



Supporting R&D Cooperation between Europe & Latin America
in the Networked Electronic Media Sector

El proyecto europeo SALA+ (Acción de Apoyo a Latinoamérica)



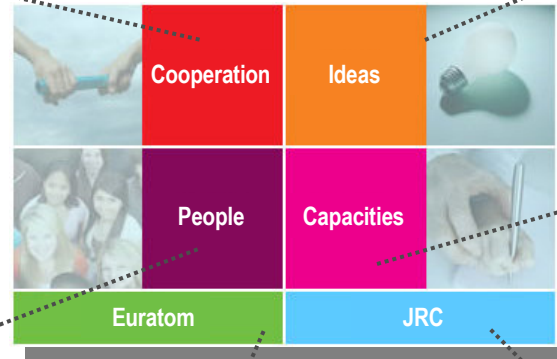


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FP7 research areas and activities



- Health
- Food, Agriculture and Biotechnology
- Information and Communication Technologies
- Nanosciences, Nanotechnologies, Materials and new Production Technologies
- Energy
- Environment (including climate change)
- Transport (including Aeronautics)
- Socio-economic sciences and Humanities
- Security
- Space



- Frontier research actions

- Research infrastructures
- Research for the benefit of SMEs
- Regions of Knowledge
- Research Potential
- Science in Society
- Support to the coherent development of research policies
- Specific activities of international cooperation

- Initial training of researchers - Marie Curie Networks
- Life-long training and career development - Individual fellowships
- Industry-academia pathways and partnerships
- International dimension - outgoing and incoming fellowships, international cooperation scheme, reintegration grants
- Excellence Awards

- Direct actions in Euratom
- Non-nuclear actions

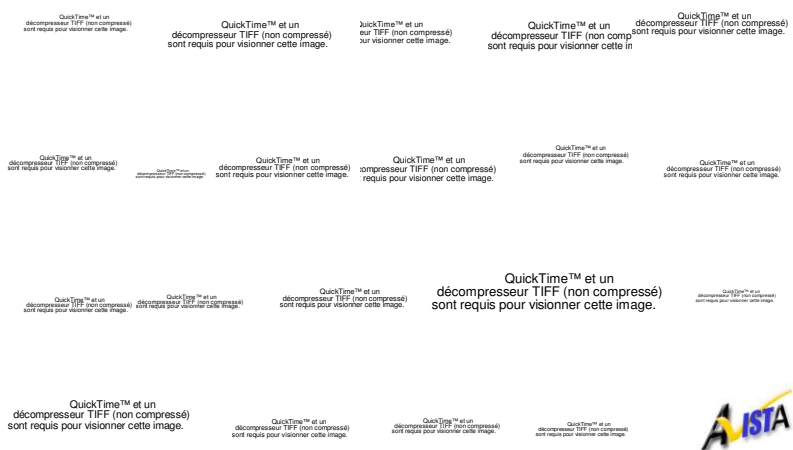
- Fusion energy - ITER
- Nuclear fission and radiation protection



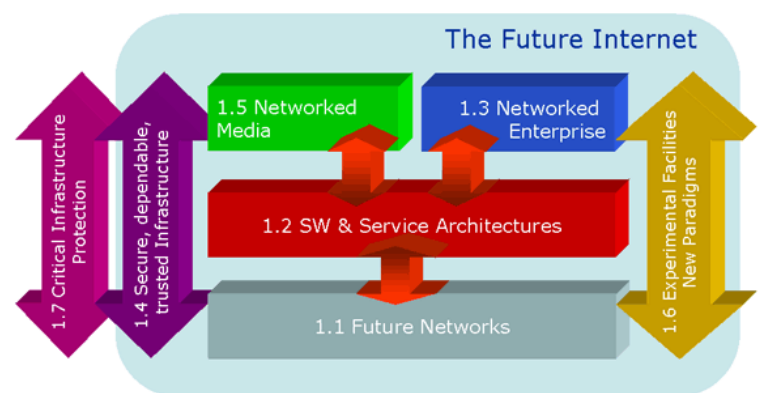
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The Networked Media objective

- An objective within the Challenge 1 « Pervasive and Trusted Network and Service Infrastructure » of the FP7's ICT work programme
- A research area previously addressed through the Networked AV Systems and Home Platforms unit, under FP6
- A number of projects have been funded in this field



Challenge 1 "Pervasive and Trusted Network and Service Infrastructures"





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The NEM platform

- NEM is an industry led initiative, open community of over 500 members
 - aiming at accelerating the pace of innovation to make the convergence between the audiovisual sector and the telecom sector happen and to place the European industry at the forefront of the information era”
- Efforts are done to increase
 - membership (SMEs, non European organisations, etc.)
 - membership involvement in developing NEM Strategic Research Agenda
 - the possibility for members to identify potential partners for project proposals
 - collaborative work between members



NEM research fields

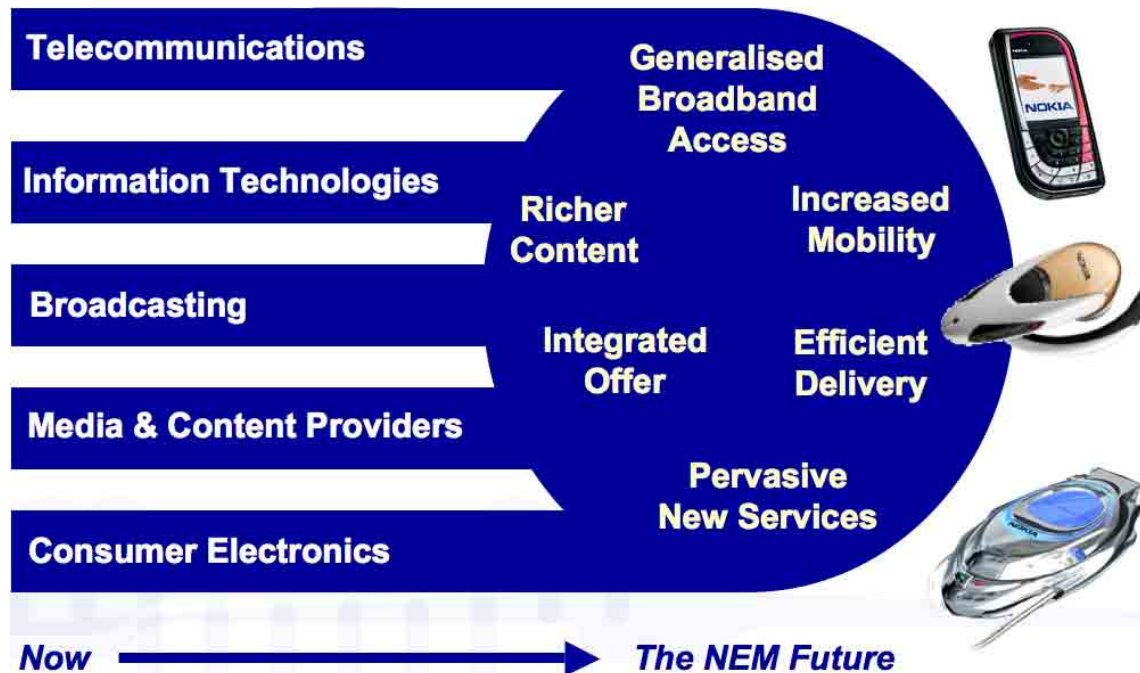


NEM Steering Board members



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The Future of NEM: convergence



Key challenges

- To create interoperable network infrastructures that enable seamless multimedia networking
- To empower end-users by putting the user first
- To promote “electronic content from all to all”
- To merge the various media and content formats
- To develop new middleware for media applications



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SALA+ Project Fact Sheet

- Acronym : **SALA+**
- Full Name : **Support Action for a European and Latin America Strategic Cooperation on Networked Media R&D**
- Contract : **ICT-1-216861**
- Instrument : **Support Action**
- Start date : **March 1, 2008**
- Duration : **24 months**
- Coordinator : **Asociación de Empresas de Electrónica, Tecnologías de la Información y Telecomunicaciones de España (AETIC)**
- Email : **info@salamas.eu**
- URL : **www.salamas.eu**



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SALA+ Project Context

« *The strategic partnership of the European Union with Latin America and the Caribbean is a very important and ambitious one in the European Union's external relations* »

- R&D cooperation on ICT between Europe and Latin America is strategic and of mutual interest
- In a favourable context, cooperation on ICT has developed quite well
 - Nearly 50 LatAm organisations are involved in FP6 IST projects, representing over 10% of the total third countries organisations
 - Two projects have been launched to promote EU-LatAm ICT cooperation (WINDS-LA and SOLAR-ICT)
- However, cooperation in the Networked Media field remains limited despite its high potential
 - This is what SALA+ is about!

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décompresseur TIFF (non compressé)
sont requis pour visionner cette image.



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SALA+ Project Objectives

- SALA+ overall objective is to support the development of R&D cooperation between Europe and Latin America in the Networked and Electronic Media sector
- In this purpose, SALA+ develops a full set of activities
 - Support the development of Strategic Research Agendas for cooperation in the NEM field
 - Organise workshops and seminars in Latin America to create awareness and promote the Euro-LatAm cooperation in the NEM field
 - Implement and monitor a Community of representatives from European and LatAm organisations interested in R&D cooperation in the NEM field
 - Maintain a website acting as a portal for R&D cooperation in the NEM field

NEM Research Topics

Electronic Media Content
NEM Enabling Technologies
User Devices and Terminals
New Media Delivery
Networks & Network Services
Distributed Media Application

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NEM Strategic Research Agendas

- SALA+ analyses and builds upon existing R&D programmes and key organisations involved in the NEM field
 - To propose new thematic priorities for strategic cooperation
 - And support the development of a Strategic Research Agenda for R&D cooperation
- Specific Strategic Research Agendas for Argentina, Chile, Colombia, Costa Rica, and Uruguay
 - Building upon the existing NEM Strategic Research Agenda, the FP7 ICT work programme and the Eureka-Celtic purple book
 - To support the establishment of joint R&D project proposals
- An harmonized research agenda is expected to ease future cooperation between Europe and LatAm in the NEM field





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Common EU – Colombia Strategic Research Agenda

NEM SRA V6 - List of most important research topics		Priority	Timeline, effort intensity			Colombia	Latin America
		+ low	(none, low, medium, high)				
		++ medium					
		+++ high	2009-	2011-	2013-		
			2011	2013	2015		
3.1 - Content creation							
3.1.1	New forms of content	++					
3.1.2	Representation of content	+++					
3.1.2.1	Modelling formats	++					
3.1.2.2	Scene-based content description	+					
3.1.2.3	Metadata	+++					
3.1.3	Tools for content creation and manipulation	+++					
3.1.3.1	Content capture	++					
3.1.3.2	Content manipulation	+++					
3.1.3.3	Content adaptation	+++					
3.1.4	Automated semantic annotation	+++					
3.1.5	Human language technologies	++					
3.2 - Networking and delivery infrastructure							
3.2.1	Intelligent delivery	+++					
3.2.1.1	Network intelligence	+++					
3.2.2	Quality of service	+++					
3.2.3	Network architecture	+++					
3.2.4	Home and extended-home networks	++					



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Common EU – Colombia Strategic Research Agenda

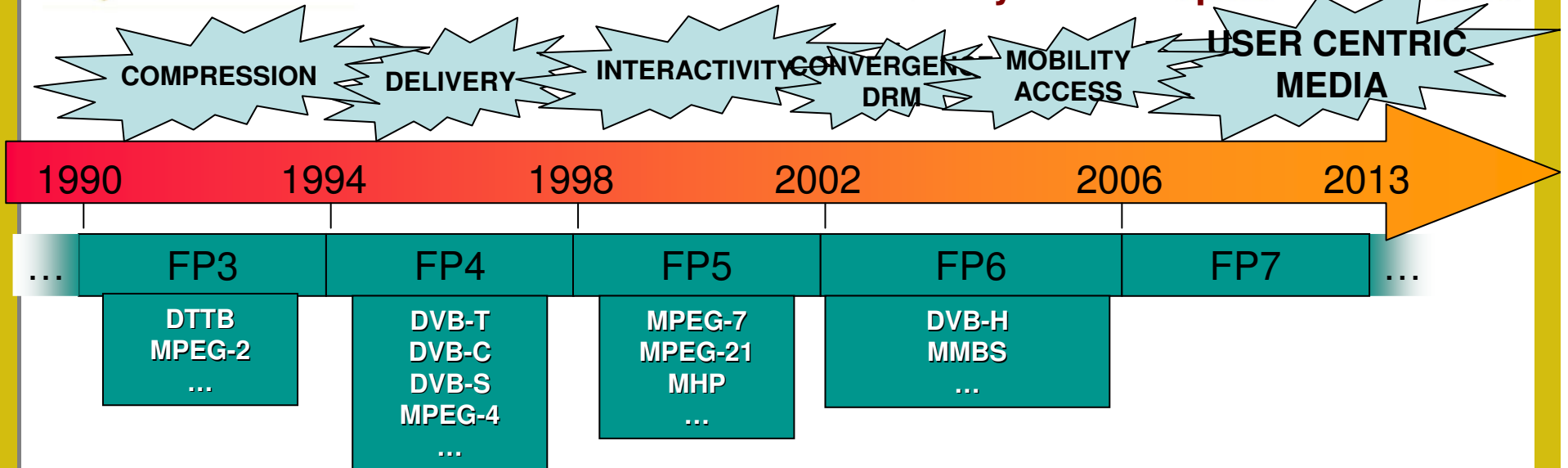
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R&D on Networked Media technologies

History of a European success



User empowerment

On-line communities

***Higher Quality of Experience (MM,
immersive, collaborative, 3D, linked to real
world...)***

User Generated and Professional Content



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Project portfolio and activities

Media Delivery Platforms and Content Delivery Networks
(IPTV via P2P, CDN, Digital Cinema, Next generation of P2P...)

User Centric Media (Shared interactive experiences, New Forms of Media...)

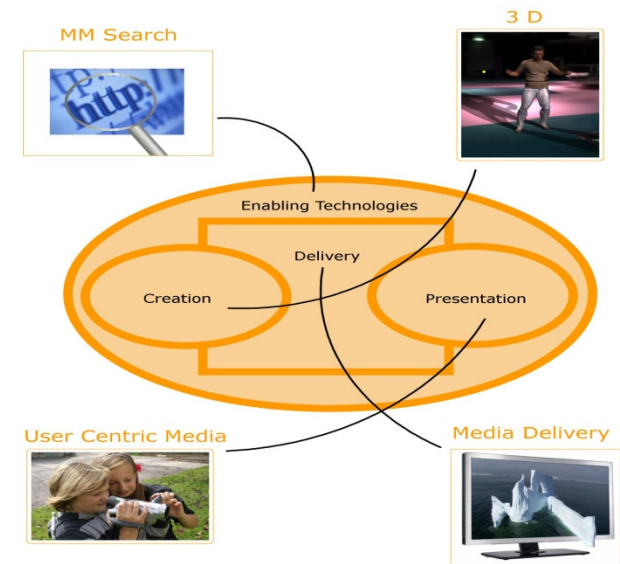
3D (Digital Cinema, Digital TV, All-3D imaging Mobile phone...)

AV Search Engines (P2P, Location-based, 3D objects, Direct Search...)

Support Measures:

“Networked and Electronic Media” European Technology Platform
www.nem-initiative.org

International Collaboration (Latin America, China)





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Draft WP 2009-2010 : R&D on Networked Media(1/5)

Content-aware Networks and Network-aware Applications:

User generated content/social networks, Enriched media experiences (at the “Extended Home”, Community and Social Media ...).

Architectures and technologies for converged and scalable delivery of MM content and services (content and context-aware, personalised, social...). Home services, location, mobility scenarios. Multiple user roles (producer, consumer, manager of content).

Integrity and quality of media in collaborative creation and delivery scenarios (sharing, storage, retrieval, fusion...). Open architectures (e.g. for MM real-time and immersive applications for optimal blend of end devices power and network bandwidth). Enhancement of SVC, 3D & Multi-viewpoint coding for optimal network/device adaptation.





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Draft WP 2009-2010 : R&D on Networked Media(2/5)

■ 3D Media Internet:

Architectures and technologies for Future Media Internet and 3D for mass distribution, caching, filtering, aggregation and networking. Optimal real time delivery and rendering from personalised user perspectives.

Technologies for 3D content representation (configuration, adaptation, user control...).

Architectures and technologies for 3D augmented worlds and applications tightly coupled to physical world.





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Draft WP 2009-2010 : R&D on Networked Media (3/5)

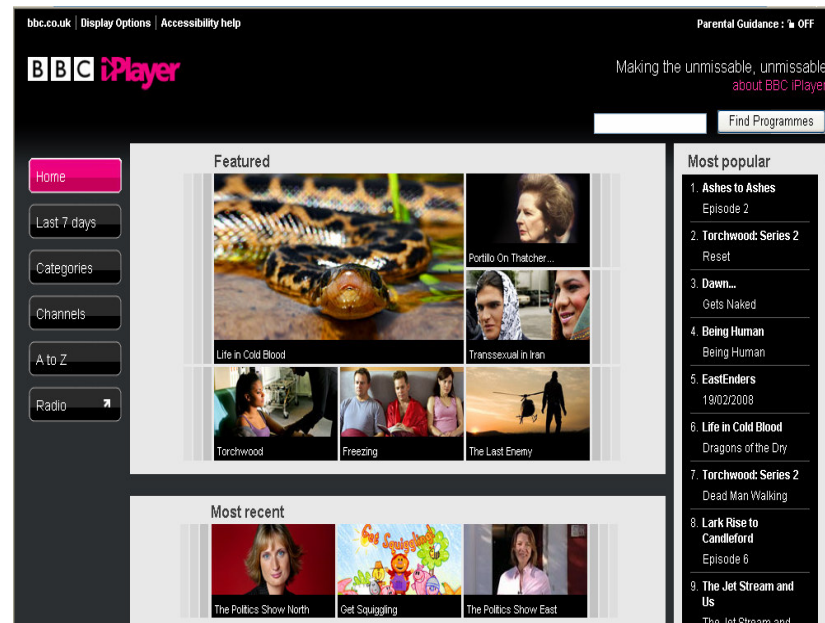
- **Networked Search and Retrieval:**

Optimised search in large-scale distributed digital MM content (repositories and cached) from diverse sources and scenarios (including linked to the physical world, e.g. nomadicity).

Interaction with content

Media-to-network and to (mobile) device dynamic adaptation to context and application (P2P, mobile).

Adaptive technologies for personalised search (relevance, user context and feedback).





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Draft WP 2009-2010: R&D on Networked Media(4/5)

Electronic Cinema & Immersive media experiences beyond HDTV:

□ E2E architectures for next generation MM and cinema: higher quality of experience, higher frame rates, wider contrast range, colour gamut, screen resolution, “spacialised” sound, 3D capabilities, immersive environments, innovative 3D/multi-viewpoint coding...





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The way ahead:

Future R&D on Networked Media and 3D Internet

Content-aware Networks and Network-aware Applications:

❑ User generated content/social networks, Enriched media experiences (at the “Extended Home”, content and context-aware, personalised, social media, real time). Optimal QoE. Users as producers, consumers, managers of content



3D Media Internet

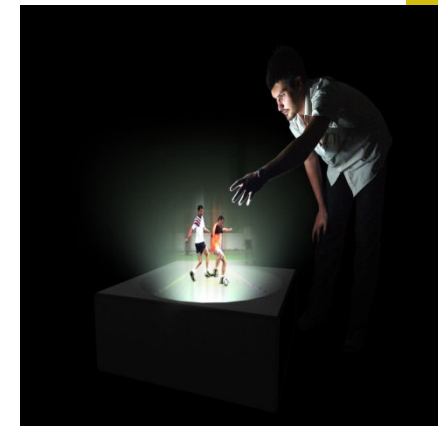
❑ Mass distribution, real time delivery and rendering, representation, augmented worlds.

Networked Search and Retrieval

❑ Large scale distributed MM content, interaction, dynamic adaptation to context and application, personalised search

Electronic Cinema & Immersive media experiences beyond HDTV

❑ Next generation MM and cinema: higher QoE (frame rates, contrast range, colour, resolution, “spacialised” sound, 3D, innovative 3D/multi-viewpoint coding...)

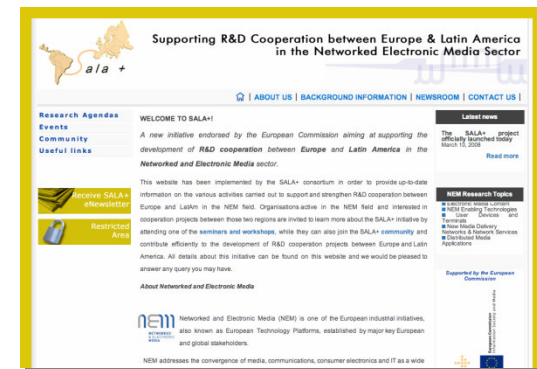




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Stay Tuned!

- Visit the SALA+ website: www.salamas.eu
 - Full information about the project
 - Plans and reports for upcoming and past events
 - Online community
- Subscribe to the SALA+ eNewsletters
 - issued every four months
 - Online subscription form on the website
- For any query, contact us at info@salamas.eu





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For any further information

Please visit www.salamas.eu

or contact info@salamas.eu

Si desea participar en el grupo de desarrollo de la
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Colombia, en el campo de las Tecnologías
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Remita mensaje a:
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