Media and Content Convergent - Accessible Total Content Experiences

Alexandru Stan
as@in-two.com

ICT19-2017 Media and Content Convergence Info day, Brussels, 16/03/2016

# Who we are: IN2 search interfaces development Ltd

- We build cutting-edge scalable software solutions for managing, publishing and accessing content on the web & mobile.

- Highly qualified team (PhD and MSc).

- Core: flexible web-based platform for managing and publishing multimedia.

- Full stack: Backend services + User interfaces and interaction and Development + Operations on an own private cloud.

MyMeedia service

- Connect and engage with audiences, measure and analyse data, and create more compelling content and experiences.

- Ready to integrate and deploy 3rd-party & research components and services.

- Unique in its ability to re-purpose and up-cycle content.

- Cost-efficient way to improve communication and marketing.
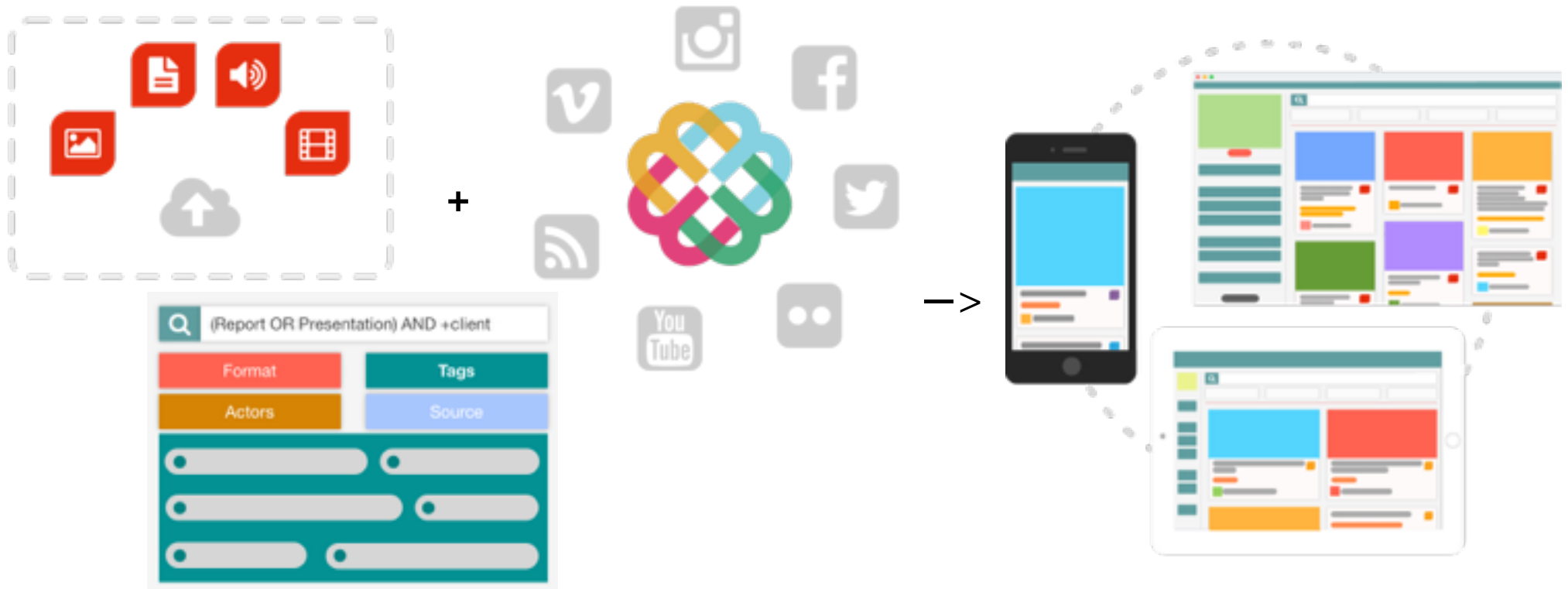
Recent related work

- **RePlay:** Traditional Sports and Games - 3D capture, Interaction and Preservation. Exploring how sports museums can take advantage of their digital content and engage with museum visitors.

- **Fed4FIRE:** Experimenting to improve responsiveness and user experience by being able to scale on demand application instances.

- **EuropeanaSpace:** Creating a general framework for working with dance content and the metadata accessible through Europeana and doing so, enable the production innovative models of content re-use.

- **STOM:** EventPlace solution on top of semantic technology services that allows event and destination managers who want to organise their event content and combine it with user-generated content for an engaging experience for everyone.

- **SUPER:** Integrated and privacy-friendly approach to the use of social media in emergencies and security incidents.

- **MaxiCulture:** Community of Practice to make project results more widely known, scan their latest news and filter and search through their activities and public documents.

- **eAcceesPlus:** eAccessibility hub - Focused on media and document access

IN2 and ICT-19-2017

- Evolution of content: beyond "own", towards "total" (include "earned" UGC)

- New trends: transmedia, streaming, re-mixing, real-time storytelling

- Creation and consumption across platforms: mobile already ranking as #1

- We want to explore how:

  - Total content (owned, earned, social) in its many forms (text, multimedia, 360, streaming) can open up new opportunities for real-time transmedia storytelling

  - Privacy-aware personalisation and automation can help user create engaging experiences more efficiently

  - Programatic interface adaptation (beyond templates) can bring about the promise of smart contextualisation

  - To improve accessibility of SaaS content solutions through design-for-all

- Rooted on clear market needs and business oriented

- Innovation focused on bringing new products to the market

- Contact: as@in-two.com