

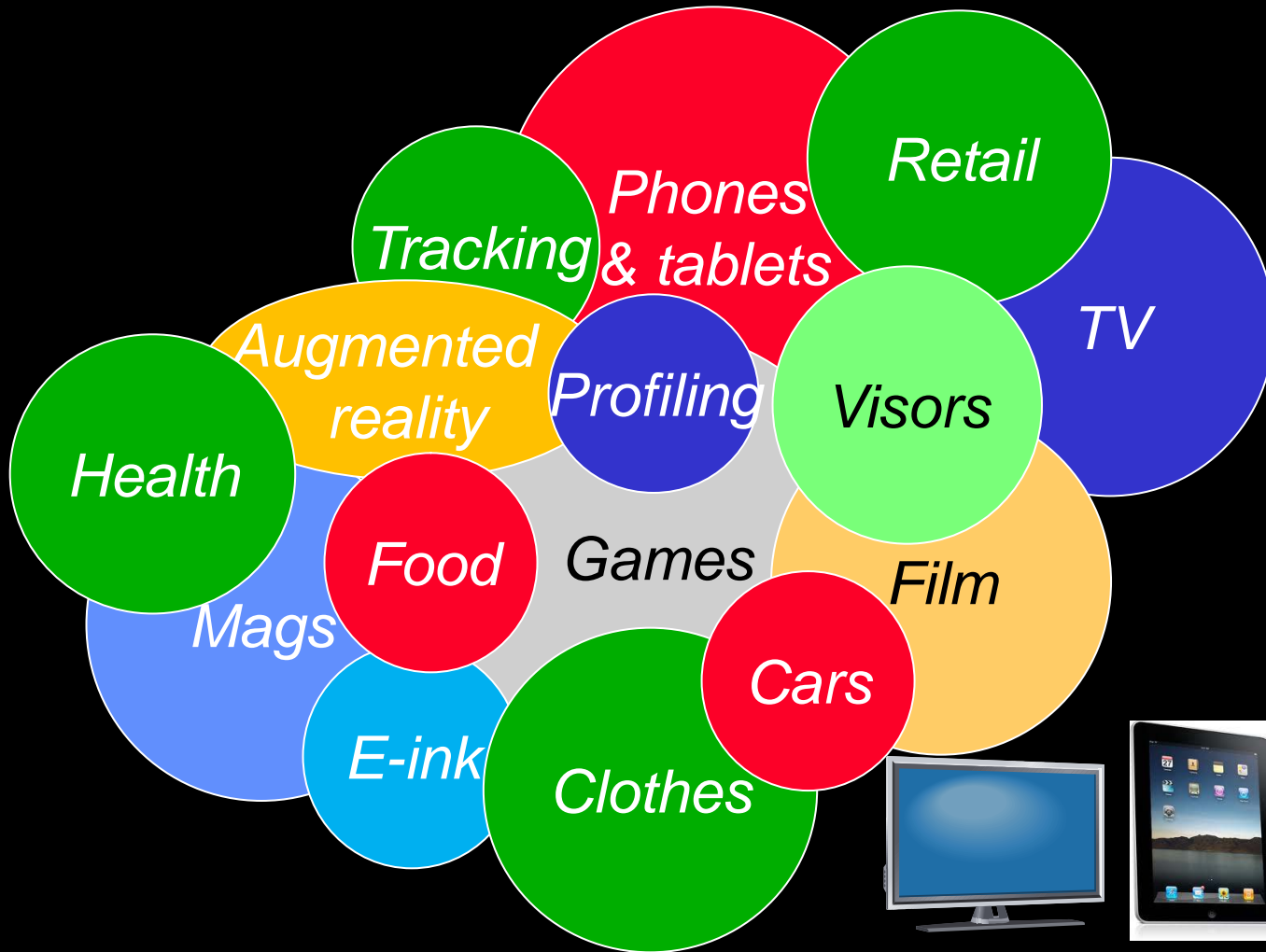
Dr Ian Pearson

Future broadcasting


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Industry Convergence

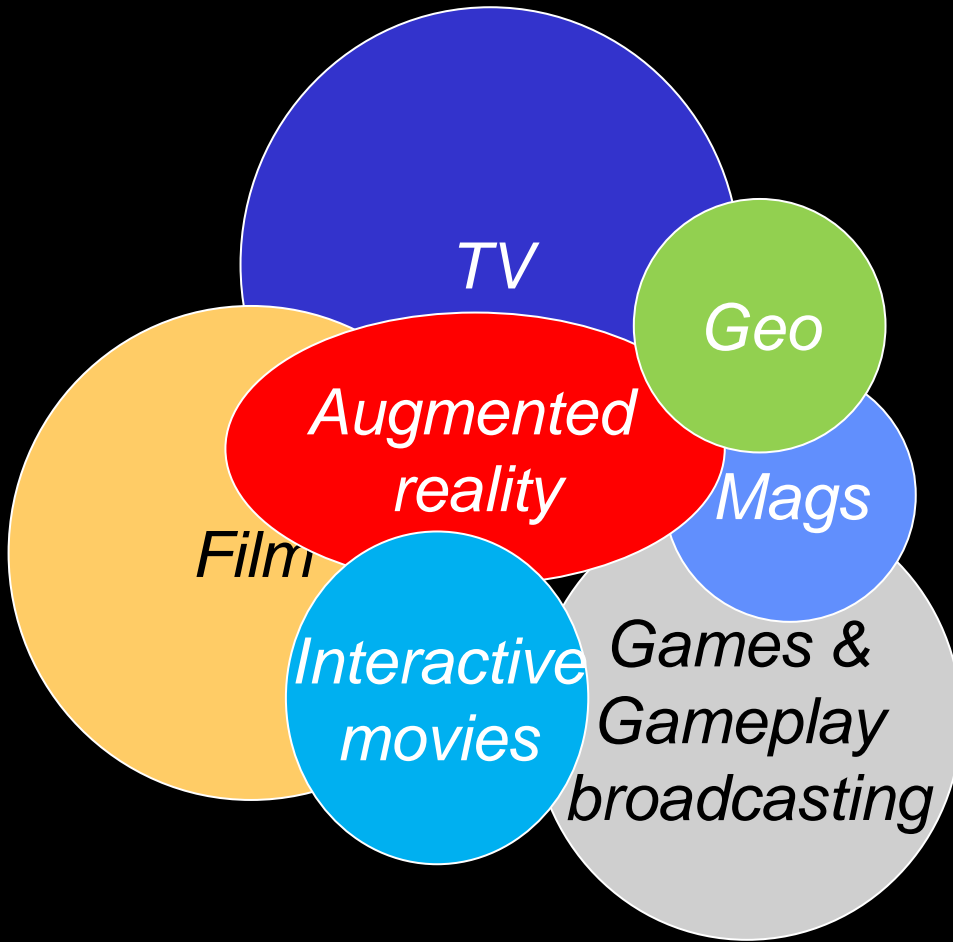


Thin, flexible & cheap displays will be scattered everywhere as well as assorted visors and all the usual phones and tablets



Games technology is in pole position because it is the focal point for advanced interfaces and display interaction

Content Hybridisation

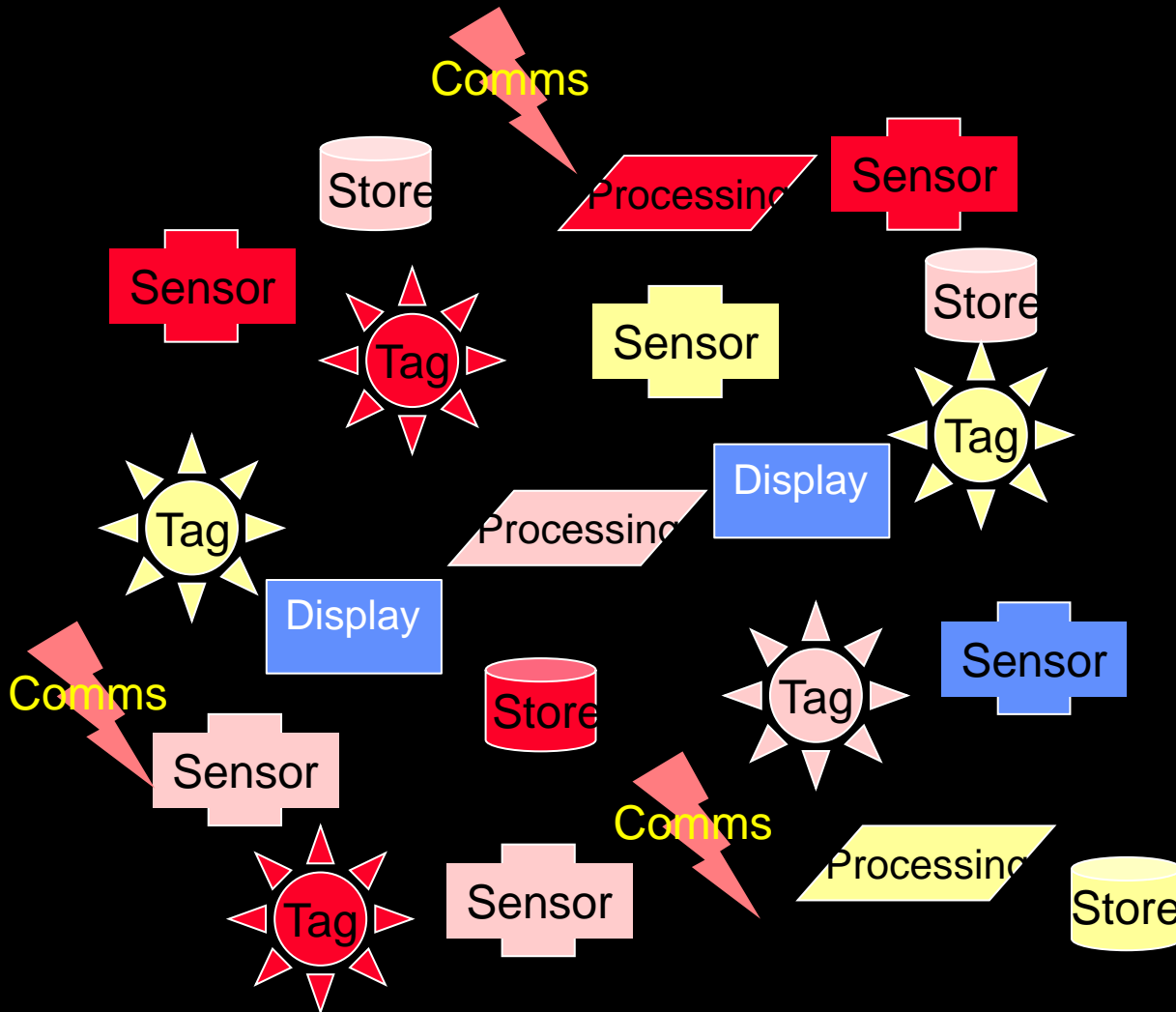


Blurring boundaries in content
Blurring delivery
Any content on any display via any network
Hyperlinking between media
Real time updates
Interactive ads with e-coupons
Geographic and lifestyle context combining with AI search to find and convert appropriate content

With so much content and so many risks, trust is essential so brands and brand protection will be key

IoT is a cloudy channel

Clouds, tags, mobiles and sensor networks



Environment will be full of processors, tags, data stores, sensors, displays & communicators.

Creates 'digital air' channel to customer as well as a data source.

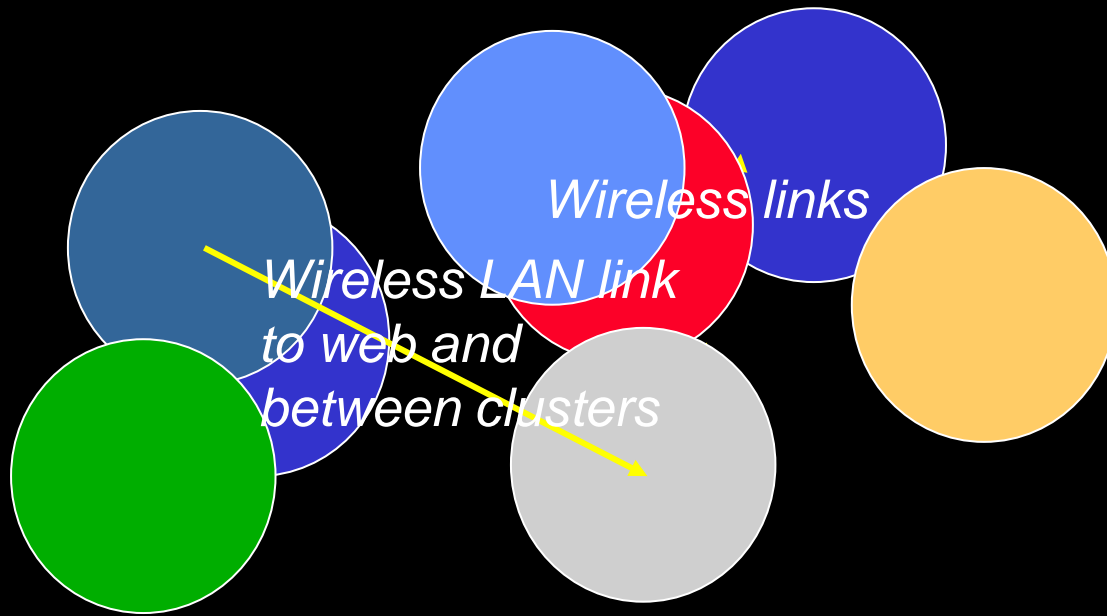
Plenty of choice for distribution channels

AR – Broadcasting onto real world

- People, buildings and objects can emit an interactive digital 'aura'
- Hi-res, 3D content overlays for email, leisure, socialisation, navigation etc
- Dual appearance
 - Can blend games or TV or ads into real world
 - You can choose how you appear in the broadcast virtual world
 - Everyone can see the world differently
 - Fight off aliens while your partner chooses an outfit.



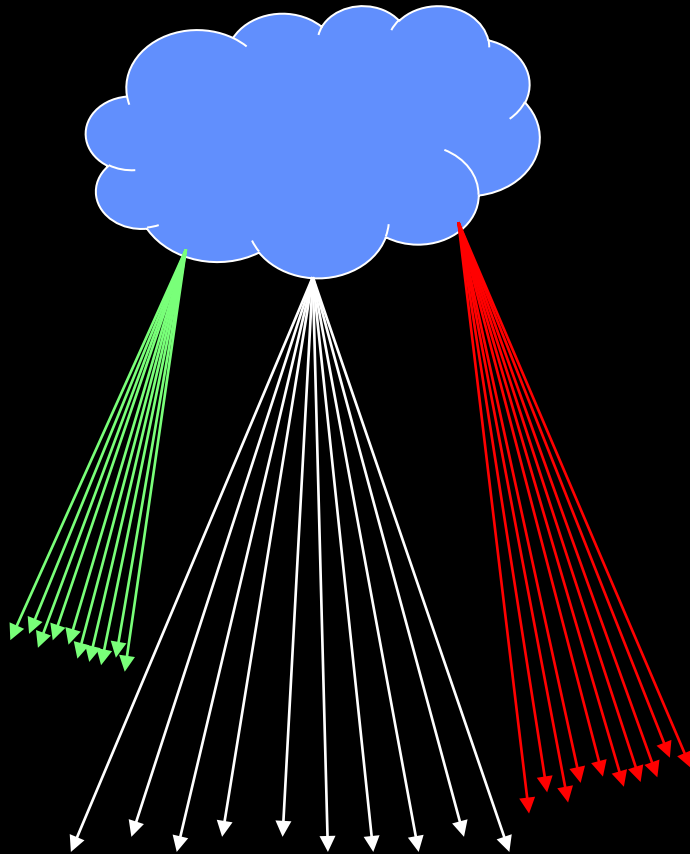
Sponge nets, ad-hoc nets, fog...



Laptops
Tablets
Smart phones
Display devices
Digital jewellery
Beacons
Street furniture
Custom devices
Smart clothing
Active skin

Direct inter-device networking will become an important alternative internet platform, moving customers away from mobile nets.

Satellite v balloons, drones and plane reflectors



20km height = 100 microsec latency

Google Loon project is a proof of concept. Of course it works! There will be many versions from many companies.

Same could work over cities using planes or airships with simple reflectors on bottom.

Disk based distribution



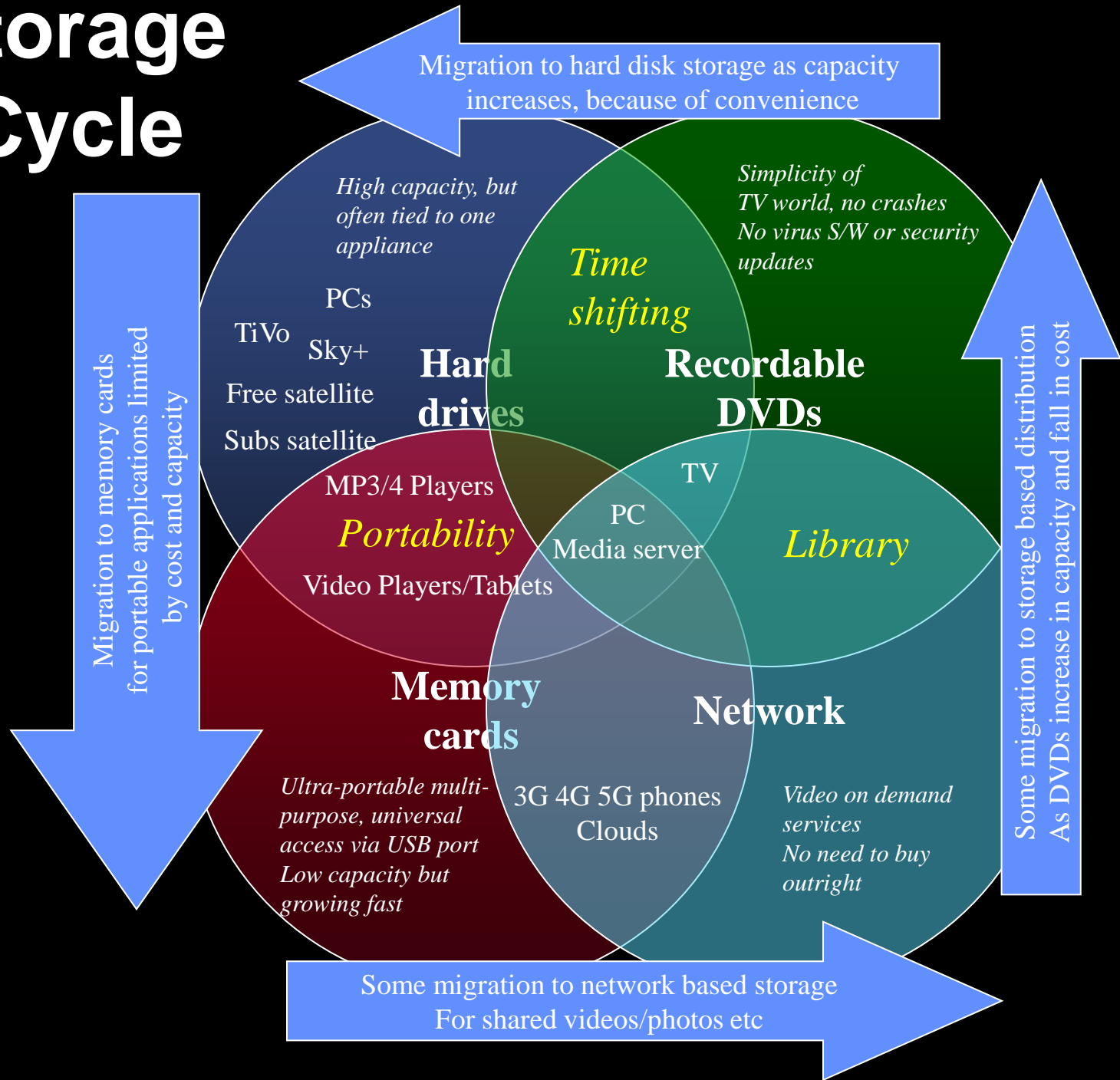
1 Petabyte = 1M GB =
200,000 DVDs
40,000 Blu-ray disks

Swinburne University, Australia have recently demonstrated using two laser beams to generate 9nm spots. That would allow 1 petabyte on a DVD

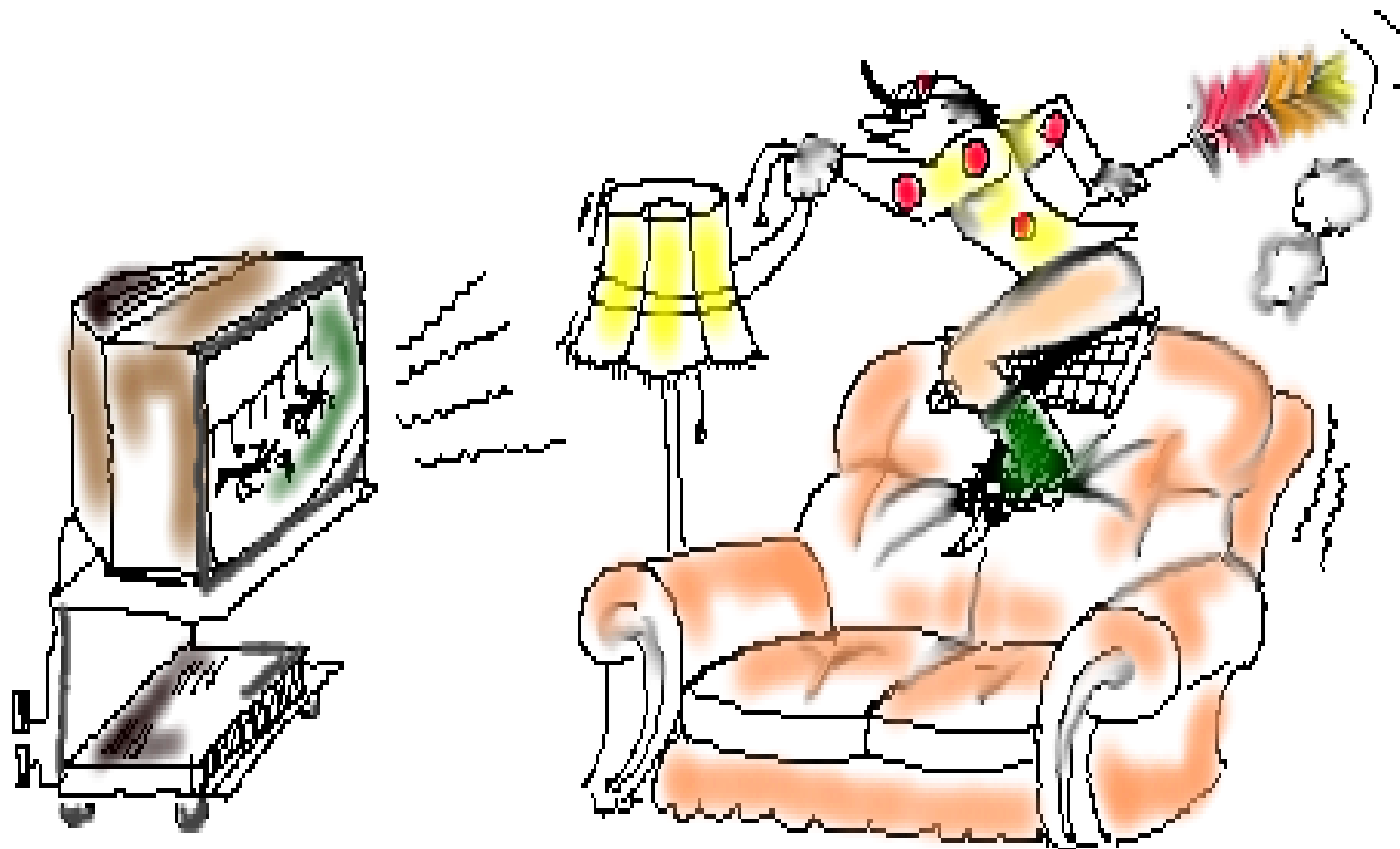
40,000 HD Movies

If this can be made economic, many movies could be distributed encrypted on disk and a code bought to decrypt each one.

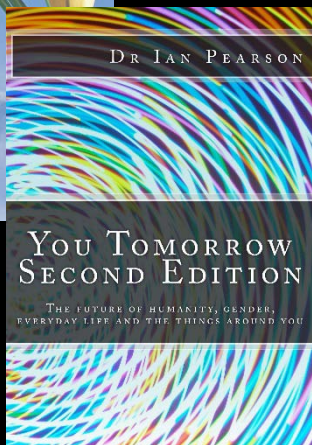
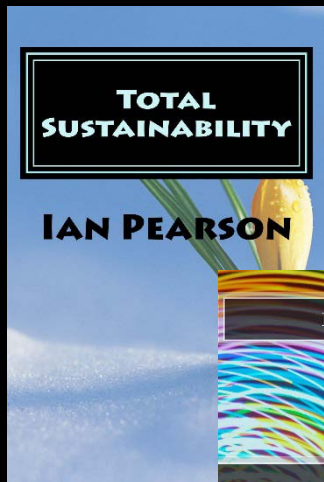
Storage Cycle



Interactive TV 1.0



Thank you

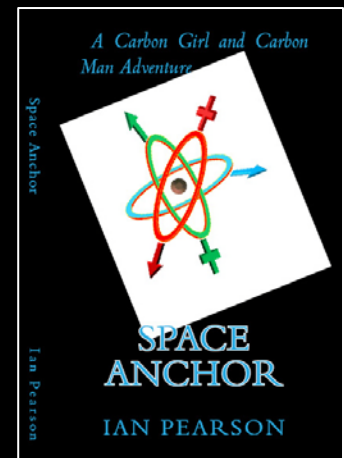


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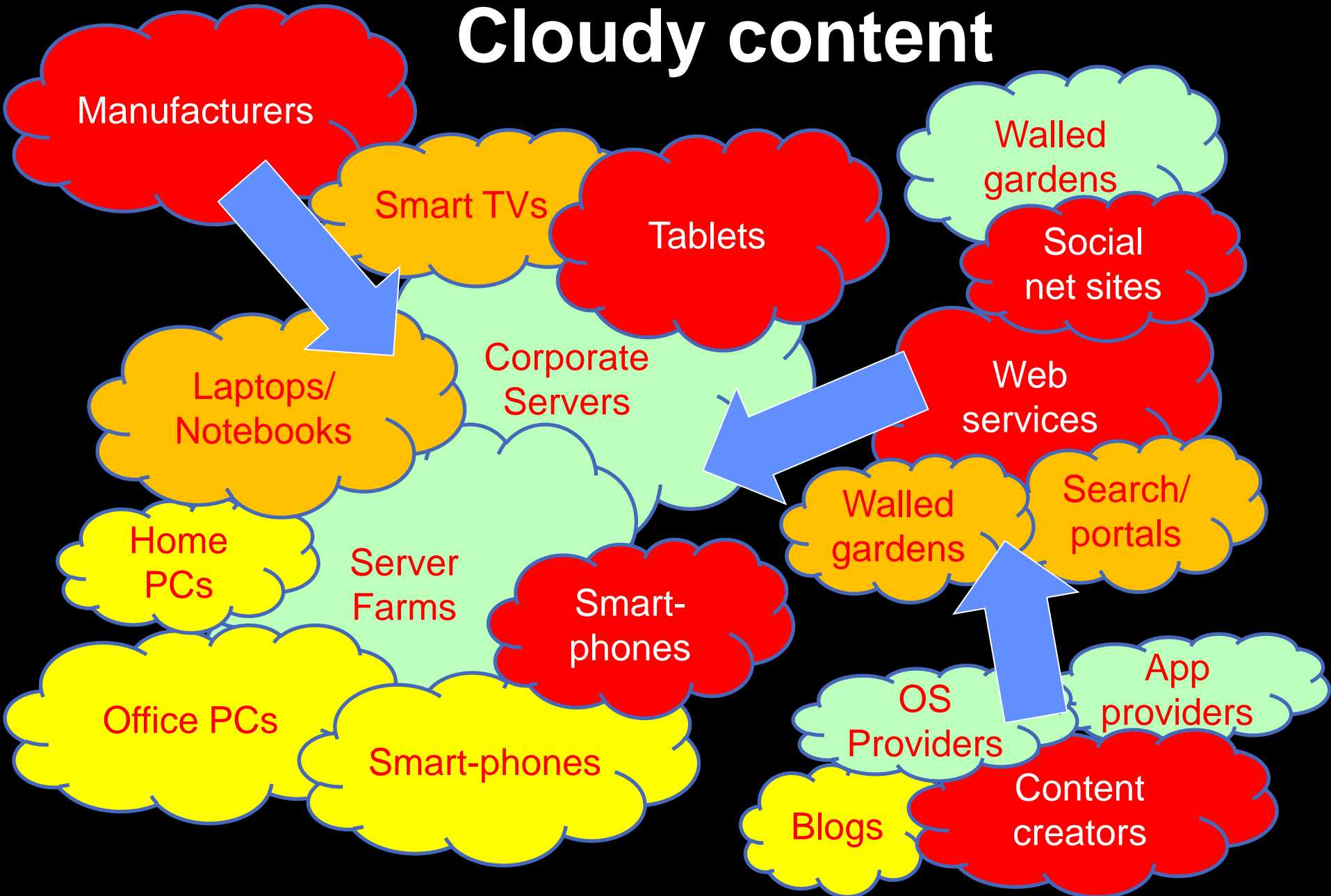
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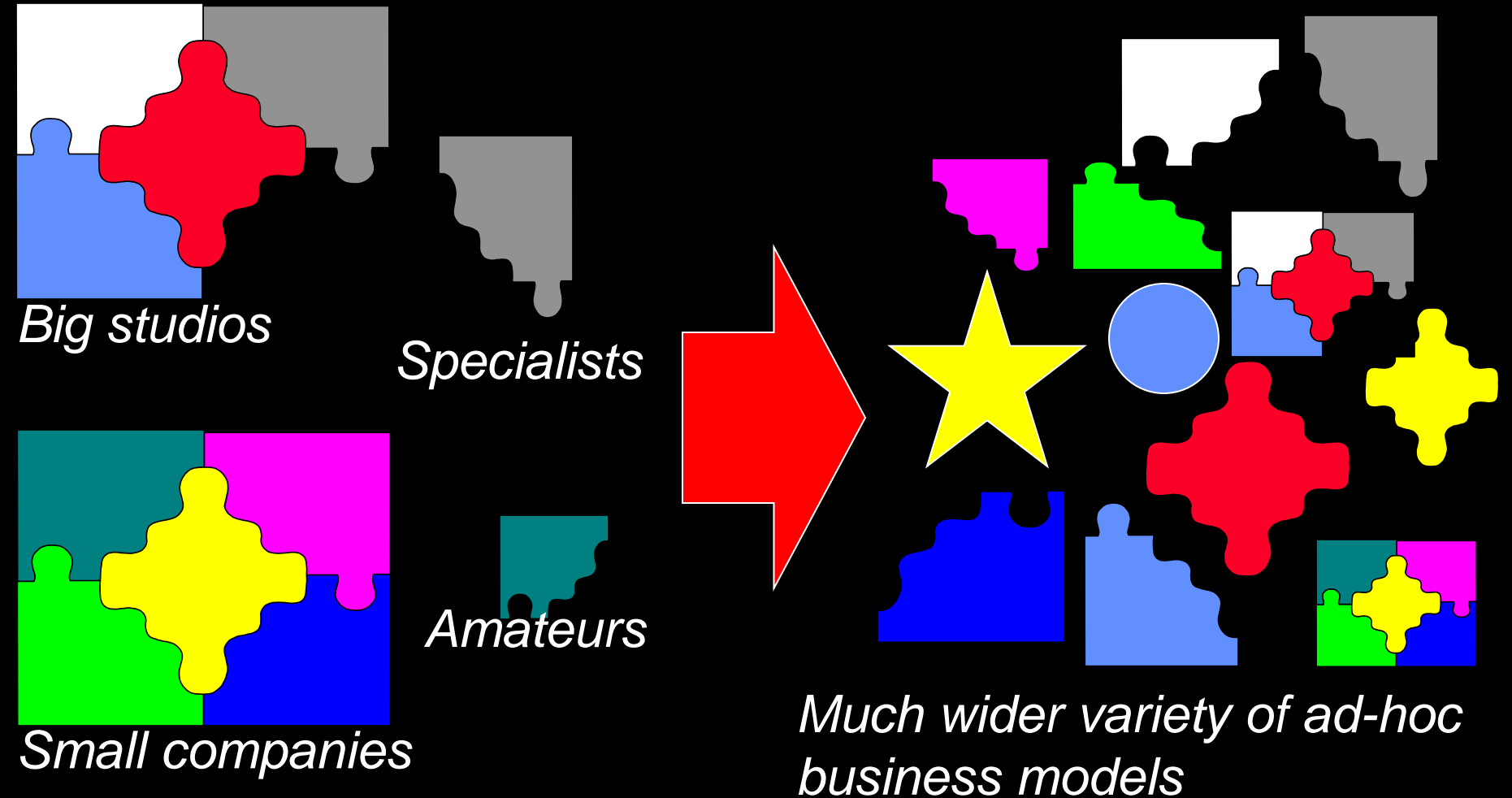


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Cloudy content



Film production



Still a strong need for professionals