

### 3. COIN-Ausschreibung „Kooperation und Netzwerke“



#### Projekt:

Smart Reality - Innovation Network for Smart Applications and Media (INSAME)

#### Förderungsnehmer:

STI International GmbH

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#### Kurzfassung

The market for mobile media services will expand significantly in the next years. The explosion in the usage of smartphones and the growth of the application store model to sell individual services to smartphone users opens a new and attractive market for developers of simple, useful applications. New revenue streams can be created by in-application one-click purchasing. Aggregation of a camera on Internet-connected smartphones leads to the possibility of having a —live□ video stream of the user's reality augmented by content and services from the Web. Location-based services and augmented reality are seen as potential killer applications of the mobile Internet because users are enabled to access additional information related to where they are, what they are seeing, or what they are doing, as well as instantly purchase related services and content.

For example, instead of just seeing a street poster for a club night and passing by, this new paradigm opens up instant access via the Internet-enabled smartphone to the club's location, purchasing an entrance ticket or listening to/buying the DJ mixes. A new co-operation network – the Innovation Network for Smart Applications and Media - will bring key Austrian R&D and innovative SMEs together to make real this new paradigm for smart mobile and media applications which we call **Smart Reality**, and be the first to benefit commercially from it.

Currently and in the next years, large traditional players in the content and media sectors (software companies like Microsoft, or media distributors like the music labels and film studios) will continue to be squeezed by an intensively user-sourced, socially-oriented mobile application and media market. Start-ups and small enterprises will have an unique opportunity to enter this market with new types of services. Austria already has an active small enterprise sector skilled in offering mobile and media services, as well as leading R&D groups in emerging technologies such as Semantic Web and augmented reality. Innovation around the combination of these skills and technologies will become critical to stand out from the pack when considering the offering of media-based and/or location-based services in a rapidly converging and saturated market.

Emerging SMEs in the mobile application and media market face the uphill challenge of individuating their offer in a rapidly congesting market where it can be expected to see consolidation and the emergence of a small number of market leaders in the next years. In order to ensure their survival and growth as well as to maintain an opportunity for



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market dominance, they need access to innovative technologies which can differentiate their product from their competitors. Semantic and semantic service technology can be this differentiator: based on the machine-understandable annotation of multimedia content and service functionality according to shared domain models, this emerging technology enables machine-based reasoning using the annotations in order to infer new knowledge about the user and context, select and provide relevant information, link and integrate different content and services, and adapt and personalise offers dynamically and intelligently.

The Innovation Network will develop an innovative new semantics-based and service-oriented framework for enabling the development of a new paradigm of smart mobile augmented reality applications (**Smart Reality** applications), in which different service and content offers can be dynamically introduced, accessed and used in augmenting the user's reality, resulting in highly differentiated products which, through their rich contextualisation and personalisation possibilities, can win market share and create success stories.