OPEN CALL FOR
ADDITIONAL BENEFICIARIES

Overview of the FI content project

FI content is part of the Future Internet PPP (FI-PPP) program, a joint action by European Industry and the European Commission within the Seventh Framework Programme of the European Community for research and technological development.

The FI content project has reserved a portion of the project budget to fund specific tasks to be carried out by new beneficiaries, which will join the consortium after start of the project.

These later-joining beneficiaries are selected by means of a competitive Open Call, which aims to recruit new content usage driven partners to complement the three platforms that the FI content project is building, by creating new applications or providing missing technologies to extend the platforms' capabilities.

The FI content project aims at establishing the foundation of a European infrastructure for promoting and testing novel uses of audio-visual content on connected devices. The original FI content partners will develop and deploy advanced platforms for Social Connected TV, Smart City Services, and Pervasive Games. To assess the approach and improve these platforms, user communities in six European locations will be activated via living labs and field trials. The table below shows which application platforms are tested on each experimentation site.

Application Platforms	Experimentation Sites					
	Brittany	Berlin	Cologne	Barcelona	Zürich	Lancaster
Social Connected TV	X	X	X			X
Smart City Services	X	X	X	X		
Pervasive Games			X	X	X	

Objectives of the Open call

FI content expects respondents to the Open Call to propose solutions that build on and complement at least one of the three platforms being developed and deployed in test locations by the project partners. The proposals should either describe new experimentations (for instance by extending the test population toward new socio-cultural groups – e.g.: children, elderly people) or add significant improvements to existing experimentations (for instance by improving the user experience or providing advanced scenarios for targeting and customizing advertisement). Provision of new functions or features could be achieved by developing and integrating new technology modules, or by interconnecting one or several of the FI content platforms with other systems.

FI content partners have identified a number of developments areas described below. A proposal should address a single application platform (**A**, **B**, or **C**), and can address one or several topics (numbered **Ai**, **Bi**, **Ci**) listed below for this platform. A proposal should explicitly list which numbered topic(s) it addresses, and how it fulfills the requirements expressed for each topic addressed.

A- Social Connected TV Platform:

The FI content consortium is looking forward to integrate new partners for the Social Connected TV platform in order to bring more applications regarding media consumption, and to transfer FI content results into existing commercial offers.

Specifically for the area of second-screen interaction, we are looking for solutions that extend the existing second-screen framework by supporting additional/alternative methods for device discovery (other than the QR code) and that support the establishment of a local messaging channel for the app-to-app communication of the browsers on the TV and on the secondary device. Furthermore, we expect SMEs to integrate technologies and functions provided by the Social Connected TV platform in order to allow them to enlarge and to add value to their existing service offers.

While supporting the creation of new user stories, the social connected TV platform will seek to fill technological gaps, which have been identified in the scenario analysis descriptions and to incorporate tie-in services into the existing framework. We will also encourage the development of creative and compelling user stories for the toolbox.

We would like to find software and technologies for:

> Device Discovery
  o **A1** - Provide automatic discovery of devices based on standard web technologies;

> Cross-Device Communication
> - o **A2** - Provide direct communication between devices without an intermediate web server;
> Interactive Content and Services
> - o **A3** - Enable an interactive multi-screen content experience;
> Service and Platform APIs
> - o **A4** - Implement tangible applications which use and validate the APIs of the TV platform; potentially enhance and/or fine-tune existing functions;
> Search and Discovery
> - o **A5** - Application development in order to build customized VOD portals for specific categories of users such as young people, seniors or deaf and hard-of-hearing people;
> - o **A6** - New ways to explore catalogs based on metadata enrichment and on social network activities.

B- Smart City Service Platform

The "Smart City Service" platform is a portfolio of functions, designed to foster the development and uptake of city guide applications for end users based on future internet technologies ("smart city guide"). The "smart city guide" aims at having functions before, during and after a visit in a town. Another goal of this final application is to be available on various devices (mobile, tablet, PC, TV).

We expect innovative experiments, applications and services using the smart city service platform, respectively developing helpful extensions to enable new use cases.

We would like to find software and technologies for:

> **B1** - Real-time Translation of text and audio of any Smart City Service Content
> - o Supported content types: Text, Audio, Video (e.g. add of sub-titles);
> - o Real time translation (e.g. streaming, live streaming, content reading/download...);
> - o Supported languages: all European Languages
>   - ▪ Mandatory: English, French, German, Spanish, Catalan, Italian;
>   - ▪ Optional: all other European languages;
>
> **B2** - Word Spotting / Summarization of Smart City Service Content
> - o Process of reducing a content in order to create a summary that retains the most important points of the original content;
> - o Supported content types: Text, Audio, Video;
> **B3** - Service Continuity / Complementarities Between Devices
> - o Seamless transition of user-experiences between different devices (e.g. from mobile device to tablet, PC, or TV) and hybrid use of multiple devices (e.g. using the mobile as a remote control);
> **B4** - Rich-Media Ad-Insertion

- o Enabling the easy and seamless integration of advertising in various media formats (e.g. text, video billboards, animated 3D graphics, web content etc.) into smart city services (e.g. the smart city guide);
- o Adapting the advertising according to the end user profile;
- o Assessing privacy concerns and the level of acceptability by the end user depending on the different types, formats, and environments of advertising;
- ❯ **B5** - Platform Enrichment (Data and Content)
  - o Extend or build Open City Databases (OCD):
    - ▪ OCD is a WebApp for mobile devices;
    - ▪ Provides the user information of different cities and their points of interest (POIs);
    - ▪ Collection of POI (detail view: rating, comments, opening hours, public transport, contact);
    - ▪ Quick switch to another city (search for cities);
  - o Types of Data and Contents:
    - ▪ Cultural and knowledge contents (contents relative to noteworthy sites, history and culture of cities, etc.);
    - ▪ Localized real-time, rich-media content streams: e.g. local weather information (highly located information, in time and space), rich-media event information, social network updates, etc.

C- Pervasive Game Platform

The Pervasive Game Platform provides three tiers of support for games and virtual worlds bridging the physical and virtual world: augmented reality toys and objects, location-based games, and city-wide games. In terms of hardware we aim to further develop the Future Internet distribution to mobile, wearable, and unencumbered devices interacting with Things.

We target the software integration and deployment of real-time 3D content on the Web with both XML3D (3D Web Services) and Unity3D, thereby expanding the established developer communities and applications through novel and robust infrastructure technology and new enablers. An increasing number of initial demos (including our Spider Demo, Augmented Resistance, and Skye Wars), provide examples of novel user stories enabled by our platform.

We are encouraging contributions targeting the creative and innovative uses of and extensions to the Pervasive Game platform that lead to further enablers growing the platform ecosystem. Contribution should target one or more of the following areas, ordered by priority:

> Augmented Reality Tracking
>> o **C1** - Improving the context awareness of games, e.g. live real world geometry capture, image based localization and mapping for tracking in a pedestrian zone, live scene geometry reconstruction for occlusion handling, poseable toy & people tracking suitable for visual graphical overlay, immersive continuous environment tracking with sub-pixel accuracy.

> Reality Mixer
>> o **C2** - Seamless and believable integrations of reality augmentation covering visual, audio and physical dimensions, e.g. expanding beyond reality mixer enablers with physical capture and simulation, and providing immersive low-latency hardware AR devices. We already have partners working in this area but are interested in further technologies and ideas.

> Games with Things
>> o **C3** - Tools and technologies supporting innovative game development with the Internet of Things, e.g. novel location and identification of Things both passive and active (powered/instrumented), and novel interactions with and between Things.

> Content Creation and Integration
>> o **C4** - Advanced enablers supporting rapid high quality content creation and integration, e.g. motion capture of faces, people, animating virtual characters, automated augmented speech synthesis, technologies for native access to hardware acceleration on connected internet devices (on the Web), integration with new and existing content creation tools and services on the Web (e.g. for crowd-sourcing).

> Game Social Platform
>> o **C5** - Social game play enablers, e.g. crowd game enablers, and big data analysis.

Proposers should be familiar with and are encouraged to take direct advantage also of the FI-WARE Generic Enablers that our platforms are building on. This is particularly relevant in the context of the Pervasive Game platform and the FI-WARE Middleware and Web Interface Generic Enablers, which have been contributed originally by FI content.

Intellectual Property Rights (IPR)

Intellectual Property Rights (IPR) will be managed according to the corresponding Grant Agreement, Consortium Agreement and Collaboration Agreement, which the new partners need to adhere to. Access to the Consortium Agreement & Collaboration Agreement can be granted upon request by e-mail, subject to the signature of an NDA. IPR generated by a partner in the FI content project is owned by that partner. The knowledge is made available for use within the FI-PPP.

Technical useful information

If you plan to respond to this Open Call, we recommend that you read the document "Platform expectation for Open call" which presents in more details the objectives of this call and the tasks involved.

Additional information on the FI content project can be obtained by reading the following documents:
- Overview presentation of the project
- Overview presentation of the three FI content platforms
- Public projects deliverables presenting detailed insights on some project areas and current results
- Project wiki providing technical information

Open call procedure

FI content has assigned an indicative total EC funding of up to 1.35 M€ to be spent on this Open call. Proposals submitted in answer to the call are expected to request a funding amount in the range of 100 to 200 k€. It is expected that, as a general rule, a proposal will involve a single legal entity. However, for particular reasons that would be explained and justified, a proposal may involve two legal entities.

Activities performed by selected beneficiaries are expected to be executed from beginning of April 2014 until end of March 2015 (12 months).

The proposals will be evaluated with the assistance of independent experts, who will be briefed by the consortium about the selection criteria. Annex II of the 'Guide for applicants' shows a template of an evaluation form. Proposal descriptions must show evidence of:
- Scientific and/or technological excellence,
- Relevance to the topics addressed by one or more of the three FI content platforms,
- Provision of innovative ideas for services that use and extend the basic services provided by the three platforms,
- Qualifications and experience of key personnel,
- Technical viability and sustainability,
- Use case innovation and business relevance,
- Potential impact through the development, dissemination and use of project results,
- Relevance to target market and business opportunities for SMEs,
- Degree of end-user involvement,
- Realistic timeframe and outcomes.

The objective is to select between five and ten proposals in this call. Among the proposals selected, at least one proposal will be selected for each of the three application platforms (**A**, **B**, and **C**).

The following documents include helpful information to prepare your proposal:
- FI content Open call – Guide for Applicants (DOC or PDF format), with a template for a proposal.
- FI content Open call – FAQ (last update on September 27, 2013; check it frequently)

All proposals must be received by 8th January 2014 (17:00 Brussels Time).

Call details

- **Project acronym**: FI-CONTENT 2
- **Project grant agreement number**: 603662
- **Project full name**: Future media Internet for large scale CONTENT experimentation 2
- **Call open**: The call opens on 30th September 2013
- **Deadline**: The call closes on 8th January 2014 at 17h00 (Brussels time)
- **Expected duration of participation in project**: beginning of April 2014 to end of March 2015 (12 months)
- **Total EC funding available for new partners**: up to 1.35 Million Euro.
- **Call identifier**: FI-CONTENT 2: Open Call for additional beneficiaries
- **Language in which proposals should be submitted**: English
- **Web address for further information**: http://mediafi.org/open-call/
- **Email address for submissions**: cnect-ict@ec.europa.eu (subject: "FI-CONTENT 2: Open Call for additional beneficiaries")
- **Email address for further information**: open-call@mediafi.org