

## Invitation for the EuroITV 2007 demos session

Call for participation at the EuroITV 2007 demonstrations session, which will take place in Amsterdam, May 24-25, 2007:

<http://www.cwi.nl/events/2007/euroitv2007/>

Deadline for demo submissions: 26th January 2007.

Demonstrations should show early prototypes of novel, interesting, and important interaction concepts or user interface designs for interactive television. We welcome demo submissions that address interactive TV with a focus on the following emerging research and practice issues, but the full list of topics can be found on the conference website:

- Shared TV: sociability, playability, emotional design
- Shared Home: cross-media, home media station, smart home
- Shared Distribution: Peer-to-Peer (P2P) networks, mobile TV
- Shared Content: recommendations, end-user annotations
- Shared Communications: instant messaging, video conferencing

Demos at EuroITV 2007 will consist of two parts: an interactive demo, and a presentation in a regular conference session. Your interactive demo will consist of a hands-on setup where EuroITV attendees can interact with your work. This means that the project must be in such a stage that it is a working prototype. Your presentation will be part of a demos track at the conference, and should be supplemented with a short video of your demonstration. Demonstrators will be provided with space and access to network, but will be required to provide any additional hardware needed for the demonstration.

A EuroITV 2007 demonstration submission should consist of three parts:

1. A short abstract of 2 pages describing the demonstration. The abstract will be included in the conference adjunct proceedings, and needs to be in the EuroITV paper format.
2. A demonstration supplement that explains how the interactive demo will be presented.
3. A video demo presenting the project, which should be a maximum of 3 minutes.

### **Abstract**

The abstract is a 2-page short paper, and will be published in the EuroITV 2007 conference proceedings. It should be self-contained and clearly describe the novelty and distinguishing ideas of your project, even for readers who were not able to view your demonstration at the conference. To give the reviewers and readers a comprehensive picture of your project, your abstract should include:

- a description of the system and the problem it addresses.
- a description of the audience the work intends to serve.

- a description of the relevance of the work to the broader interactive television community, emphasizing its novelty, uniqueness, and rationale.
- a statement about the commercial status of the technology.

### **Supplement**

The supplement describes how you wish to present your project in the EuroITV 2007 Main Hall. It should contain details on how the demonstration will be executed in practice, and how visitors will interact with your work during the conference. The interaction can be described in the form of a short usage scenario, storyboard sketch, screenshots, illustrations, photos, and/or video documentation. The demonstration supplement should also include technical requirements such as preferred setting, space, power, networking, lighting, acoustics, and any necessary special equipment. Demonstration supplement materials are for the purposes of review only and will not be published. There is no limit on the number of pages in your supplement.

### **Video**

The video must be no longer than 3 minutes long, and should be playable on standard PC and Macintosh computers. Submitted videos are for review purpose only and will not be published.

### **Submissions**

The abstract and supplement should be combined and submitted as a single PDF file. Your submission should not be anonymized, so please include full name and affiliation of the submitters in both the PDF and the optional video. The video should be sent on a CD or DVD to the demo co-chairs at the address below:

Mark Howell,  
Interactive Television Design Team,  
BBC New Media & Technology,  
BC5 A5, Broadcast Centre,  
Media Village,  
201 Wood Lane,  
London W12 7TP.

### **Checklist**

- Prepare the 2-page extended abstract using the EuroITV 2007 Conference Format.
- Prepare a supplement describing the interactive demo setup using the EuroITV 2007 Conference Format.
- Combine the two into one PDF file and test your PDF files to ensure that it prints correctly.
- Prepare your video in a format that is playable on standard PC and Macintosh computers and make sure it is no more than 3 minutes long.
- Submit the PDF file to the EuroITV 2007 submission website.
- Send the video on CD or DVD to Mark Howell
- All parts of your submission must be received no later than January 26, 2007.

### **Contacts**

For any questions regarding demos, please email the co-chairs:

- [mark.howell@bbc.co.uk](mailto:mark.howell@bbc.co.uk)
- [ben.gammon@bbc.co.uk](mailto:ben.gammon@bbc.co.uk)