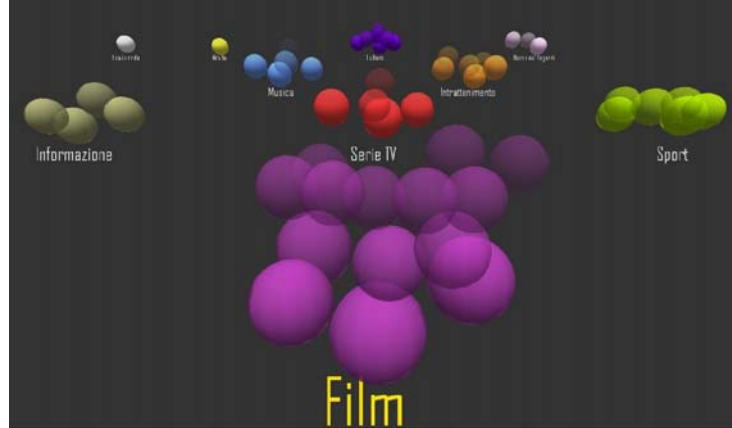


UXTV 2008 - Demo Session

Dynamic TV: a new Inter-tainment paradigm for television

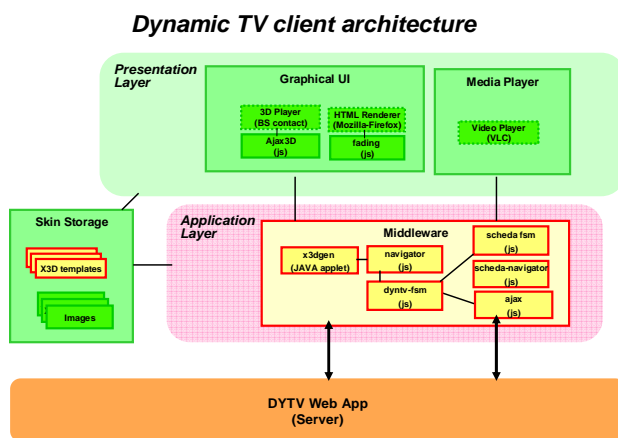
DynamicTV is a new paradigm for iTV. The user experience and user interface design are described in [3].

At UXTV 2008 we demonstrate the user experience by a hi-fidelity prototype of the interface and the simulation of the iTV end-to-end architecture. DynamicTV Immersive User Interface allows you to navigate among media contents simply by using a remote control as it happens in a normal interaction with TV device, albeit many more contents are available. All contents are organized in a genre taxonomy where categories are presented as galaxies to be easily explored



Each content is finally shown together with its context: high resolution trailer, metadata, graphical affordance to “fly” to other galaxies through recommended contents and, of course, the option of full screen watching.

In the UxTV Poster session[4] we also present part of the cross-media experience offered by Dynamic. It allows customers to “enter the system” from a PC and actively contribute (voting, tagging, personalising), thus enriching they own as well as all other customers' experience.



Technical info: the client is a web based application and it is composed by two layers:

- the presentation layer, which provides the User Interface both immersive 3D navigation and multimedia fruition, the latter through a pluggable media player

- the application layer, where all client-side business logics take place plus a “skin” storage, which allows the graphics and scene structure to be changed without modifying the paradigm at all.

The client is part of an end-to-end architecture, including an application server, providing information to build the 3D scene, a metadata DB, a content delivery network, which supplies VoD and live TV to the customers, and a recommendation engine.

DEMO Steps

We would be flattered if we succeeded in designing an intuitive and appealing experience for exploring a huge content base, allowing serendipity: why don't you try it without instructions and let us know your opinion?

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- [3] Simeoni et al, Where have you ended up today? - Dynamic TV and the Inter-tainment Paradigm, Proc. EuroITV 2008 Conference, Springer Verlag LNCS 5066, pp. 238–247.
- [4] Console, Simeoni et al, “iDYNamicTV: Web 2.0 and adaptation for a new television experience”, short paper and poster session UXTV2008 NOW