

ICON PITCH: In2Media
Integrated Inclusive Media Experiences
iMinds 16/12/2010

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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