowski (Intracom)
17. Office workspace : Artur Krukowski (Intracom)

Still open for proposals

Example : Publishing

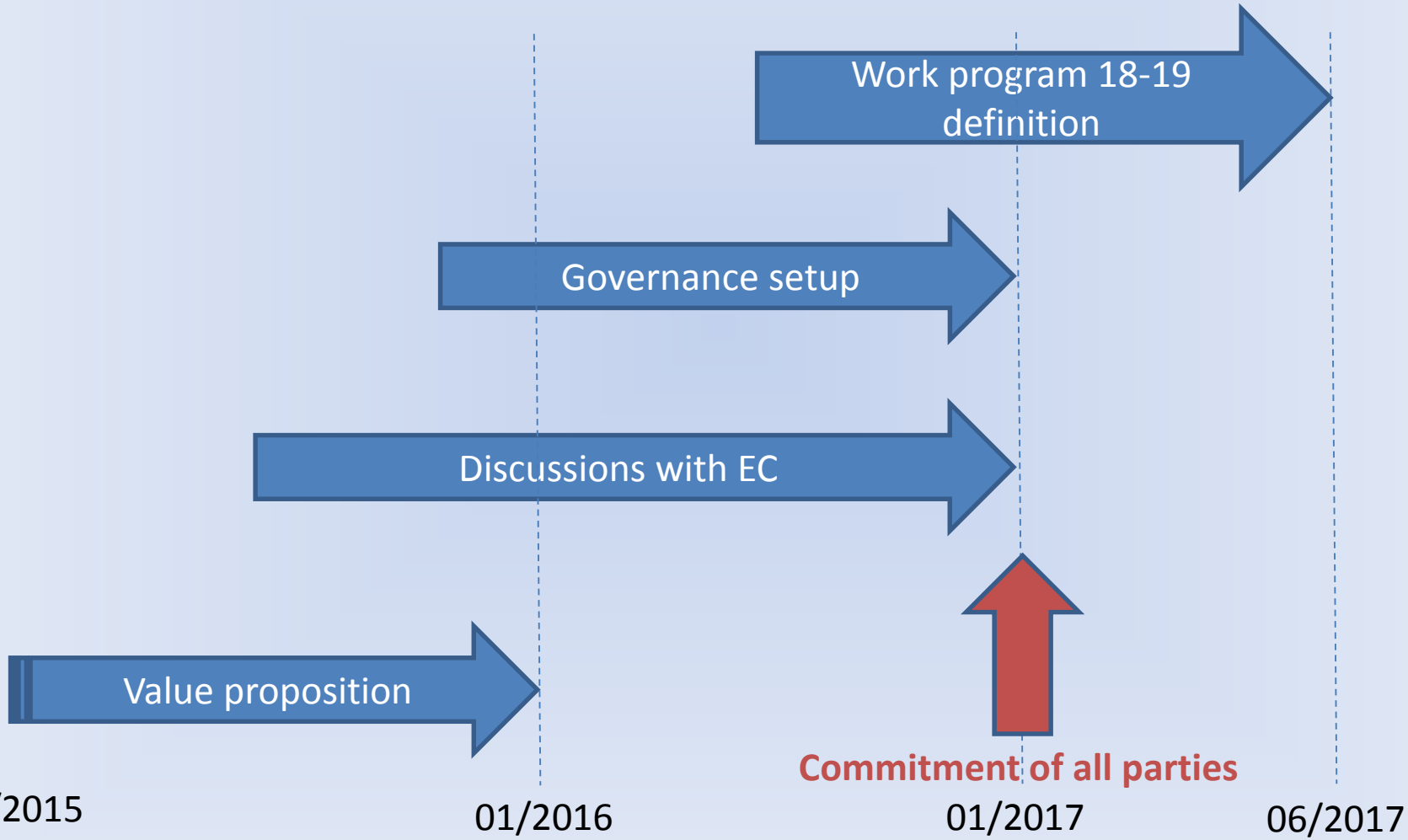
The Use case for immersion is denoted by Immersive Media Technology Experiences – IMTE – and involves immersive journalism and immersive sports reporting

Immersive journalism is defined as 'using virtual reality and 3D environments to convey the sights, sounds, and feelings of the news'

The use case could be to focus on one particular topic and to create different user experiences within several European Union countries showing daily life, tips and tricks, commitments, rights, obligations of European citizens.... This kind of pan-european immersive journalism experience could be performed on multiple socio-economic subjects such as initiatives to limit youth unemployment, startups incubators, microcredits initiatives, fighting against poverty

Immersive sports news where user experiences can be enhanced to allow a first-person immersive experience such as replacing a driver in a F1 or rally car, running a few meters in a 100/200 m in company of Usain Bolt or swimming a short distance with Michael Phelps, skiing, skydiving and many other sports.

Provisional Work plan



Value proposition - table of content

I- Vision
- I.1- Scene setting
- I.2- Actors behind this proposal
- I.3- Added value of action at Union level
- I.4- Added value of implementation via a contractual PPP
- I.5- Overall long term vision of the PPP
- I.6- Strategic and specific objective of the PPP

II- Research and Innovation strategy
- II.1- Scope of R&D and innovation challenges
- II.2- Technical priorities
- II.3- Supporting actions
- II.4- Key stakeholders along the value chain
- II.5- Indicative timeline and estimated budget

III- Expected impact
- III.1- Description of industry commitment
- III.2- Expected impact of strategic objectives
- III.3- Ability to leverage additional investments
- III.4- Strategy for coordinating the implementation
- III.5- Monitored indicators, KPIs and risks
- III.6- Proposed methodology for monitoring industrial commitments

IV- Governance
- IV.1- Description of the governance model
- IV.2- IPR principles
- IV.3- Association statutes and modus operandi
- IV.4- NEM ETP role
- IV.5- Collaboration agreement
- IV.6- Timing & planning

Draft is existing

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Thanks
for
your
attention !