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## Outset

Ever since the idea of convergence was floated, the media industry has been talking about cross-platform exploitation as a way of producing more exciting content more cost-effectively. But while technology has helped to produce better quality sounds and images, the costs continue to rise. It is virtually impossible to re-use items from previous productions (regardless of issues of copyright) in different contexts, as the majority of sounds and images only work in the context and media type for which they were originally made.

## 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 re-use 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

- Research into methodologies for describing, creating and finding intelligent content.
- Toolsets to create, manage, edit, retrieve and deliver content objects, addressing characters, objects, sounds, language sets, and behaviours.
- 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 multilingual media content.
- Software toolkits, software systems, and interfaces, compliant with current industry practices, which allow the control of appearances, sounds, semantic behaviour and properties of intelligent content objects for media production and post-production.
- Three experimental productions, covering the application areas "information and entertainment programming", "pre-school" and "interactive games".
- Masters Syllabus development for universities and professional training programme for industry.

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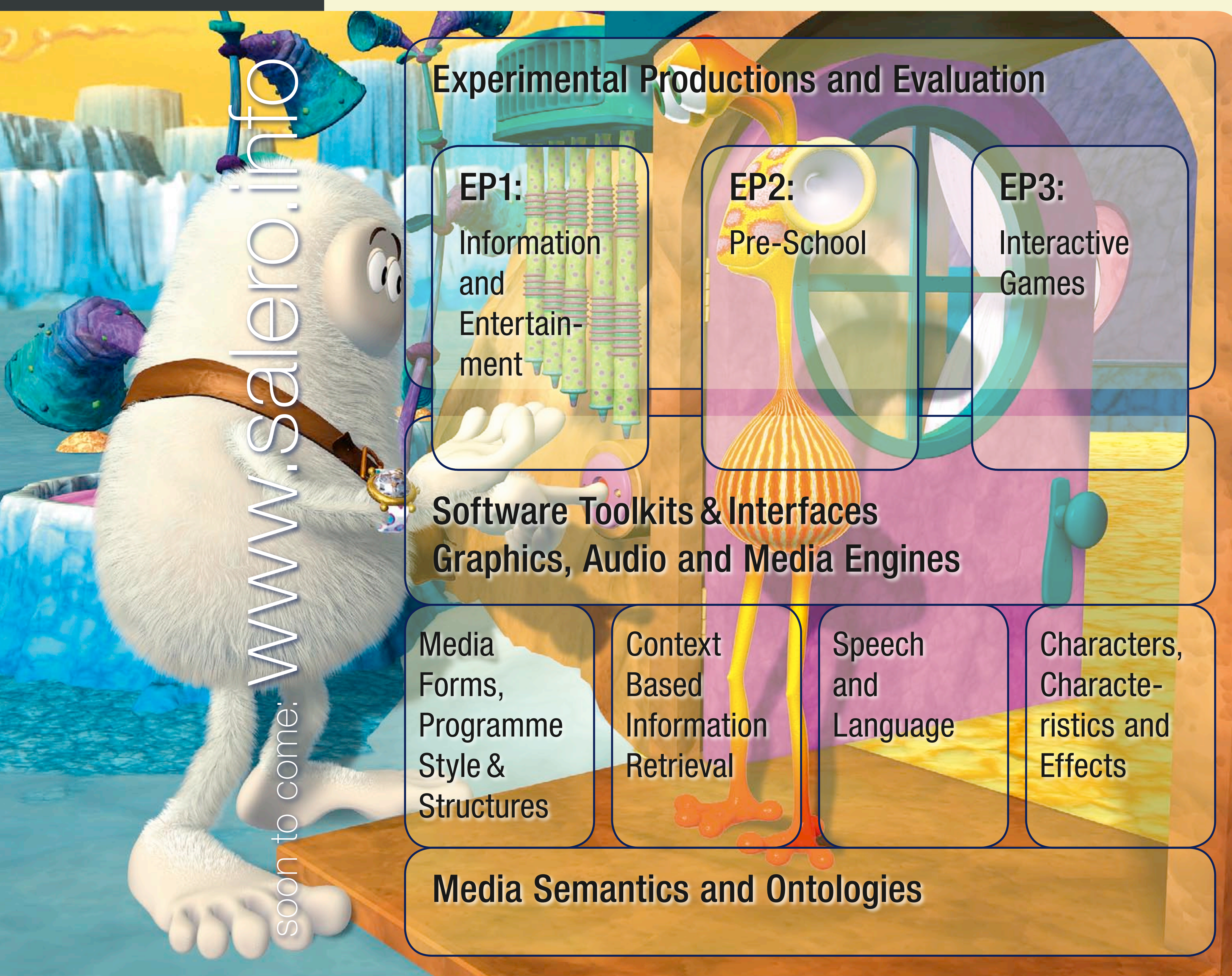
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Images by courtesy of Pepper's Ghost Productions Ltd.



SALERO

will be partially funded under  
the FP 6 of the European  
Commission within the  
IST Workprogramme 2004  
(FP6-027122).

