

**ICON PITCH: In2Media**  
**Integrated Inclusive Media Experiences**  
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**IBBT – EDM - UHasselt**

# Who are we?

- IBBT – EDM – UHasselt
- IBBT – CUO – KULeuven
- Artesis – vertaler/tolk
- PHK
- Androme

# Context and Need

- Problem
  - +- 100.000 Belgians: visually impaired or blind
  - Very limited in their use of multimedia
    - Video consumption
    - How to enable access to videos?
- User Needs
  - Ubiquitous distribution platform
    - Usable despite visual impairment/ blindness
  - Better **audio descriptions and better** methods and tools for **receiving** audio-description
  - Social inclusion - interaction

# Research Goals

- Create accessible distribution platform
  - Ubiquitous distribution platform: iDTV
    - Improve **accessibility**
  - Target:
    - **iDTV + web** (on TV and/or on mobile devices)
    - Take into account social context
    - Audio-description
      - over web?
      - synchronization?!
- Improve **audio-description** methods and tools
- Create sufficient accessible content
  - Support
    - professional production
    - End-users



# Looking for...

- Content provider
  - Video
    - Public films and movies
    - TV-films and shows, serials, ...
    - Educational media
    - Internet films
  - Audio description enhancement
- Hardware company
- User organization
- Government