

## Le navigateur mobile Junaio AR transforme la TV en un écran tactile



En partenariat avec Junaio, la populaire émission TV allemande show Galileo, de la chaîne TV ProSieben, offre une diffusion TV interactive. En utilisant Junaio sur leur iPhone ou téléphone sous Android, Les spectateurs peuvent participer à un quiz interactif, obtenir le feedback sur les résultats et les comparer avec ceux des autres spectateurs.

L'utilisateur doit sélectionner la chaîne Galileo sur son smartphone depuis l'app junaio, et approcher de très près le photophone de l'écran TV. En utilisant la reconnaissance numérique de l'image, junaio capture l'image de l'écran qui déclenche la communication avec le serveur de la chaîne TV via internet et débute une transmission à deux voies de l'information.

La réponse du spectateur est transmise avec un click sur l'écran tactile du smartphone, et il/elle va immédiatement voir si la réponse est correcte ou non: les résultats sont affichés instantanément, sur la TV et sur le smartphone. Ceux qui ont raté l'émission pourront visiter le site web « Galileo » ultérieurement et faire le quiz. Regardez la vidéo de démo (en allemand, avec des sous-titres anglais – publicité de 30 secondes avant ça ne démarre)

Metaio, la firme qui développe le junaio et le navigateur mobile AR, a déclaré que cette expérience est "la première étape importante vers une télévision véritablement interactive". **Ça pourrait être un très bon ajout à l'article "The Future of Entertainment on All Screens"**, sur le blog My Life Scoop.

Par Liliane Nguyen 27/01/2011, Paris

## Future of Entertainment on All Screens @ CES



There was a 3D-frenzy at CES this year, with Sony leading the way in pushing 3D to all gadgets, including entry-level consumer cameras and camcorders (picture below, Sony Bloggie 3D). Providing new experiences in entertainment consumption is key for Consumer Electronics (CE) vendors to drive sales growth, and 3D is one of the new avenues for getting people to upgrade their devices.





Entertainment, -especially Gaming- is the new cash cow for the technology industry since it has become mainstream , thanks to the rise of the Casual Gaming category which is easily accessible via mobile "app" stores or online social networks. Following the pioneering Nintendo Wii, the recent launches of intuitive gesture-controlled interfaces

such as Microsoft's Kinect for Xbox and Asus Wavi Xtion for PC (launched at CES 2011, picture below), will play a major role in bringing video games to the masses.

From a pure technical point of view, digital entertainment is hungry for computing power and requires high-speed data transmission. That's good news for the whole eco-system, and makes Digital Entertainment a key driver for innovation, creating opportunities for future growth.

### **Will 3D Make the Future of Entertainment Brighter on Every Screen?**



At CES, the major imaging vendors showcased 3D TVs using passive glasses and consumer 3D cameras, however, we are not convinced that most people are ready to watch 3D entertainment (yet), mainly due to the need for ugly (and expensive) glasses and the dizziness that some people are experiencing. That's why we saw a lot of display prototypes demoing 3D

without glasses, such as the Toshiba laptop (picture above), the portable Blu-ray player from Sony (see picture below) a few TVs from Sony, LG (see second picture below).



Another way to get rid of the glasses is to transform them into your personal screen (Sony prototype picture below) for an immersive experience... if you appreciate looking like a Terminator :)

It was fun to see Sir Howard Stringer (Sony's CEO), trying to break "the curse" of 3D glasses by wearing his glasses during his speech at CES, where he repeatedly said "there is nothing wrong with the glasses" (picture). It is interesting to note that Sony has a huge stake in producing Hollywood blockbusters in 3D, unlike its major CE competitors.





Will users have fun producing their own 3D content? Well, we have to wait and see how the new consumer-level 3D camcorders and cameras that are shipping this spring will do in the market... Recording 3D video could be appealing in specific circumstances where 3D really adds something to the experience such as shooting ocean life under water.



From what we have seen at CES, manufacturers will be technically able to provide 3D on all type of screens very soon, but we cannot tell exactly when people will adopt it on a large scale, as removing the constraints of wearing glasses being the users' priority; we could then compare the 2D to 3D transition to what happened with black and white movies when they were replaced by Technicolor.

**Smart Devices to Access**

**Entertainment Across All Distribution Channels  
(Internet, Broadcast, Apps)**



Besides 3D, the word "Smart" was prominently branded at some major TV manufacturers' booths on the show floor in Las Vegas. Made popular by Yahoo! in 2008, the Connected TV concept is finding its way into all the HDTVs: most of the high end new HDTVs launched at CES are now connected to the internet and feature a full browser, access to various apps and a dedicated remote control. See in the pictures below examples: Samsung's new LED HDTV with Touch Control TV Remote, LG's new HD smart TV with dual view, you can see the TV show playing within the app menu, it features a motion sensitive remote control.



In addition to connected TVs and Blu-ray Disc (BD) players, we have seen a number of set top boxes such as Logitech Revue with Google TV and Boxee Box launched in Q4 2010. The latest addition was the Iomega TV with storage and Personal Cloud launched at CES.



**From the Big Screen to the Small Screen and Vice Versa**

Getting the same content on the three screens (TV, computer and phone) was one of the trends of CES 2011, and we saw a number of new products offering this capability: the new Intel Core second generation features Intel's Wireless Display

(WiDi) technology that can now stream full HD 1080p video from the laptop to the TV screen and enables content protection against piracy, making the studios very happy for sure! For those who do not have WiDi on their computers: instead of buying the WiDi adapter, you can buy the Veebeam technology (picture below), launched in October 2010, the product was exhibited at Digital Experience during CES.



Another fun way to get what's on your phone to your TV was demonstrated by the new Motorola Atrix 4G



Smartphone: after placing it in the cradle (sold separately, picture above), you can view your phone as a widget on the big screen (picture below) and interact with it or play HD video from the handset and watch it on the TV screen. The Atrix can be plugged to a laptop dock (second picture below) as well, so you can interact with the phone directly from a large display and a full size laptop keyboard. This is not a new concept, Palm did it without success with the release of the Palm Foleo.



portable devices) on the big HD screen by just plugging a cable.



Most of the Smartphones and HDTVs launched at CES were DLNA certified, allowing future buyers to share multimedia content across all their devices via the network. Additionally, most new gadgets with HD video playback, including cameras and phones, now feature a mini-HDMI out port that enables people to watch their movies (stored in their

We have seen how smartphones can be used as remotes for various type of connected HDTVs (picture above) including Google TV, and most recently at CES, Yahoo demonstrated its version of "Three-Screen Connected Device Interactivity", showcasing an Android phone used as a smart remote control for Yahoo! Connected TV, a tablet device used in sync with an on-air program, and the ability to "flick" videos from the tablet or phone to a big-screen TV for shared viewing.



### Entertainment on the Small Screen

*Thanks to larger screens, more computing power, less power consumption and high-speed network*



New 4G mobile devices with powerful dual-core processors showed up at CES, including the BlackBerry PlayBook, a tablet coming this summer to the Sprint 4G network, or the Motorola Droid Bionic carried by Verizon 4G LTE, an Android smartphone which features a graphic processor, making it great for gaming and for 1080p HD video playback.

Bionic, the latest 4G smartphones including the LG Revolution (picture above), the HTC Thunderbolt (picture below) and the Samsung 4G (SCH-i520) (second picture below) feature a large 4.3-inch display, providing a decent user experience when it comes to watching HD video or playing 3D games. The PlayBook is very powerful

when it comes to multitasking, the device is capable of playing video and a 3D game simultaneously, while the 4G network allows the smartphones to stream HD video without jittering.





### Conclusion

Big screens get bigger, thinner and more connected, small screens get larger and more powerful, and, thanks to speedy networks, all devices will soon be connected to the same content with variations, depending on the specific user experience that each device provides: on-the-go versus at home, and pocket size versus wall size.

Additionally, the constant increase of network bandwidth and speed will allow people to become more social while interacting with virtual content, we are starting to see this with the success of Farmville, the leading casual game on Facebook that now counts hundreds of millions of gamers.

The recent launch of Wavi Xtion - a device that connects to the PC and allows users to control their computer for movies, games and music using gestures - has opened the door to endless possibilities for interacting with entertainment on any type of screen. We "just" need the software developers to create compelling experiences. As for 3D, it might become the future standard for consuming all kinds of visual content, but it is not there yet.

By Eliane Fiolet (from [Ubergizmo](#)) on January 14, 2011