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TECHNISCHE UNIVERSITÄT ILMENAU

HIGH DEFINITION MEDIA SERVICES

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ABSTRACT

The FH Aachen presents to the audience new and innovative services in the field of High Definition Media1 on different demonstrators. In the centre of attention is the brilliant quality of the High Definition quality. There were also shown multiview-applications, interactive multiview and video-content with filmlook in Full HD by means of internet-based technologies for IPTV, WebTV and Streaming-applications.

Index Terms - WebTV, Business, Streaming

1. INTRODUCTION

The demonstrated multiview services offer individual views of complex actions. For multiview application2 the position of the camera have to be planed exactly. This is important for the costumer to understand the story and to be able to follow the development of action. Especially live-productions where several cameras were used this technique is reclaimable. So a cutting direction for the sequence is no longer necessary. In addition of four 576i (PAL)- or 720p (HD-Ready)-Images at the same time the result is a resolution of full-HD (1080p).

As part of an international research project FH Aachen develops surround sound and video system solutions in full HD for using internet based technologies for IPTV (Internet Protocol Television), Web-TV and streaming applications.

2. TECHNOLOGY

The scenarios and demonstrators are designed for companies that provide media services to the end consumer. They demonstrate technologies, production processes, economic operation fields, market evaluations as well as cost models. The final result is going to be a guideline for companies that aim for
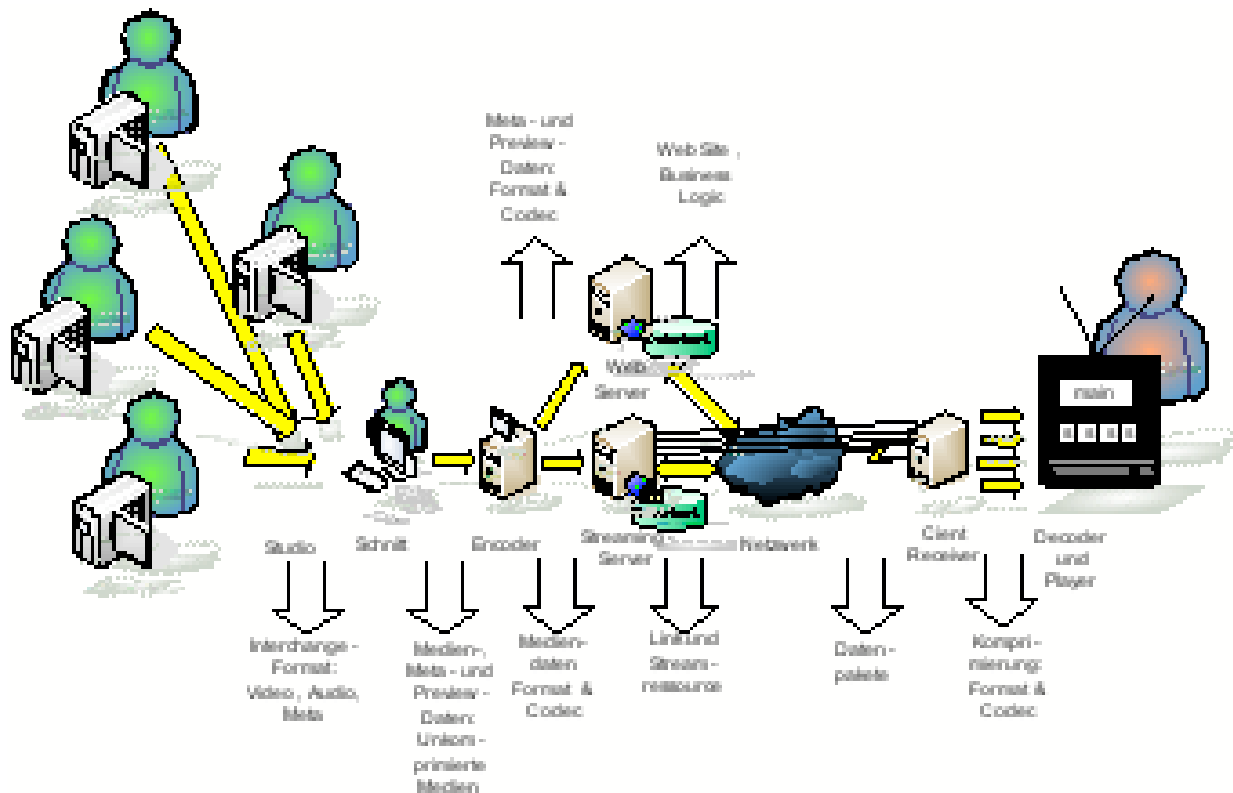
reorganizing their standard- to high quality media services: multiview-applications, HD-streaming-systems and their demands, interactive shows and applications, videoportal with surround-sound, HD-production with filmlook, media-production in surround, podcast: series-production for websites with subscribable podcasts, trainings und consulings in the field of media services, Commercial web-stream for special interest-groups in HDTV and surround sound.

The demonstration of system solutions shall encourage the operators of special interest television to adapt the new technology. It is shown that on provider side all production components (cameras, non-linear editing, streaming) are already installed. The prerequisites for reception on consumer side are also available: Full HD monitors are on the market, powerful dual-core computers are available and 6 Mbit/s DSL is the standard range of telecommunication providers. There is only a lack of providers willing to offer interesting content on niche channels.

3. FIELDS OF HD MEDIA

Business Internet: The target group of this segment is large enterprises of all sizes using the internet as an important medium, to inform and train customers, employees or suppliers as well as to sell products or services. Scientific studies confirm that larger companies are indeed willing to invest money into high-quality HD services. Media formats such as image and video advertising or e-shops are implementable.

Business Intranet: For the use of HD services on the intranet of companies a high degree of technology is required, that - if not already there - can be upgraded with only few effort. Due to the fast internal network connections, the conditions for a deployment of HD services in this segment are optimal. The technique can be used for complex processes, that shall be treated in the company, such as internal television, training in hospitals or information terminals in museums and main stations.

Client Consumer: niche TV, which means branche TV on a specific theme, or HD-DVDs of events, that are sold to participants of the event and other interested people or which are provided as a preview on the Internet are Internet services from the field "client-consumer". Target group of these services is private customers who are willing to spend money for luxury. They have basic competence in media applications, are willing to invest and can offer a good infrastructure (DSL).

4. REFERENCES

[1] http://media.fh-aachen.de

[2] http://www.schiele-schoen.de/shop/produkt.asp?IDProduct=268&did=0

800

720

405

600

01:19
02:14
08:17

| Play | Pause | Stop | Replay from Marker |

nice opportunity for Matmour; bad finish