

# ITEA project results enhancing people's lives

MOS2S develops, tests and embeds audio-visual technologies in the Smart Venue Playground.

## Coach on the couch

Fans can now share the joy and feel the frustrations of being the coach using augmented reality layers in an in-stadium smartphone app. They can determine their team's game tactics, follow a specific player, and get more information about the players and the game in real time. All this is made possible by a data-integrated interactive video system and mobile application combining tracking data and ultrahigh definition video images. At home, too, tracking and UHD video data streams shown via an app on an IPTV set-top box allow the couch potato to become the coach supreme and enjoy an innovative TV experience of a live sports or music event. Applications include live events, event security and crowd journalism, such as the tracking of medical and security personnel during live events to give the event management team better operational control in complex situations. By harvesting and combining the wealth of data and video in an orchestrated way, a variety of attractive applications for information, participation, entertainment and security is created.



Source: MOS26, SPORZA



## Lively experience

The Tour of Flanders professional cycling race was enriched with live content contributed by the crowd watching the race. This enabled end users to become active participants as reporters in the field and co-create engaging, all-embracing and fully-absorbing viewing. Users are able to submit content (text, images, audio and video) as well as consume content shared by a broadcaster (e.g. radio, sports or news station) using an interactive application. From a broadcaster's perspective, news editors can easily segment and collect user content by topic or location. The app's editorial dashboard makes it easy to reach users for updates and polls. Besides content contribution, the app enables news editors to search and analyse social media. By adapting their current workflow into a set of tools, editors will can efficiently collect information, tailored to their news stories. Such novel editorial tools and end-user apps help to augment traditional coverage of professional cycling with professionally edited, crowd-contributed highlights to give viewers an enriching, immersive and multi-perspective race experience

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