

# **SALERO - Semantic Audiovisual Entertainment Reusable Objects**

**“Intelligent Content”:** Digital media objects of the future will “know” enough about themselves to be able to adapt to their environment.

SALERO – an Integrated Project under the 6<sup>th</sup> Framework Programme of the European Union/IST (FP6-027122) – focuses on research in the field of context-sensitive audiovisual media using semantic technologies for more efficient and cost-effective multimedia production.

Current production processes require a high degree of “manual” work to generate files, such as video or image files, which can only be used in a single production or a single medium (e.g. on the PC or mobile phone).

The SALERO project thus investigates the production of digital content with the aim of creating cross-platform, re-usable media units. The vision of the project is to provide “intelligent content” in the form of multimedia objects, which contain context information and can therefore be re-used on an adaptive and cross-platform basis.

The SALERO project team aims to create ontologies for describing media content, to define vocabularies for describing context-dependent information and to produce tools for creating and managing multimedia objects and for re-using them in different contexts than the ones originally defined. Another goal is to develop new methods for efficiently retrieving (moving) images, audio information and behaviour patterns from large datasets. The new developments will be demonstrated in three experimental productions: "Information and Entertainment Programming", "Pre-school" and "Interactive Games".

Potential fields of application of the new technologies include, e.g., computer games, mobile phone applications, or animated TV productions.

Further Information: <http://www.salero.eu>

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