

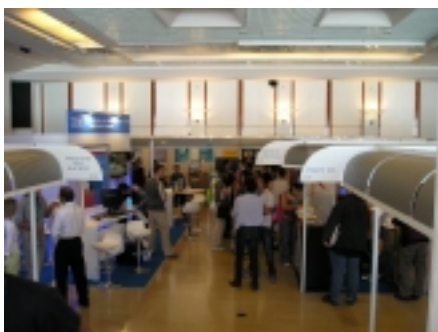
WCAM IST-2003-507204

Deliverable D6.4 – Multimedia trial assessment

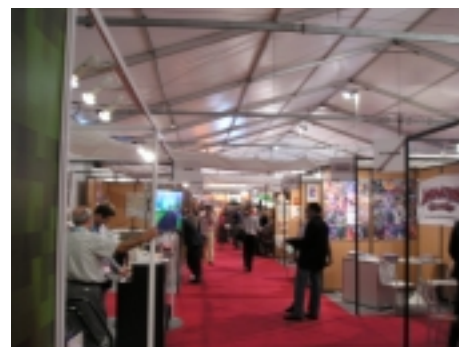
PART 3 – CITIA BOOTH AT THE MIFA EXHIBITION

1 CITIA Booth at the MIFA exhibition

1.1 Illustrated Report



The exhibition in the main building



The exhibition under the big top



The booth before the opening of the exhibition with the WCAM area on the right



The WCAM zone during the inaugural ceremony



Citia Booth during the inaugural ceremony



Some of local elected representatives during the inaugural ceremony,



Plasma screen for the TV channel broadcasted during the exhibition



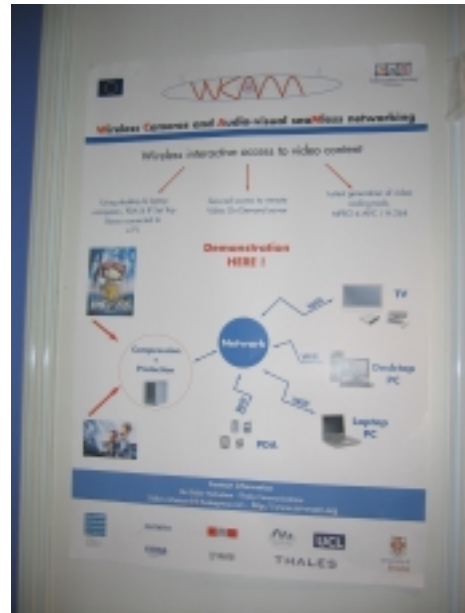
Wireless demonstration over the laptop, while TV channel broadcasted on the TV display through the set-top box



Wireless video in full screen mode



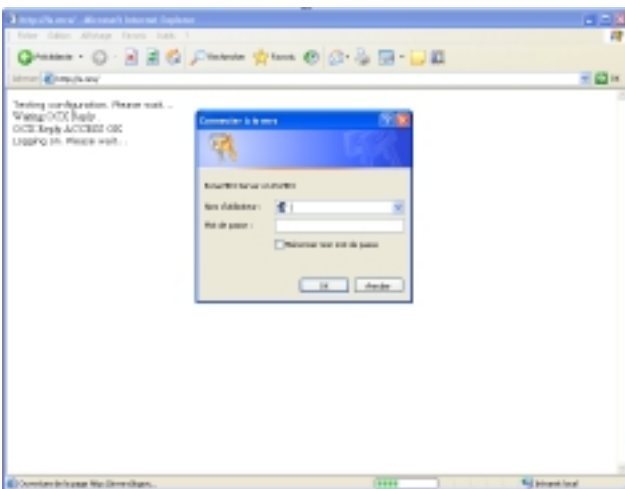
CITIA Booth with the WCAM area on the right



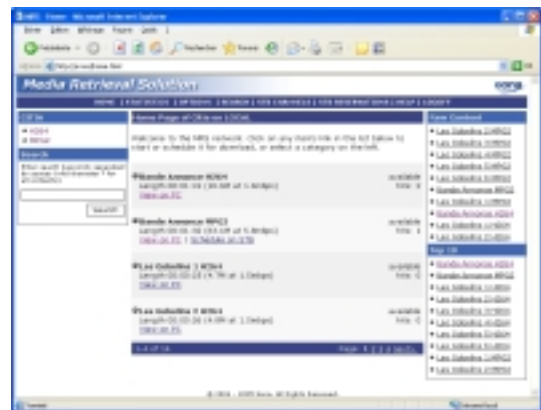
WCAM poster at CITIA booth



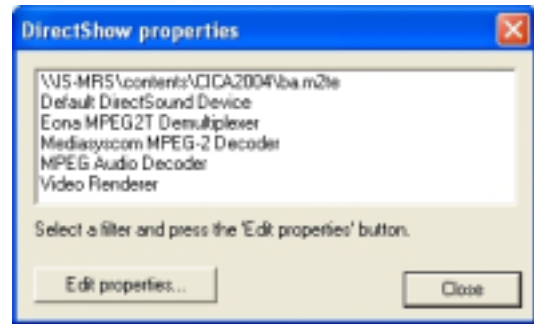
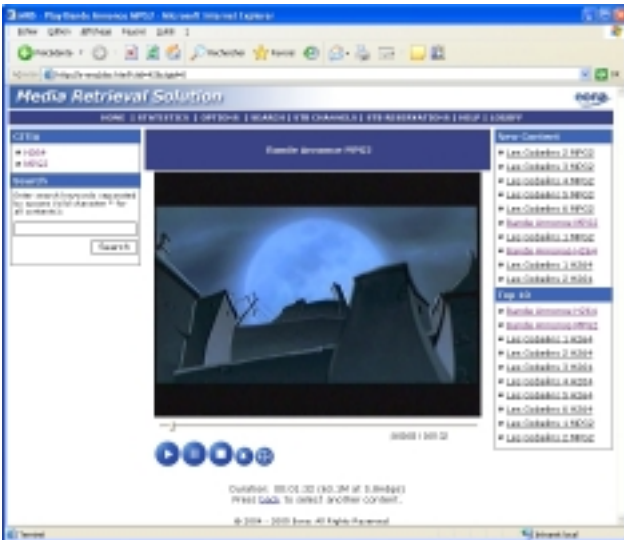
The Relax area with the Bar where one of the plasma display was installed.



Login phasis.

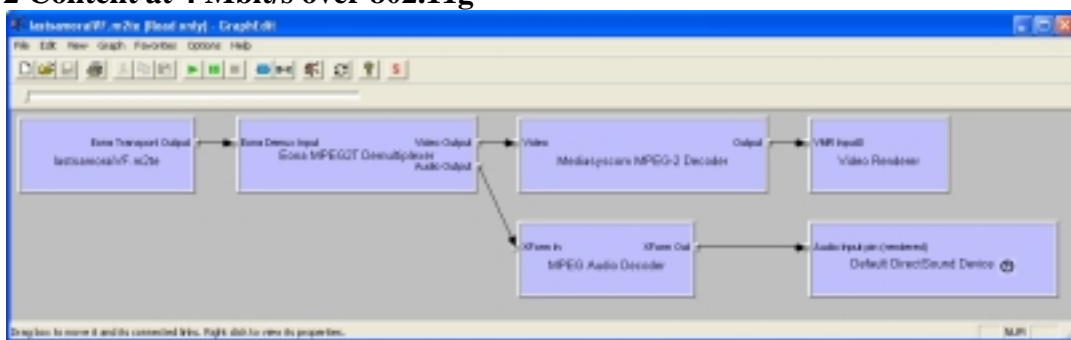


MPEG2 Viewing



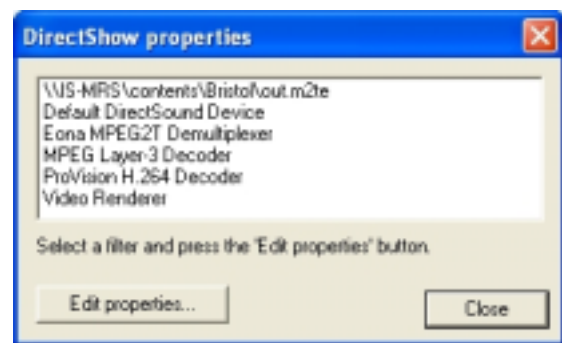
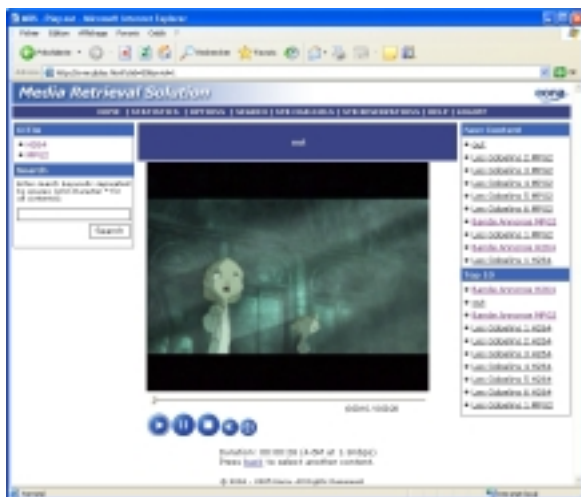
Filter properties for MPEG2 viewing

MPEG-2 Content at 4 Mbit/s over 802.11g



DirectShow Graph for MPEG2 viewing

MPEG-4/AVC (H.264) Viewing with WCAM decoder filter and error concealment



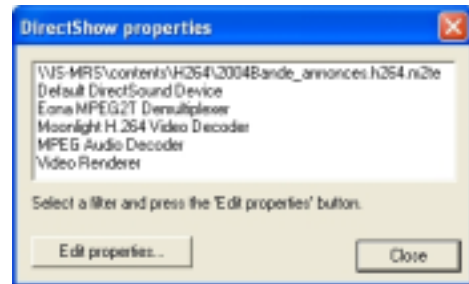
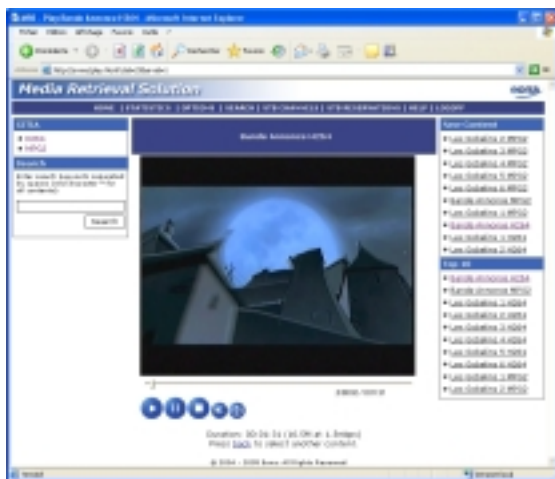
Filter properties for H.264 viewing

H.264 Viewing through M.R.S at CITIA Booth using WCAM H.264 decoder



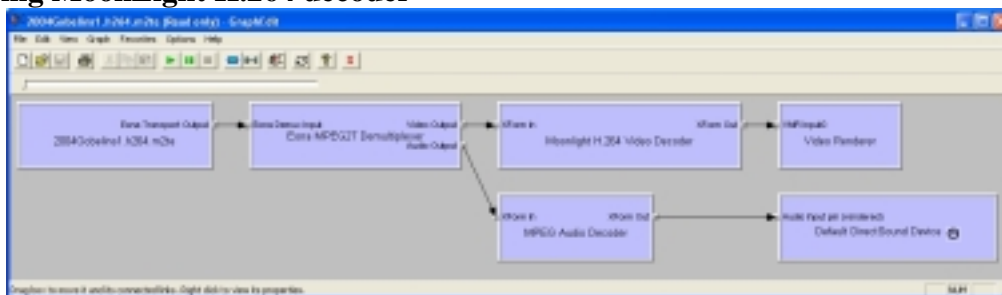
DirectShow Graph for H.264 viewing with WCAM decoder filter

MPEG-4/AVC (H.264) Viewing with MoonLight decoder filter and error councealment



Filter properties for H.264 viewing

H.264 Viewing through M.R.S at CITIA Booth using MoonLight H.264 decoder



DirectShow Graph for H.264 viewing with Moonlight decoder filter

1.2 Results

Three main results have been achieved:

- 1) Demonstrations of the technology developed in WCAM have been made for the visitors at the booth. As a first main result, it clearly shows that the visitors to such an event that deals with video content are interested in using wireless video with H.264 format as a guide to help them to structure and organise their visit and screening in Annecy.
- 2) Visitors at the exhibition entrance and at the rest area have viewed the Festival TV channels with extracts of movies in competition. At the rest area, the large Plasma screens have clearly made this more friendly and contribute to the success of the new concept of this rest area.
- 3) An evaluation survey has been conducted through a questionnaire filled by the visitors that agreed on. Results are detailed in the following lines

In the Citia booth, 13 people (mainly professionals and students) have accepted to answer to the whole evaluation process (about 30 mn for each interview/viewing tests). Aims were to identify their interest in wireless services and to collect their opinions concerning MRS system (ergonomy, response time, video quality...). Movies shown were animated sequences done by Gobelins School from Paris for Annecy 2004 Animation Festival trailers.

After a short explanation, people had to manipulate alone MRS application, their behaviour being observed by the interviewer. Then, about 20 questions were asked to them (see questionnaire sheet in annex).

Concerning behaviour observations, every person seems to be interested with the system and does not find difficulties to use it. Many of them are regular wireless users (mobile phones, Wi-Fi, ...) and use often video streaming technologies. 80% of them think that wireless video streaming is a great innovation and 92% think to use it with portable computers. MRS application is considered as easy to use with a good video rendering, but an effort must be done for response delays (about 35% of responses). 70% of them did not notice quality defaults in video rendering.

1.3 Conclusion

First evaluations with professionals are very positive. Some detailed answers will be helpful to define services being improved for next Mifa sessions: wireless film screening (totally or partially), video festival information, ...

2 Annex : Results of MIFA Exhibition Evaluation

Observation

Interest & implication of interviewed

Answer ratio : **100.0%**

ok	7	53.8%
good	5	38.5%
interested	1	7.7%
Total	13	100.0%

Good usability of interface

Answer ratio : **92.3%**

ok	10	83.3%
yes	2	16.7%
Total	12	100.0%

Spontaneous usage of functions

Answer ratio : **100.0%**

More than 100% because of multiple answers

view on pc	12	92.3%
home	11	84.6%
new content	6	46.2%
statistics	6	46.2%
Tree structure	6	46.2%
help	6	46.2%
search	5	38.5%
Escape key	1	7.7%
Total	13	

Global quality of video rendering from the interviewer point of view, referring to other sessions.

Answer ratio : **100.0%**

good	8	61.5%
ok	5	38.5%
Total	13	100.0%

Comments

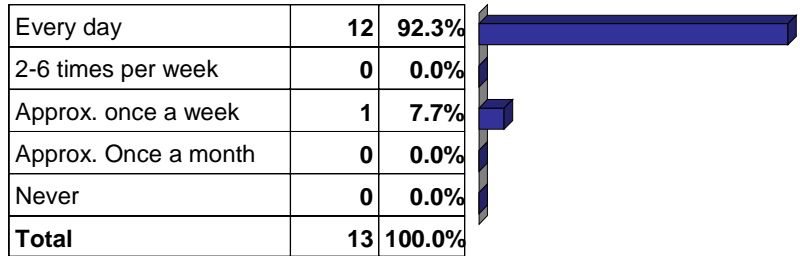
Esc key	4	26,74%
I think evreything is inside a network	1	6,66%
2 languages	1	6,66%
Less pixellized than with Mpeg	1	6,66%
Some buttons do not work	1	6,66%
Content custom in adequacy with catalog	1	6,66%
Interface may be more friendly	1	6,66%
Player cursor is not linear	1	6,66%
It's Wi-Fi system	1	6,66%
Player customisable	1	6,66%
Quality is good when small, but not in full screen mode	1	6,66%
Gobelin video	1	6,66%

15 100,00%

Behaviour questions : Wireless video streaming

Do you use frequently wireless technologies ?

Answer ratio : 100.0%



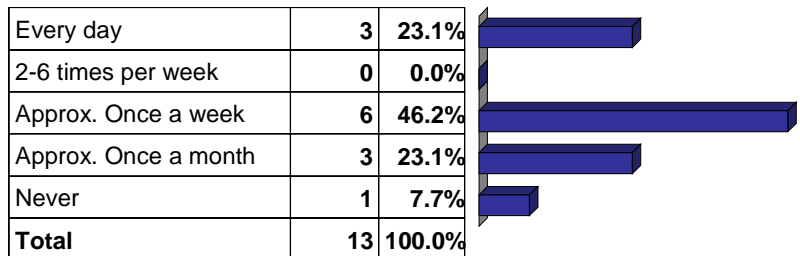
What kind of wireless technology do you currently use?

Answer ratio : 100.0%

Mobile	10	76.9%
Wifi	6	46.2%
bluetooth	3	23.1%
mouse	1	7.7%
Total	13	

Do you use frequently video streaming technologies?

Answer ratio : 100.0%



For what kind of uses ?

(e.g. TV by ADSL, videoconference...)

Videoconferencing	3	15,00%
Trailer	3	15,00%
Pro: web content management	2	10,00%
Video via Internet	2	10,00%
Working in audio-visual market	1	5,00%
Web movie	1	5,00%
TV on ADSL	1	5,00%
Pro and leisure usage	1	5,00%
DVD	1	5,00%
Video clip	1	5,00%
book	1	5,00%
Transmission of archived movies	1	5,00%
streaming on the Web	1	5,00%
screening	1	5,00%
	20	100,00%

General questions concerning wireless video streaming

Do you think that wireless video streaming is a great innovation ?

Answer ratio : **100.0%**
 Average = **4.38** 'agrees fairly'

Does not agree	0	0.0%
Agrees more or less	0	0.0%
Depending	2	15.4%
Agrees fairly	4	30.8%
Agrees completely	7	53.8%
Total	13	100.0%

During festival?

Answer ratio : **100.0%**

Movie catalog consulting	9	69.2%
Movie extract diffusion	7	53.8%
TV festival	4	30.8%
Other	1	7.7%
Total	13	

From what kind of terminal would you use this technology?

Answer rate : **100.0%**
 More than 100% because of multiple answers

Portable computer	12	92.3%
Personal digital assistant	3	23.1%
Mobile phone	5	38.5%
TV	3	23.1%
Total	13	

Questions concerning M.R.S. application

How would you define navigation Inside the application?

Answer ratio : 100.0%

Easy & intuitive	4	30.8%
Fairly easy	9	69.2%
Difficult	0	0.0%
Total	13	100.0%

How would you qualify response time ?

Answer ratio : 100.0%

long	1	7.7%
Quite long	3	23.1%
Depending	1	7.7%
Quite short	3	23.1%
Short	5	38.5%
Total	13	100.0%

What do you think about video rendering ?

Answer ratio : 92.3%

good	11	91.7%
To be improved	1	8.3%
bad	0	0.0%
Total	12	100.0%

Did you notice quality defaults ?

Answer ratio : 100.0%

Yes	4	30.8%
No	9	69.2%
Total	13	100.0%

What kind of defaults did you notice ?
(lack of details, noise...)?

Artefacts	1	20,00%
Blur	1	20,00%
Fast pixellizing	1	20,00%
Pixellizing on clear borders	1	20,00%
Jerk	1	20,00%

Questions concerning identity

Sex

Answer ratio : **100.0%**

Man	8	61.5%
Woman	5	38.5%
Total	13	100.0%

D'où venez-vous?

Taux de réponse : **100.0%**

Anncy	10	76.9%
Bourgogne	1	7.7%
Poisy	1	7.7%
Valenciennes	1	7.7%
Total	13	100.0%

What is your professional activity

Communication agency	2	15,30%
Charged of production	1	7,70%
Charged of communication	1	7,70%
Multimedia realizer	1	7,70%
Council & formation	1	7,70%
Multimedia developper	1	7,70%
Post-production student	1	7,70%
Animation student	1	7,70%
Computer graphist / runnerman	1	7,70%
Formation engineering	1	7,70%
Communication engineer	1	7,70%
Multimedia	1	7,70%