IMMERSIATV

21st NEM GA
Sergi Fernández, Project Coordinator
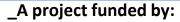
Brussels, 15th of March 2016

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€

HORIZON 2020

_Partners:

i2cat
EPFL
iMinds
LIGHTBOX
FILM & ADVERTISING
VideoStitch
Cinegy
vrt
PSNC

_A project funded by:

European Commission | Horizon 2020
European Union funding
for Research & Innovation

Consortium

Research institutions   **Broadcaster**   **Tooling SMEs**

Production SME

Market

Market

Market

Malú 360 - vídeo 360º de la Gala de Navidad 2015 de Malú en TVE HD

0:29 / 4:51

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TERMS AND CONDITIONS   REFUND AND EXCHANGE POLICY   PRIVACY POLICY

_Partners: i2cat⁹   iMinds   VideoStitch   VRT   _A project funded by:

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IMMERSIATV

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

HMD   TV   TABLET

ImmersiaTV: challenges

OBJ1.

Create a new cinematographic language where the specificities of immersive displays are taken into account, and which conciliates immersive paradigms with traditional storytelling techniques.

ImmersiaTV: challenges

OBJ2.

Extend the production pipeline to create omnidirectional content for a multi-platform environment.

Broadcast quality rigs

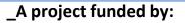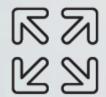# ImmersiaTV: challenges

OBJ2.

Extend the production pipeline to create omnidirectional content for a multi-platform environment.

Stiching Edition tool

ImmersiaTV: challenges

OBJ2.

Extend the production pipeline to create omnidirectional content for a multi-platform environment.

Multiplatform Edition Tool

ImmersiaTV: challenges

OBJ2.

Extend the production pipeline to create omnidirectional content for a multi-platform environment.

Multiplatform live production tool

ImmersiaTV: challenges

OBJ3.

Re-design the distribution chain to address the specific technical challenges that omnidirectional content imposes in terms of capture, compression, distribution, reception, and rendering.

Codification. Extening JPEG XS scope to Omnidirectional video

ImmersiaTV: challenges

OBJ3.

Re-design the distribution chain to address the specific technical challenges that omnidirectional content imposes in terms of capture, compression, distribution, reception, and rendering.

Adaptive streaming. Reducing latencies, ensuring highest video quality, enabling video interaction.
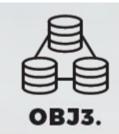
ImmersiaTV: challenges

OBJ3.
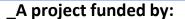
Re-design the distribution chain to address the specific technical challenges that omnidirectional content imposes in terms of capture, compression, distribution, reception, and rendering.

HbbTV

androidtv

ANDROID

iOS

oculus

Samsung Gear VR

Multiplatorm synchronization and other interoperability problems

ImmersiaTV: challenges

OBJ4.

Maximize the quality of the end-user experience, across devices, and within the technical limitations of existing production structures, distribution facilities and reception devices to create an optimal immersive experience.

Professional users & Content creation
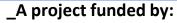
ImmersiaTV: challenges

OBJ4.

Maximize the quality of the end-user experience, across devices, and within the technical limitations of existing production structures, distribution facilities and reception devices to create an optimal immersive experience.

HMD   TV   TABLET

Professional users & Content creation

ImmersiaTV: challenges

OBJ5.

Maximize the impact of the ImmersiaTV solutions within the ecosystem of content creators, broadcasters, and consumers.

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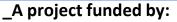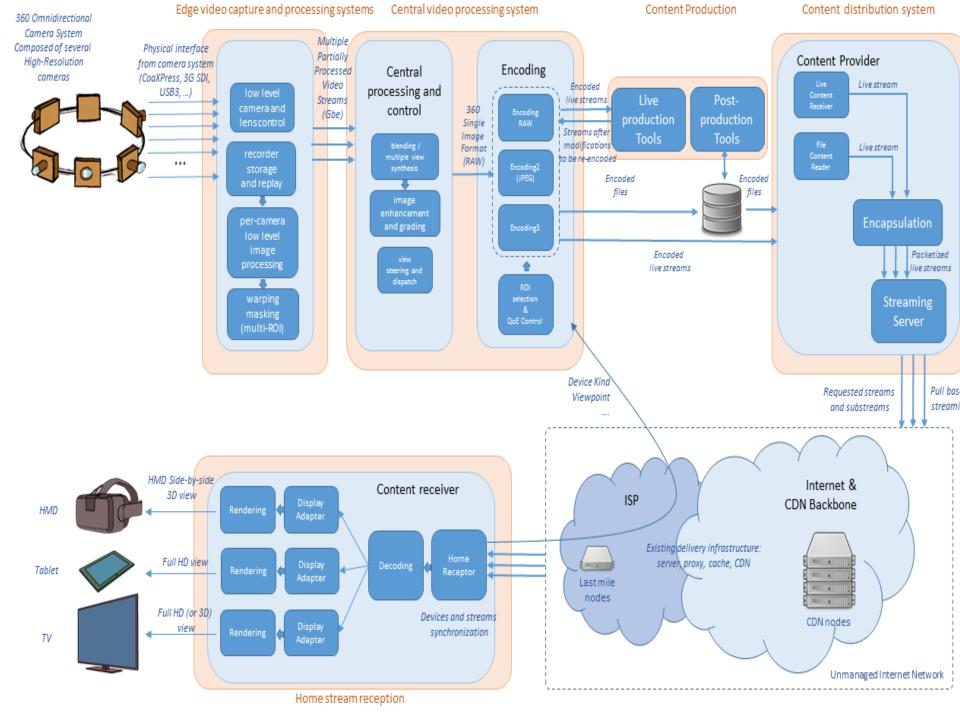Content agregators.
TV/STB Manufacturers.

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

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
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