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Velti

EU FP7 Research Project SKYMEDIA

Project Overview

Project full title: UAV-based capturing of HD/3D content with WSN augmentation, real-time processing and immaterial rendering for immersive media experiences

Total Project Budget: 3,4M Euro
Total Contribution from the EU: 2,4M Euro

Total Budget for Velti: 500K Euro
Total Contribution from the EU for Velti: 360K Euro

Project Partners

1.	MAVIGEX S.R.L.
2.	NIMBUS S.R.L.
3.	TEKEVER
4.	VITEC MULTIMEDIA
5.	THALES COMMUNICATIONS FRANCE
6.	OPTILINK KFT
7.	VELTI ANONYMI ETAIREIA PROIONTON LOGISMIKOU & SYNAFON PRIONTON & PIRESION
8.	FOGSCREEN INC.

Project Description

The objective of the SkyMedia project is to explore, design, and demonstrate a novel multimedia end-to-end architecture that can provide unique immersive media experiences to audiences during live events. The keys to enable such a rich portfolio of experiences are both in the media technologies and in the overall system architecture, which has to be scalable, flexible, and easy to manage.

In particular, the following key technologies are synergically combined in the SkyMedia architecture: innovative 3D coding methods with MVD (Multi-view plus Depth), to be executed in real-time. Advanced transcoding methods that work in real-time to filter and adapt multimedia content to different distribution networks, terminals, and rendering methods. Unique, interactive walk-through mid-air screens, materializing high resolution 3D pseudo-holographic scenes. Innovative interactive user applications for mobile terminals with 2D/3D displays, enabling personalization of the provided 3D & HD content. UAV platforms, to provide access to the scene in a silent, convenient, and safe fashion, capturing HD and 3D video and images from the sky. Wireless Sensors, to form an Augmentation Network deployed on ground to enrich the multimedia content with useful and interesting side-information, to be fused with the main audiovisual content. Content fusion technologies are key, as they satisfy the need to extract the relevant information from a plethora of sensing devices. All technologies will come together to form a very advanced multimedia service platform.

SkyMedia will empower the audience to interact with the live scene, enabling multiple user roles. The project will culminate in an immersive media experience demonstration during a public live event, to prove the potential and test the users



reaction to the ensemble of these exciting technologies. SkyMedia is expected to have a very significant impact on the 3D and HD media industry.