

## Ambient Media and Home Entertainment (*Workshop Review*)

Artur Lugmayr<sup>(1)</sup>, Alexandra Pohl<sup>(2)</sup>, Max Muehhaeuser<sup>(3)</sup>, Daniel Olimpiu<sup>(4)</sup>,  
Jan Kallenbach<sup>(5)</sup>, Felix Köbler<sup>(6)</sup>, and Samuli Niiranen<sup>(7)</sup>

<sup>(1)</sup>Tampere University of Technology, NAMU Research Group, Finland, [lartur@acm.org](mailto:lartur@acm.org)

<sup>(2)</sup>Rundfunk Berlin-Brandenburg (rbb), [alexandra.pohl@rbb-online.de](mailto:alexandra.pohl@rbb-online.de)

<sup>(3)</sup>Technische Universität Darmstadt, FB20 – Telekooperation, [max@informatik.tu-darmstadt.de](mailto:max@informatik.tu-darmstadt.de)

<sup>(4)</sup>University of Versailles – CNRS-PRiSM Lab., France, [dan@prism.uvsq.fr](mailto:dan@prism.uvsq.fr)

<sup>(5)</sup>Helsinki University of Technology, Helsinki, [jan.kallenbach@tkk.fi](mailto:jan.kallenbach@tkk.fi)

<sup>(6)</sup>University of Technology Munich, Dept. of Informatics, Information Systems [koeblerf@in.tum.de](mailto:koeblerf@in.tum.de)

<sup>(7)</sup>Tampere University of Technology, Finland, [samuli.niiranen@tut.fi](mailto:samuli.niiranen@tut.fi)

### Abstract

Media are “[media] means effecting or conveying something such as (1) a surrounding or enveloping substance; or (2) a condition or environment in which something may function or flourish; or (3) mode of artistic expression or communication.” [1] In the case of ambient media, the humans’ natural environment becomes to the ‘enveloping media’ as environment in which content functions.

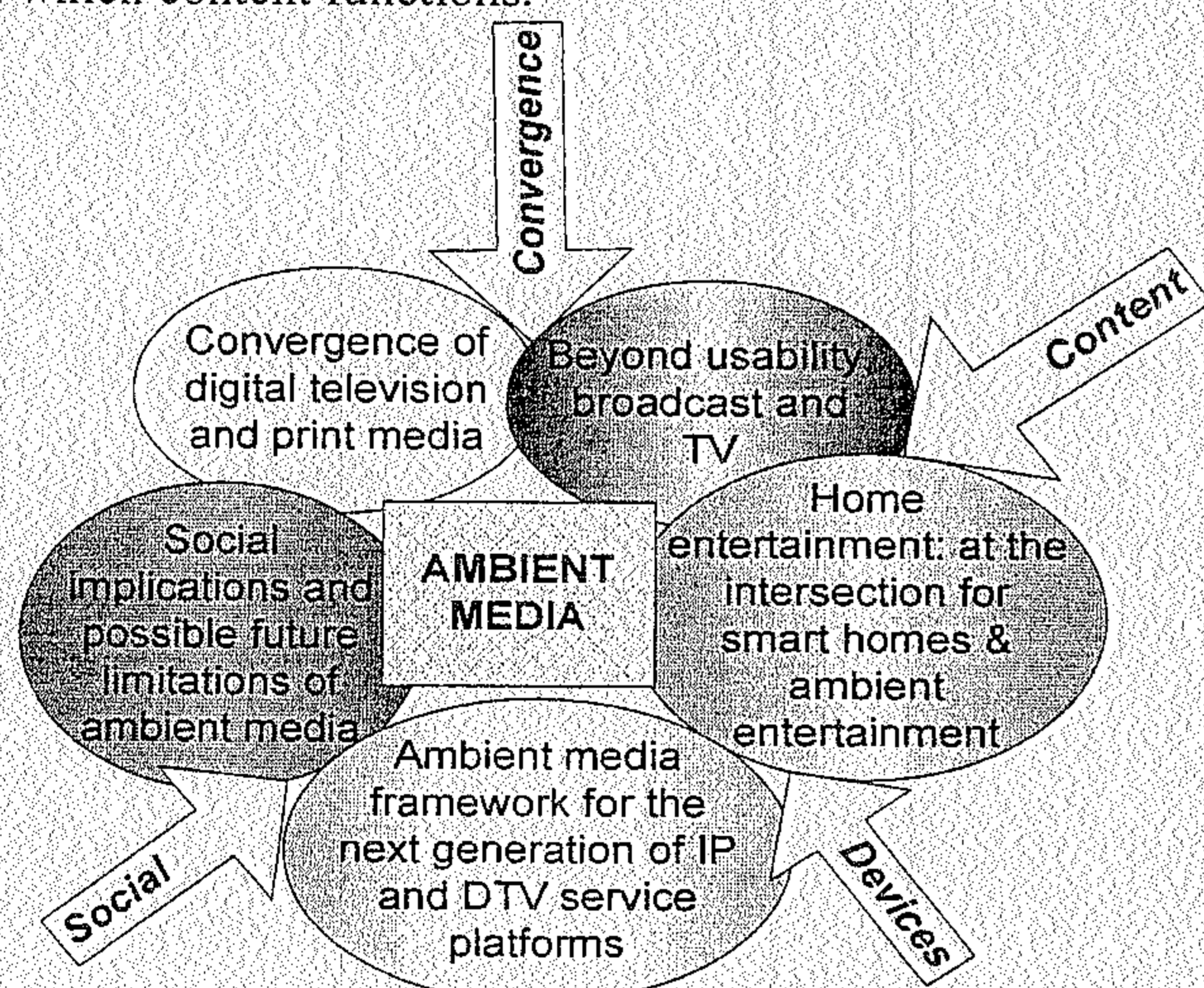


Fig. 1. Workshop topic overview

The workshop therefore deals with the development of ambient media, far beyond seeing TV as major entertainment platform in consumer’s homes. To satisfy the entertainment hungry consumer, more and more advanced home entertainment systems and facilities are required to provide interactive and smart leisure content. Ambient intelligence or ambient media seek to make smart technology available for the consumer throughout his natural environment.

Rather than the consumer explicitly tells a computer system what to do, the system shall act autonomously in the way the consumer desires. Natural interaction, personalization, smart metadata, wireless technology, ubiquitous systems, pervasive computation, and embedded systems are enabler. The goal of this workshop is to look far beyond the scope of the utilization of compression techniques for transmitting

content. The workshop glimpses the future of modern ambient home entertainment systems.

For the workshop experts in the field have been contacted and contributed to four major lines of the future development of ambient media: social implications, converging media, content issues, and smart devices:

*Jan Kallenbach* deals with the convergence of print media and digital interactive TV as possible new channel for print media content;

*Max Mühlhäuser* focuses on new technology trends of the ubiquitous computing era foster substantial changes in all application domains;

*Daniel Negru* focuses on the fact, that in the forthcoming years, mobile services platforms will undoubtedly be deployed into Beyond-3G (B3G) environments;

*Felix Kobler* focuses on social implication and possible future limitations of rapid technology development in the field of mobile ambient intelligent services;

*Alexandra Pohl* focuses on media convergence especially on the future of digital TV;

*Samuli Niiranen* focuses on the characteristics and potential of these innovations in the context of ambient information technology tools for wellness services.

Excerpts of the extended abstracts submitted to the workshop have been collected within the scope of this workshop description.

### Beyond usability, broadcast and TV - Alexandra Pohl

#### *Some reflections on TV development*

Since television emerged as a medium in the early days of the past century, it has been evolving constantly – and so it is today. This process of constant further development does not only concern it’s external appearance, but is foremost due to the changing of its



