



SALERO aims at making cross media-production for games, movies and broadcast faster, better and cheaper by combining computer graphics, language technology, semantic web technologies and content based retrieval

## VISION

SALERO's 'Vision' is to define 'intelligent content' and to develop according toolsets for media production, enabling multimedia objects with context-aware behaviours for self-adaptive use and delivery across different platforms. 'Intelligent Content' should enable the creation and reuse of complex, compelling media by artists who need to know little of the technical aspects of how the tools that they use actually work.

## OBJECTIVES

01. Research into methodologies for describing, creating and finding intelligent content
02. Toolsets to create, manage, edit, retrieve and deliver content objects, addressing characters, objects, sounds, language sets, and behaviours
03. Verifying the concept of intelligent content by experimental productions and promoting the take-up of intelligent content technologies

## TARGETED RESULTS

- An ontology language, media ontologies and metadata, describing semantics and context of intelligent content as well as software tools for media ontology creation, manipulation and versioning.
- New methods of context-based retrieval of characters, sounds, images, movements or behaviours from very large datasets and media storage systems, verified by appropriate demonstrators.
- Applications for manipulating the appearance, sound, movement and behaviour of semantically aware characters and other objects for delivery on different platforms.
- Tools for language processing and speech synthesis as a means of supporting the generation of multi-lingual media content.
- Software toolkits, software systems, and interfaces, compliant with current industry practices, allowing the control of appearance, sound, behaviour and properties of intelligent content objects for media production.

## CONSORTIUM



**Joanneum Research Forschungsgesellschaft (AT)**  
**Institute of Information Systems & Information Management**  
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**Activa Multimedia (ES)**  
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**Blitz Games Ltd (UK)**  
[www.blitzgames.com](http://www.blitzgames.com)



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[www.iaa.upf.es](http://www.iaa.upf.es)



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