

ACM Multimedia 2008: 1st Workshop on Semantic Ambient Media Experiences (SAME 2008) NAMU Series

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ABSTRACT

The *Semantic Ambient Media Experiences (SAME)* workshop series aims at the development of semantic ambient media as new form of media. SAME provides a forum for scientists, practitioners, artists, content producers, industry, and researchers to discuss results in the field of ambient media. The multidisciplinary workshop shall raise awareness and promote collaboration between the leaders in the field of ambient media. The SAME 2008 was the premiere of a series of workshops held in conjunction with ACM Multimedia 2008 in Vancouver, Canada. The result of the workshop shall be an Internet platform for people interested in the field of ambient media. The workshop aims at the creation of a think-tank of creative thinkers with interest in glimpsing the future of semantic ambient media. To join our future activities or our mailinglist, please refer to our website on <http://namu.cs.tut.fi/acmmm2008/same2008/>.

Categories and Subject Descriptors

J.5 [Arts and Humanities]: performing arts C.2.4 [Distributed Systems] Distributed applications C.5 [Computer System Implementation] *portable devices* D.3.1 [Formal Definitions and Theory] *semantics*

General Terms

Algorithms, Management, Design, Economics, Experimentation, Security, Human Factors, Theory, Legal Aspects.

Keywords

Ambient media, pervasive computation, ubiquitous computation, art, semantic, experience, ambient content, context awareness.

1. INTRODUCTION

The medium is the message! And the message was transmitted via a single distinguishable media such as television, the Web, the radio, or books. In the age of ubiquitous and pervasive computation, where the information through a distributed

interlinked network of devices the question, "what is content in the age of ambient media?" becomes more and more of importance. Ambient media are embedded throughout the natural environment of the consumer – in his home, in his car, in restaurants, and on his mobile device. Predominant example services are smart wallpapers in homes, location based services, RFID based entertainment services for children, or intelligent homes. The distribution of the medium throughout the natural environment implies a paradigm change of how to think about content. Until recently, content was identified as single entities to information – a video stream, audio stream, TV broadcast. However, in the age of ambient media, the notion of content extends from the single entity thinking towards a plethora of sensor networks, smart devices, personalized services, and media embedded in the natural environment of the user. The user actively participates and co-designs media experience with his location based input. Initiatives as the smart Web considering location based tagging for web-pages underline this development. This multidisciplinary workshop aims to answer to the challenges

- how to select, compose, and generate ambient content; how to present ambient content?
- how to re-use ambient content and learning experiences?
- what is the characteristics of ambient media, its content, and technology?
- and what are ambient media in terms of story-telling and art?

The workshop is part of a series, and aims at the at the creation of a think-tank of creative thinkers coming from technology, art, human-computer interaction, and social sciences, that are interested in glimpsing the future of semantic ambient intelligent empowered media technology.

This short description of the SAME 2008 workshop is excerpted from [1], and represents a more general review of the workshop aims and goals.

2. EXPECTED CONTRIBUTIONS

We are aiming at multidisciplinary, highly future oriented submissions that help to develop the 'ambient media form' for entertainment services, such as:

- case-studies (successful, and especially unsuccessful ones)
- oral presentation of fresh and innovative ideas
- artistic installations and running system prototypes
- user-experience studies and evaluations
- technological novelties, evaluations, and solutions

3. SAME's TOPICS OF INTEREST

The following (and related) topics are within the scope of this workshop and shall act as examples:

- Understanding of the semantics of ambient content and methods for adding intelligence to daily objects
- Mobile and stationary sensor data collection and interpretation algorithms and techniques
- Context awareness and collection and context aware composition/selection of ambient content
- Creation and maintenance of meta-information including metadata and data management
- Ambient and mobile social networks, user generated content, and co-creation of content and products
- Characteristics of ambient media, its content, and technological platforms
- Ambient content creation techniques, asset management, and programming ambient media
- Algorithms and techniques for sensor data interpretation and semantic interpretation
- Applications and services, including ambient games, art and leisure content in specific contexts
- Ambient interactive storytelling, narrations, and interactive advertising
- Personalization, user models, multimodal interaction, smart user interfaces, and universal access
- Experience design, usability, audience research, ethnography, user studies, and interface design
- Business models, marketing studies, media economics, and 'x'-commerce

4. SAME WORKSHOP ACTIVITIES

The workshop differs from its counterparts with solely paper presentation with its group works. The goal of this workshop is:

- active participation
- creation of an ambient environment
- building sub-groups for discussions
- stimulation of discussions
- creation of a think-tank

- follow-up activities in form of a web-forum
- web-based special interest group

5. SUMMARY

This workshop summary describes rather briefly the general goals and aims of the workshop. A more in-depth pre-workshop analysis of submissions, context of the workshop, impact on the workshop goals of various submissions, can be found in [1], from which this rather general description has been excerpted.

6. SAME PROGRAM COMMITTEE

Without the extensive help and activities of our Program Committee, the quality of the workshop could be held on highest level. We would like to thank the members namely for their efforts and suggestions:

- Shu-Ching Chen, Florida International University, USA
- Carmen Mac Williams , Academy of Media Arts Cologne, GERMANY
- Heiko Schuldt , University Basel, SWITZERLAND
- Andreas Rauber, TU Vienna, AUSTRIA
- Mark Billinghurst, Canterbury University, NEW ZEALAND
- Carlos Ramos, Polytechnic of Porto, PORTUGAL
- Carsten Magerkurth, SAP Research, GERMANY
- Ismo Rakolainen, FogScreen, FINLAND
- Jan Nesvadba, Philips, THE NETHERLANDS
- Gabriele Kotsis, University Linz, AUSTRIA
- Jussi Kangasharju, Helsinki University of Technology, FINLAND
- Pablo Cesar, Centrum voor Wiskunde en Informatica, THE NETHERLANDS
- Zhiwen Yu, Kyoto University Yoshida-Honmachi, JAPAN
- Tuula Leinonen, Fakegraphics, FINLAND
- Sofia Tsekeridou, Athens Information Technology, GREECE
- Richard Chbeir, Bourgogne University, FRANCE
- Bjorn Landfeldt, NICTA, AUSTRALIA
- Konstantinos Chorianopoulos, Ionian University, GREECE

7. REFERENCES

- [1] A. Lugmayr, T. Risse, B. Stockleben, J. Kaario, and K. Laurila, "Semantic Ambient Media Experiences: SAME 2008 Pre-Workshop Review," in *1st Workshop on Semantic Ambient Media Experiences (SAME 2008)* Vancouver, Canada: in conjunction with ACM Multimedia 2008, 2008