



WeKnowIt

Emerging, Collective Intelligence for Personal,
Organisational and Social Use

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Video Showcase Specification

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Abstract

This report specifies the video showcase, containing the visible output of the WeKnowIt project. In particular we have identified the components suitable for presentation, a functional design, and a production timeline.

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Executive Summary

This report specifies the video showcase, containing the visible output of the WeKnowIt project. In particular we have identified the components suitable for presentation, a functional design, and a production timeline.

In short, the video showcase will start with an introduction of the WeKnowIt project by the coordinator, followed by a meet and greet with each of the partners in the project. Per research work package, a short introduction of the research output is given, which will be linked to the project objectives. Also within each research work package, there will be a series of selected research demonstrations to highlight some of the achievements. A presentation of WeKnowIt Architecture and integration is then given as an introduction into the prototypes for the two case studies developed by the WeKnowIt partners, e.g. the emergency response case study, and the consumer social group case study. The whole showcase will be driven by a usage scenario, in which real (or actor) users will make use of the WeKnowIt prototypes for a specific purpose. For example, a group of friends preparing a travel, travelling within a selected city and, then, organizing their photos from the travel. This usage scenario will be interwoven with the technical/research presentations depicting the relevant parts of the scenario, in which a technology achievement is applied. It will be decided with the help of the showcase artistic creators how the two WeKnowIt case studies will be demonstrated (for example, both in the same showcase, two different versions one per each case study or a showcase that focuses on one case study and contains a brief summary of the other).

In addition, we have set up a timeline, and identified various matters of practical nature.

Table of Contents

1. Introduction.....	6
2. Specification of video materials	7
2.1. Capture of supported media	7
2.2. Video distribution	7
2.3. Video quality	8
2.4. Composition of chapters.....	9
3. Functional specification	12
4. Timeline and Organizational Matters	15

List of Figures

Figure 1. Main menu layout.....	12
Figure 2. “Select Chapter” submenu	13
Figure 3. “Scientific Innovation” submenu	13
Figure 4. “Partner’s Info” submenu	14

List of Tables

Table 1: Opted video resolution standardsVideo Showcase Components ..	8
Table 2: Structuring of content sections.....	9
Table 3: Course of sections in linear viewing of content	10

1. Introduction

The purpose of the report is to prepare the video showcase production containing a presentation of the WeKnowIt project, including the (near) final results, integration efforts, prototypes for the Emergency response use case and the Consumer Social Group case study, together with a real users' story that highlights a usage scenario. The video showcase results in a video DVD for which a production crew will be sub-contracted. Their task will be to do the shooting of the interviews, the usage scenario and demonstrations, preferably during a consortium plenary meeting.

The objective is to produce a browse-able DVD, where the different chapters will match the components described in Section 2. A functional specification and initial design is then presented in Section 3. The timeline for producing the showcase DVD, and other organizational matters are then discussed in Section 4.

2. Specification of video materials

2.1. Capture of supported media

- **On-the-field shootings:** filming of on-the-field trials (during both 1st and 2nd trial evaluation user trials) at a supported video format: MPEG-1, MPEG-2, MPEG-4, QuickTime MOV, AVI, etc.
- **Display Screens:** video footages that explain the user interfaces (GUI) of the developed applications will be produced by screen capture softwares. These should be exported into one of the supported video formats: MPEG-1, MPEG-2, MPEG-4, QuickTime MOV, AVI, etc.
- **Still images:** layout diagrams, result charts, etc., will be demonstrated by the use of still images. These should be saved in one of the supported image-file formats: Bitmap (BMP, RLE), JPEG (JPG, JPE), TIFF, Portable Network Graphics (PNG), EPS, Pict (PCT, PICT), etc.
- **Narration audio:** A narrator will be explaining the video on view. The narration should be recorded in a recording studio and captured in a supported audio file format: AIFF, MP3, AVI and WAV, etc.

2.2. Video distribution

Video distributed on removable storage media (e.g. CD-ROM or DVD) is the best means by which to showcase a video demo. While compression restrains are not that critical, it is best suited for delivering a video at high definition and for several occasions/reasons: as an advertising material to interesting professionals or companies, distributed at trade fairs, technology exhibitions, etc.

Besides the abovementioned *offline* delivery method, in order to expand the dissemination channel up to a level of reaching a wider breadth of audience, the *online* video distribution (e.g. through the web-site of WeKnowIt) is considered the most preferable choice. The downside of this method is the constraint imposed on the acceptable bitrates of the video, something that directly impacts its viewing quality. A main distinction of online video delivery is whether the entire video be downloaded before the user can watch it, or whether the viewer is able to start watching the video without downloading its full length (*internet streaming*). The latter case permits viewing just a few seconds after the user's request, however

its quality can be significantly lower, owing to the higher compression schemes being used. The exact opted method will result as a compromise between desirable video image quality and the ease of access to a wide range of viewers of different access capabilities, and depending of the file size of the final footage.

2.3. Video quality

The capture of video material should guarantee the distribution of end production at a high quality, whenever the distribution medium permits so.

The required frame rate of all captured video should be that defined by the capturing device, but in no case less than 25p (25 fps, progressively scanned).

The decided video resolution is dependent of the selected distribution method. In any case, a display aspect ratio of 16:9 will be preferred, since this is one the most common standards of digital television today. For the case of CD-ROM or DVD distribution the 1080p or 720p standards of HDTV will be used, whereas in the case of Internet distribution the 720p HD resolution will be available along with the lesser nHD (360p) version, suited for the most common internet connection speeds.

Intended distribution method	Video Resolution Standard	Width x Hight	Aspect Ratio
CD-ROM	1080p	1920 x 1080	16:9
DVD	720p	1280 x 720	16:9
Blu-ray discs	720p	1280 x 720	16:9
Internet streams	720p	1280 x 720	16:9
	nHD	640 x 360	16:9

Table 1: Opted video resolution standards Video Showcase Components

2.4. Composition of chapters

The video showcase will be composed of a number of chapters. The viewer will have the possibility to either opt for watching the full length of the video, in the logical succession of chapters, or she can choose for a non-linear presentation of the content, through the use of a main menu.

The chapters themselves will comprise sub-chapters; a *multilevel* main menu will permit the playback of each separate sub-chapter or the viewing of each chapter in a continuous fashion. Table 2 represents the structuring of the video into its composing sections (chapters and sub-chapters), followed by a description of each part together with a suggestive duration.

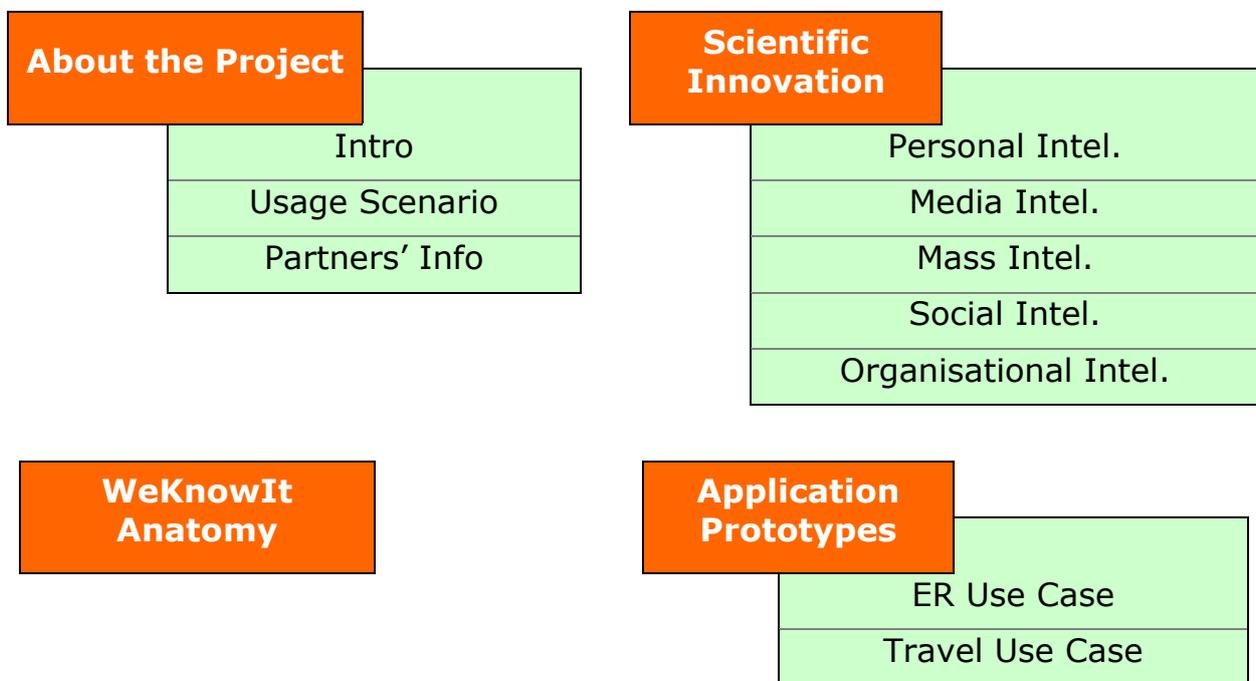


Table 2: Structuring of content sections

The option of continuous playback of the video will follow the logical succession of sections as illustrated in Table 3, giving a total running time of around 35 minutes.

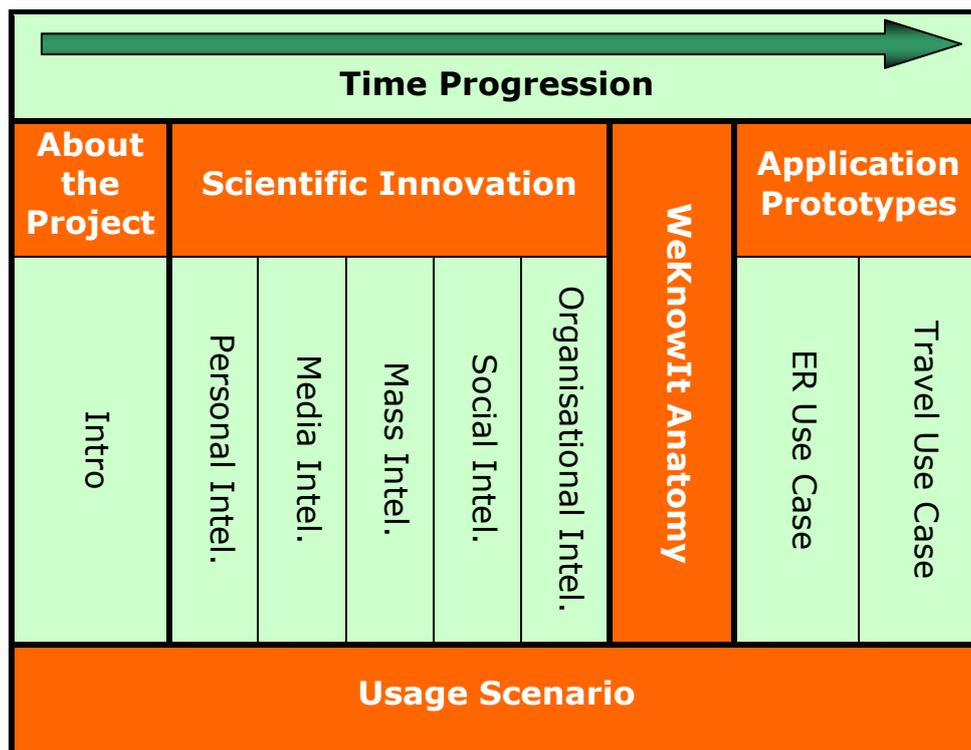


Table 3: Course of sections in linear viewing of content

For the DVD video showcase the following five main components (chapters) have been identified:

About the Project

Project introduction [5 mins]

The project introduction will be given by the project coordinator, Yiannis Kompatsiaris from CERTH. In this introduction, he'll outline the scope and objectives of the project, and highlight the main achievements.

Partner presentation [1-2 mins]

A partner introduction is intended to introduce each of the partners, including current and past research staff and members that worked on the WeKnowIt project, as well as a high-level outline of the role and achievements of that partner.

Scientific Innovation [2-15 min]

For each of the research work package, there will be a short (1-2 minutes) introduction by the work package leader describing the goals of the work package, and its main achievements. This is then followed by one or more research prototypes (max 5 mins.), demonstrating the visible outputs of the research. This will be organized in chapters, so that the audience can select topics of their interest.

WeKnowIt anatomy [8 min]

This component will contain a presentation of the WKI architecture, and a short introduction into the services provided by the different partner, as part of the WKI framework. This serves as a preview under the hood of the WKI engine, that drives the different prototypes, and the overall integration of the research carried out in the project, into services.

Application Prototypes [2x 10 min]

This component will present the two use cases that have been developed within WeKnowIt. For both the emergency response case, and the consumer social group scenario, there will be (1) a functional presentation, by the developers, and (2) a scenario walkthrough with respondents and experts.

Usage scenario [8 min]

As mentioned, the whole showcase will be driven by an imaginary story, in which real (or actor) users will make use of the WeKnowIt prototypes for a specific scenario. This usage scenario will be interwoven with the technical/research presentations depicting the relevant parts of the scenario, in which a technological achievement is applied. So its execution will pause for technological demonstrations and then resumes, as the video narration progresses.

3. Functional specification

To give an impression of what the video showcase will look like, a functional specification, and draft sketch of the video showcase has been set up.

In order to facilitate the possibility of selecting a specific section from the multileveled tree-synthesis of the content, as already discussed above, the menu will be further split into submenus, for reaching any section in particular. This paragraph sets the outlines of how the menu feature will be laid down, but does not necessarily hint at the illustrative aspects and final appearance of the menu, which is a matter to be decided by the video production team, after all.

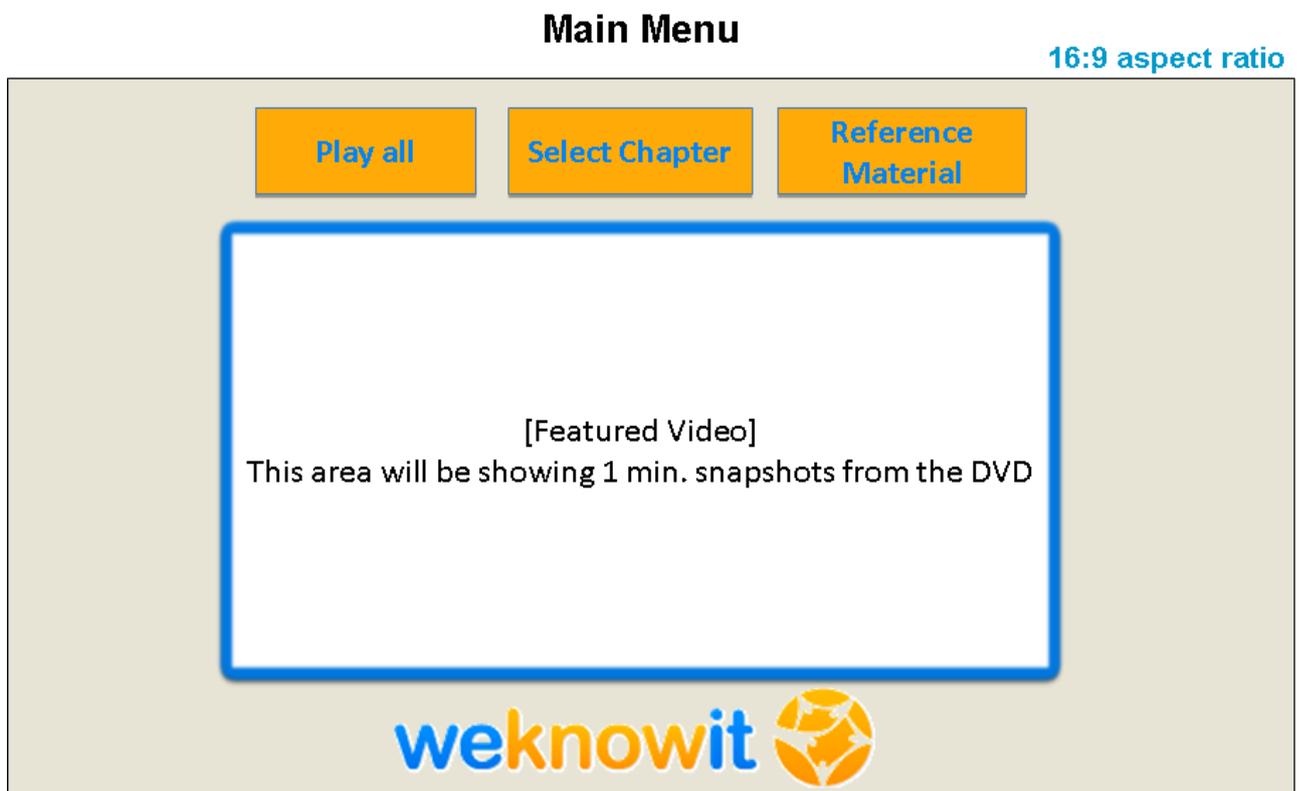


Figure 1. Main menu layout

“Select Chapter” submenu

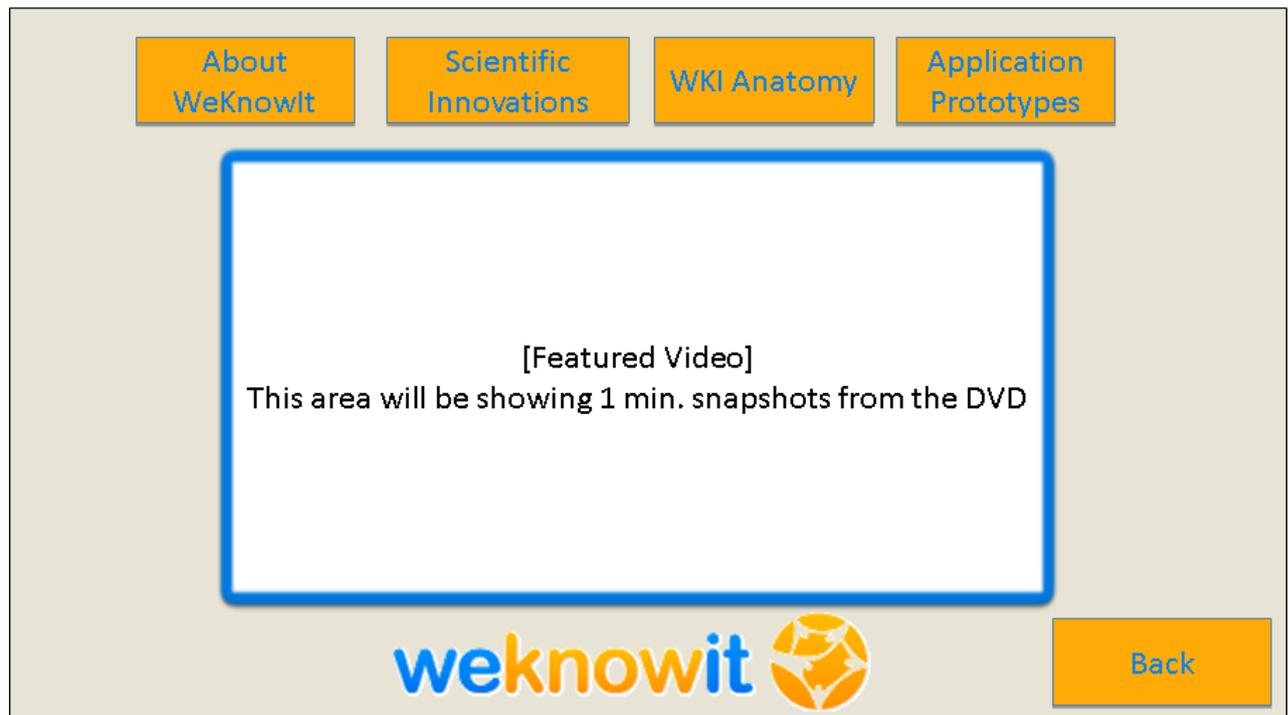


Figure 2. “Select Chapter” submenu

“Select Chapter → Scientific Innovation” submenu

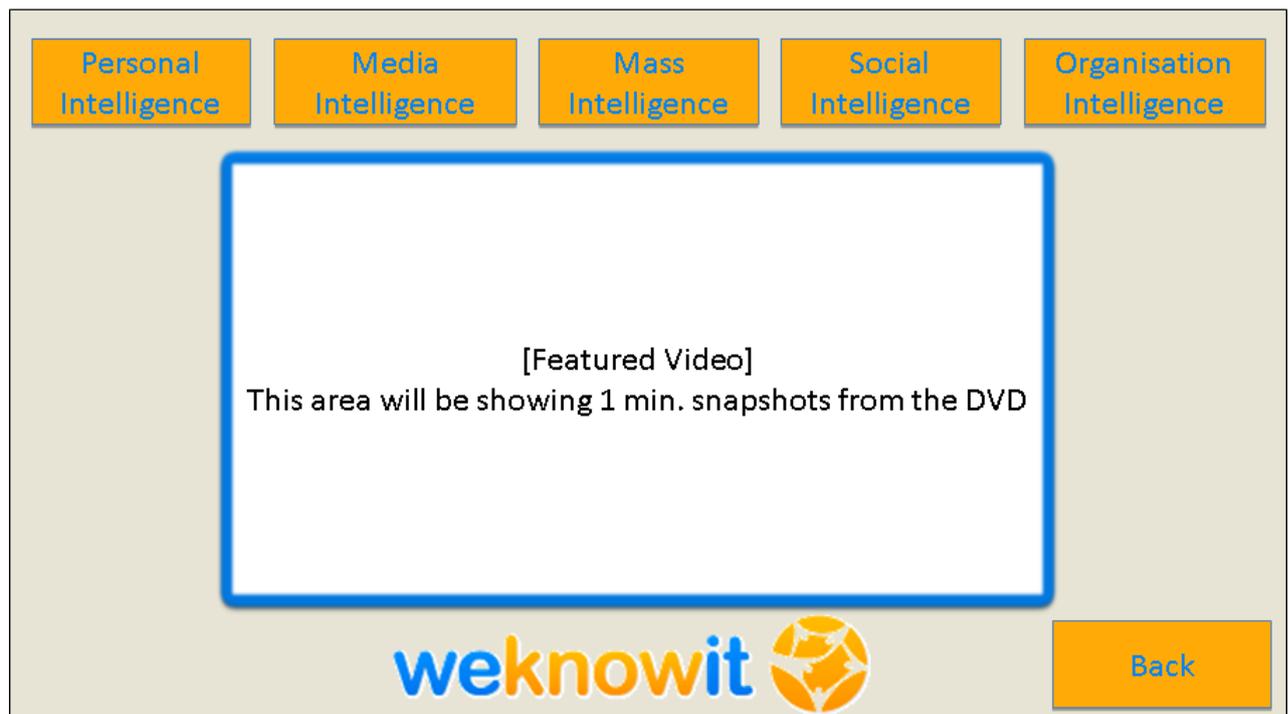


Figure 3. “Scientific Innovation” submenu

“About WeKnowIt → Partners’ Info” submenu

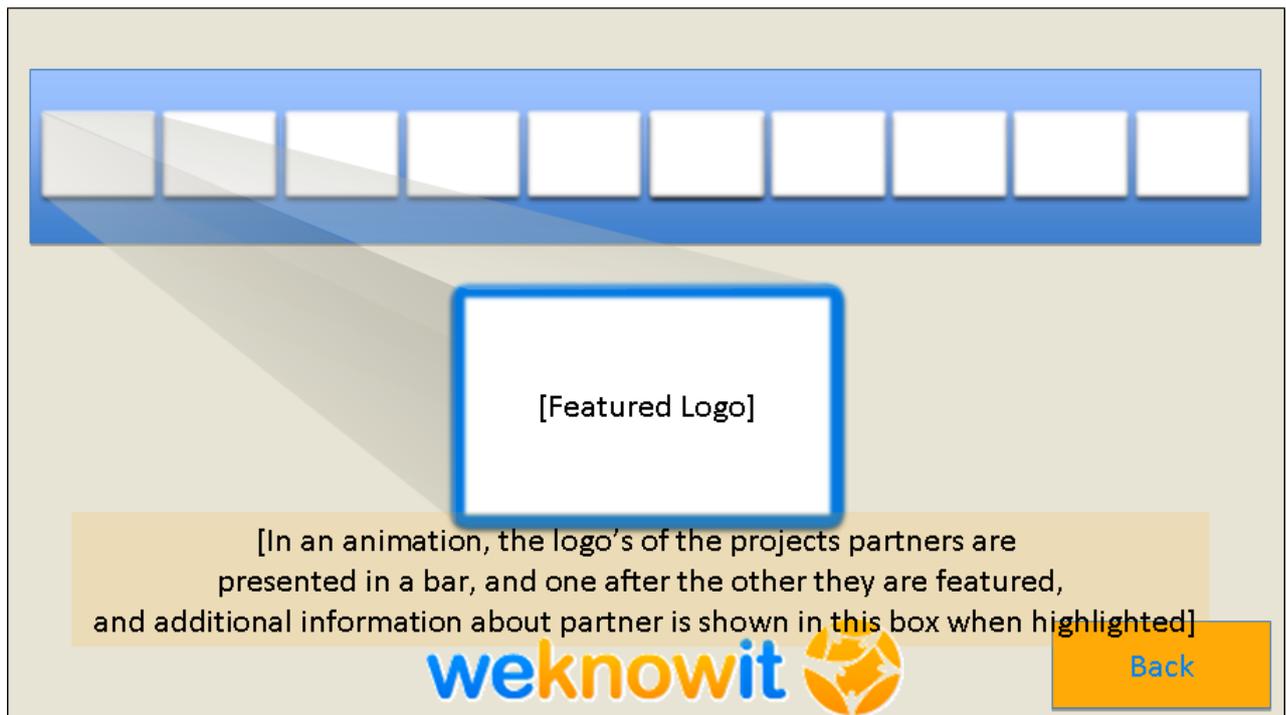


Figure 4. “Partner’s Info” submenu

4. Timeline and Organizational Matters

Timeline

The following table presents the timeline for the production of the video showcase. In general all actions are due before the end of the corresponding month. For each action item, the responsible partner is highlighted in bold.

Date	Action
August 2010	CERTH : contact a video/production company. Several candidates have been mentioned during the meeting in Karlsruhe (see minutes)
October 2010	Video production company : Provide detailed instructions for producing high quality screen captures of the demonstrated (research) prototypes
November 2010	Video production company : Collect the screen captures of the demos, inspect quality.
November 2010	ALL(!) : Collect the written scenarios of the interview, and demonstrations.
December 2010	ALL(!) : During the WKI quarterly meeting , plan and reserve a day, during which the different demos, and interviews are record.
March 2010	CERTH, Video production company : Dissemination of the WKI video showcase DVD.

Contract a video/DVD production company, and discuss the video showcase production detail

Video production company

CERTH will be responsible for subcontracting a video production company. Several companies are currently being considered. Such an example of a scientific video productions company is The Second Method¹.

¹ <http://www.thesecondmethod.com/>