

STATE OF THE ART

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Adapting television for modern users

- Currently, 48% of people who watch TV is also engaged in other digital activities, which generally involve the use of a companion device as a smartphone, tablet or lap-top.
- During the use of this electronic device, some of the main activities performed include surfing the web, online shopping, social networking and text communication.
- Second Screen is a response to this phenomenon, its purpose is to make TV more interactive for viewers, in order to expand the experience for the target audience and to keep their focus on the content of the 1st screen.

DESIGN

Case Study

- Four different television programs from the Italian channel Rai were used to develop complementary applications corresponding to each video content.



Video 1: News Cast



Video 3: Debate



Video 2: Documentary



Video 4: Teenage Entertainment

Storyboarding

- Involved two parts: content development and user interface design.

IMPLEMENTATION

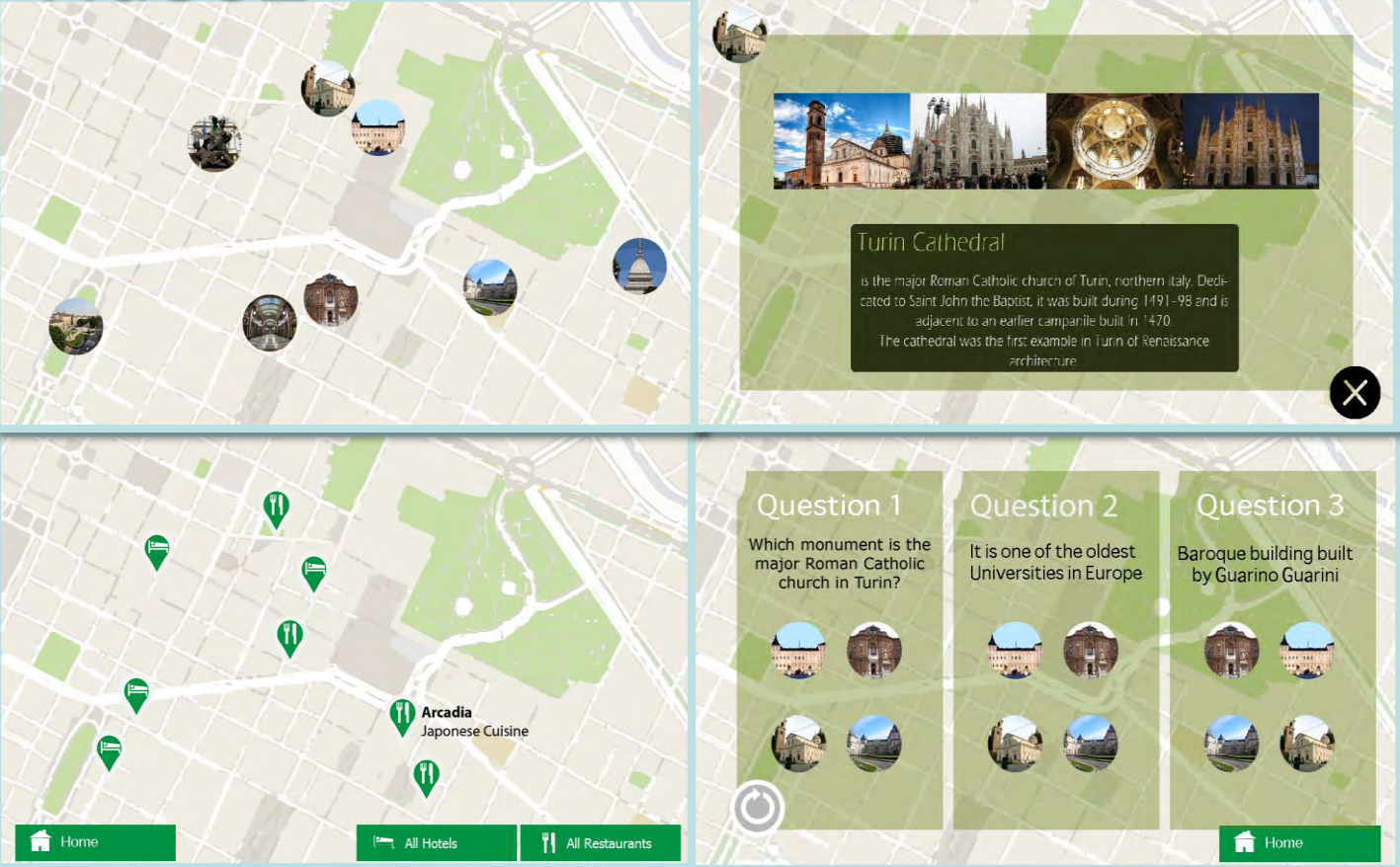
Coding

- The applications were coded with the Virtual Reality Modeling Language (VRML) which is used for the representation of complex two and three dimensional scenes.
- In addition to VRML, the Binary Format for Scenes (BIFS) was incorporated since it permitted to enhance the implementation of 2D Graphics, Media Management and Encapsulation.

RESULTS

Screenshots of the final applications

Video2



Video4

