IMMERSIVE PRODUCTION AND DELIVERY OF INTERACTIVE 3D CONTENT

DELIVERABLE D1.2.1
ANNUAL DISSEMINATION REPORT
1 DECEMBER 2011 TO 30 NOVEMBER 2012

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Classification and Approval

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RE@CT Consortium Overview

Participant no. *	Participant organisation name	Short name	Country
1 (Coordinator)	British Broadcasting Corporation	BBC	UK
2	Fraunhofer HHI	HHI	Germany
3	INRIA	INRIA	France
4	University of Surrey	Surrey	UK
5	Artefacto	ART	France
6	OMG	OMG	UK

Abstract

The RE@CT project aims to revolutionise the production of realistic characters and significantly reduce costs by developing an automated process to extract and represent animated characters from actor performance capture in a multiple camera studio. The key innovation introduced by RE@CT is the development of methods for analysis and representation of 3D video to allow reuse for real-time interactive animation. This will enable efficient authoring of interactive characters with video quality appearance and motion.

RE@CT aims to demonstrate its results in two application scenarios : an augmented reality application will demonstrate usage for serious gaming in education and entertainment. A production alongside a TV programme will demonstrate new synergies for developing a traditional programme and an interactive application in parallel.

This document outlines the various dissemination activities undertaken by the project partners during this first period, and plans for further dissemination in the next year. Section 3 describes the various instruments identified by the project to disseminate its results. Section 4 lists the dissemination activities undertaken over the last year, while section 5 outlines currently known plans for dissemination into the next reporting period.

1   Introduction

The RE@CT project aims to revolutionise the production of realistic characters and significantly reduce costs by developing an automated process to extract and represent animated characters from actor performance capture in a multiple camera studio. The key innovation introduced by RE@CT is the development of methods for analysis and representation of 3D video to allow reuse for real-time interactive animation. This will enable efficient authoring of interactive characters with video quality appearance and motion.

The project builds on the latest advances in 3D and free-viewpoint video from the contributing project partners. For interactive applications, the technical challenges are to achieve another step change in visual quality and to transform captured 3D video data into a representation that can be used to synthesise new actions and is compatible with current gaming technology.

RE@CT aims to demonstrate its results in two application scenarios : an augmented reality application will demonstrate usage for serious gaming in education and entertainment. A production alongside a TV programme will demonstrate new synergies for developing a traditional programme and an interactive application in parallel.

The project completed its first year on 30th November 2012, and the encouraging initial results obtained in this first period have, as far as practicable, been published and disseminated by means of a variety of tools. This document outlines the various dissemination activities undertaken by the project partners during this first period, and plans for further dissemination in the next year. Dissemination is seen as essential to ensure that the RE@CT project's stakeholders, including the European Commission, and relevant research communities are kept informed of the results of the project, and their potential applications, as they become available.

This is the first version of this document, and updates on actual dissemination activities undertaken will be provided at regular intervals as part of the project's quarterly reports, as well as in the form of annual updates to this deliverable.

2   Related Documents

The following deliverables are related to and complement this report, and should be read in conjunction with it:

- D1.1.1 Annual Activity Report
- D7.1.1 Annual Exploitation Report
- D7.2.1 Annual IPR
- D7.3.1 Annual Standardisation Report

3   Dissemination Tools and Mechanisms

3.1 During the lifetime of the Project

RE@CT will use a variety of mechanisms and tools to disseminate its results as widely as possible to the relevant audiences, including :

- Articles in targeted magazines and journals

- External presentations at scientific conferences and to FP7 activities: the project results will be presented at targeted international and regional conferences and also to other related FP7 activities such as concertation meetings. Representatives of RE@CT are active in the EU Future Internet and

networked media related concertation activities, such as the Networked Electronic Media (NEM) initative.

- Public demonstrations and presentations at national and international conventions such as the International Broadcasting Convention, Eurographics, SIGGRAPH, CVMP, the NEM Summit and CVPR, and the proceedings of such events.

- Targeted media and publicity activities: the project will conduct a series of press releases, and distribute brochures and other PR material.

- Consortium Partner's websites, internal publications and presentations : the various partners will regularly update their senior management and other relevant people in their organisation at large of the project's results, progress and benefits. An example of this is at BBC R&D where project progress is documented in internal technical notes, and communicated to staff via internal lunchtime lectures.

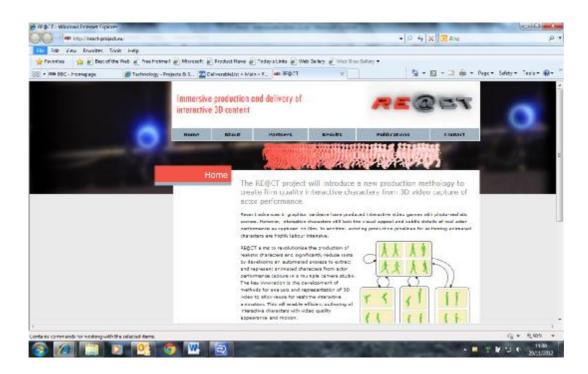- The RE@CT project public website (http://react-project.eu) – *see below*

Illustration 1 - The RE@CT project's public website homepage

3.2   After completion of the Project

After closure of the project, dissemination and activities will continue via the project's public website http://react-project.eu, where public deliverables, papers and presentations at appropriate events will continue to be available to the public.

RE@CT partners will also continue to present the project results, and further results based on and derived from the project's outcomes after it has completed, to appropriate conventions and other similar events.

As reported in deliverable D7.3.1 (Standardisation Activities) dissemination will also continue via any active standardisation of the Project's results, to be identified during its lifetime.

4   Dissemination Activities in the reporting period

4.1   Publications and public presentations

Although the project is in its first year, dissemination activities advertising its objectives and anticipated results started early on after the project kicked-off. The table below lists the presentations and publications at conferences and in journals from the various project partners in this reporting period

Presentation/Paper	Authors	Event/publication	Date	Partner
Introduction to the RE@CT project	O. Grau	8th FP7 Concertation meeting, Brussels	Dec 2011	P01 BBC
4D Parametric Motion Graphs for Interactive Animation	Casas, Tejera, Guillemaut, Hilton	ACM Symposium on Interactive 3D Graphics (i3D) http://graphics.ics.uci.edu/I3D2012/	March 2012	P04 Surrey
On User-Interaction in 3D Reconstruction (poster presentation)	D.C Schneider & P.Eisert	Eurographics 2012	16-18 May 2012	P02 HHI
Delivering immersive viewing experience of the next generation broadcasting media	O. Grau	At the intersection of Vision, Graphics, Learning and Sensing - Representations and Applications Workshop in Cambridge,UK.	28-30.May, 2012	P01 BBC
Progressive Shape Models	A. Letouzey, E.Boyer	CVPR 2012	Jun 2012	P03 INRIA
RE@CT : Immersive production and delivery of interactive 3D content	O.Grau, E.Boyer, P.Huang, D.Knossow, E.Maggio, D.Schneider	NEM summit 2012, Istanbul	Oct 2012	All

Illustration 2 - Dr Oliver Grau (3rd from left) presented the RE@CT project
at the NEM summit in Istanbul in October 2012

4.2   Web activities

In addition to the presentations and demonstrations listed above, the project has also disseminated results via various Web activities.

The project's public website (Deliverable 1.4) launched on target on 31 March 2011, and public deliverables were posted to it as they became available, together with papers published in various journals or conference proceedings as they got clearance. As results based on the project's test-shoots and demonstrator become available, they will be uploaded to the website where appropriate.

In addition to its dedicated website, the project has also published its results via the websites of conferences and symposia listed in the table above, as part of these events programmes and proceedings.

Illustration 3 – The RE@CT project publications on its public website.

5   Planned dissemination activities in the next reporting period

The project has already identified suitable events and conferences for continued dissemination of and updates to its results into the forthcoming reporting period.

In particular, P03 (INRIA) has already submitted a paper to CVPR 2013.

The first version of the RE@CT demonstrator is due in May 2013 and this will be demonstrated at suitable conferences and conventions.