

zcast research

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The Cambridge Trial

City-wide broadcast

- DAB and DVB transmission
- 12 MS households taking part
 - movies, extra programming, Windows Update, etc.
- 3 DAB-enabled PDAs for mobile experiments
- Ntl ,Tandberg, ITV, Capital Radio

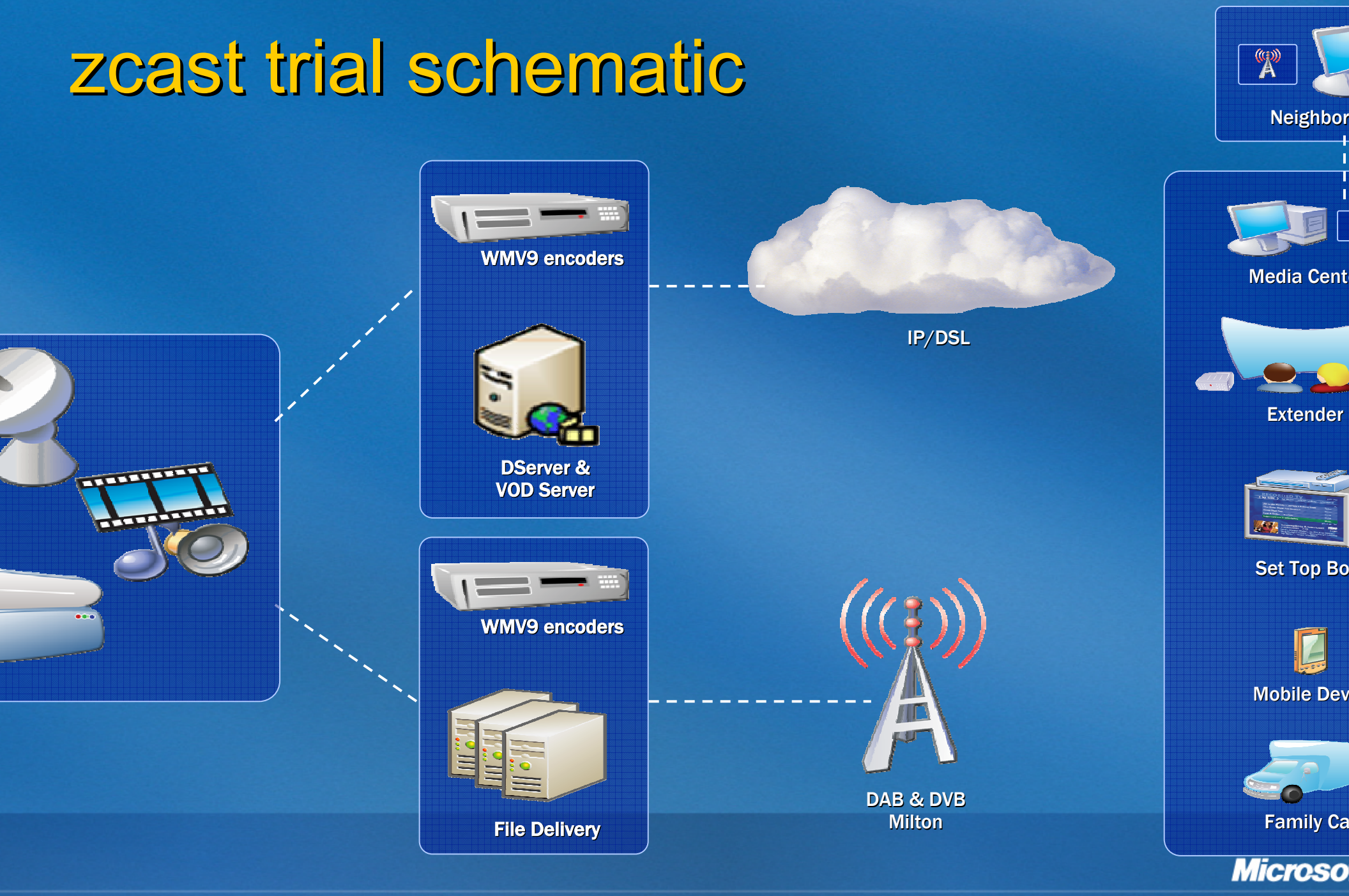
Research goals

- characterize and improve datacasting networks
- explore HCI issues in home/mobile media consumption

zcast trial schematic



zcast trial schematic





research

HCI Research

Ethnographic baseline (media in the home & on the go)

- 12 Cambridge households
- Video tour, sketches, questionnaires of home/mobile media use: interviews by professional ethnographer
- Ongoing ethnography to inform and evaluate datacast-based applications

Mobile applications & cross-device apps, e.g. browsing EPGs on heterogeneous displays

HCI issues in DRM

Related work, e.g.

- “Designing culturally situated technologies for the home” (Bell et al, CHI2003)
- “The meaning of things” (Csikzentmihalyi et al)
- “Young people and new media” (Livingstone)
- eHome longitudinal studies and site visits
- Mobile Device Division media studies

Networking Research

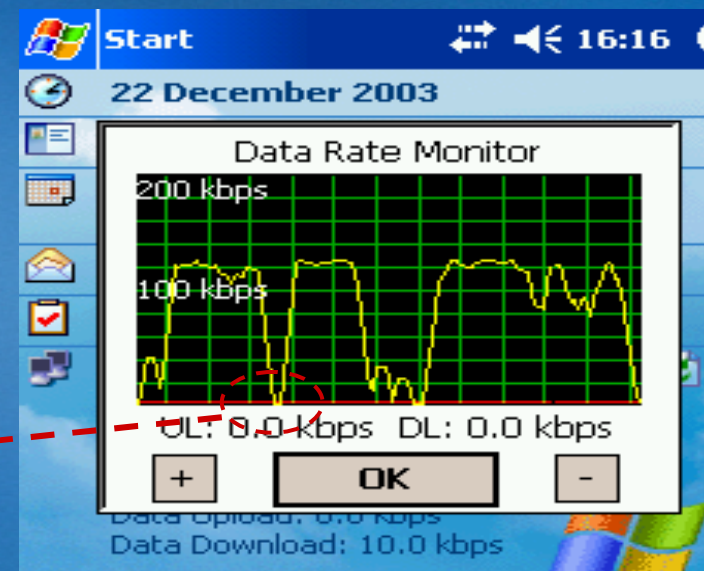
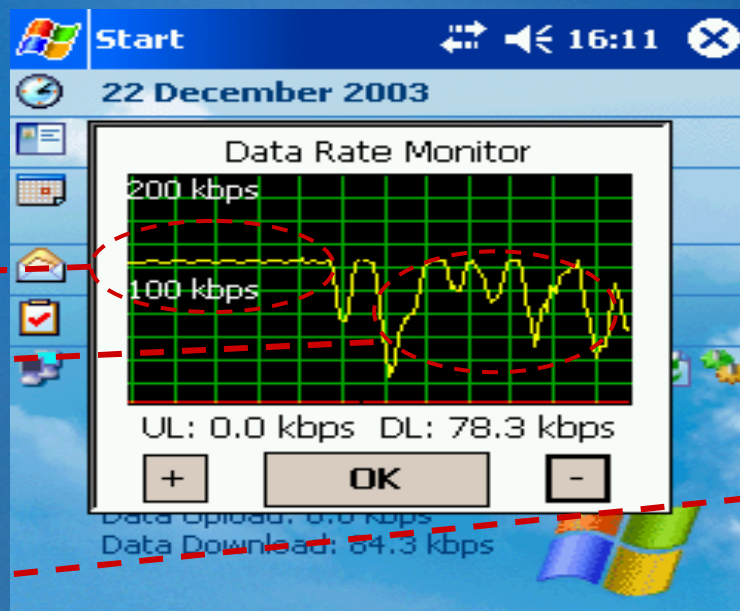
Characterize DAB/DVB/GPRS link properties in mobile environment and design ways to cope with network inefficiencies

- delay,
- burstiness,
- blackouts

Static node

Mobile node

Blackout



think big with
IMAX



MAGGILLIVRAY FREEMAN'S
CORAL REEF ADVENTURE

A vibrant underwater scene showing a coral reef with various colorful corals and a bright light filtering through the water.

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[IMAX Menu](#)

bring it home with...



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Microso

socio-digital systems

DAB/DVB/IPTV as sandbox for our new research area

study the interplay between physical and digital artefacts in everyday life

- ubiquitous and pervasive computing
- context in production: a framework for ubicomp
- novel device design
- digital media at home and on the go
- gifting interaction on 3G mobiles
- crossover and situated technologies for family life

method: observe, design, build, *deploy*, evaluate; repeat

Thankyou