Objective ICT-2011.8.2

ICT for access to cultural resources

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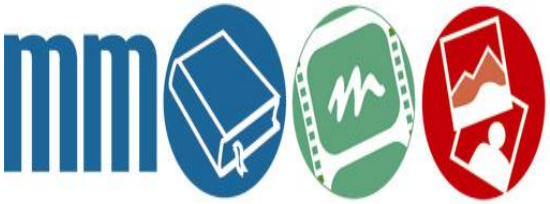
European Commission
Information Society and Media

BASELINE

Digital libraries
Digital cultural heritage
FP6 and FP7

FP6 projects



European Commission
Information Society and Media

FP7 projects

v-must

papyrus

Improving Access to Text
IMPACT

ARTsense

Paths
Personalised access to cultural heritage spaces

DigiBIC

AXES

CHESS
Cultural Heritage Experiences
through Socio-personal interactions & Storytelling

decipher

cultura

3D COFORM

V-City
The Virtual City

European Commission
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Obj 8.2 Access to cultural resources - in a nutshell

Target outcomes:

a) Technologies for creating personalised and engaging digital cultural experiences (STREP/IP)
b) Open and extendable platforms for building services that support use of cultural resources for research and education (IP)
c) Improved and affordable technologies for digitisation of special forms of cultural resources, including tools for virtual reconstructions (STREP)
d) Awareness raising of research results (CSA)

Budget: 40 mio € (35 mio € STREP/IP, 5 mio € CSA)
Instruments: All instruments except NoEs (2 funded in call 6)
Open/close: 18 January - 17 April 2012 (call 9)

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Target outcome a)

Technologies for creating personalised and engaging digital cultural experiences

(STREP/IP)

Technologies for creating personalised and engaging digital cultural experiences:

Research should address:

- adaptability of systems for personalised interaction with users
- investigate technologies that add value and new meaning to cultural digital artefacts and improve user engagement with cultural resources
- for example through smart, context-aware artefacts and enhanced interfaces with the support of features like story-telling, gaming and learning.

Adaptability/personalised interaction

- **Adaptivity and narratives already applied in the call 6**
- **How intelligent is your system?**
  - automatic / implicit adaptation to users according to changing conditions
  - manual / explicit customisation of the system by the users themselves
- **How truly personal interaction do you offer?**
  - Specific context of cultural heritage (physical site visit, virtual visit), innovative technologies to personalise interaction with cultural heritage collections
  - Personalisation becoming the norm, not the exception, not just mere profiling and recommendation systems but technologies that are state of the art in the long term

Improved user engagement

« E.g through smart, context-aware artefacts and enhanced interfaces »

- Ambient intelligence: many networked devices are integrated (embedded) into the environment, accessible through mobile and/or fixed devices (enhanced interfaces)
- Context-aware: these devices can recognize you and your situational context (smart, context aware) and anticipate your needs and request and change in response to you (adaptive)

→ **BUT: « for example » means not exclusively!**

- Also other technologies that add value and new meaning possible

« Personalised and engaging » are the key!

IP vs STREP?

- **IP: NEW!**
  - Systemic level research, allows to tackle a whole range of related challenges with more flexibility
  - Previously exclusively STREP level research funded
  - Short to mid term (3-5 years)
- **STREP:**
  - Innovative small scale focused research, also on individual component level
  - Continuation from call 6 (but know and show your knowledge of SOTA)
  - Mid to long-term (5-10 years)

Target outcome b)

Open and extendable platforms for building services that support use of cultural resources for research and education

(IP)

Open and extendable platforms for building services that support use of cultural resources for research and education

Research should explore:

- seamless and universal, but also customisable access to digital cultural resources
- across a wide range of technical formats (sound, image, 3D, text), including cultural resources/objects with diverse characteristics (e.g. languages, temporal, spatial)
- usability should be demonstrated through large scale pilots and specific contextual use cases (e.g. functionalities that support active research, creation of new knowledge, meaning extraction).

Open extendable service platform

- **Baseline** in the digital libraries research, **mature systems/components** developed during baseline research
  - How does your proposed system relate to SOTA - pros and cons?
  - New or improved platform (but do not reinvent the wheel)
- **Innovative service layers** to be built on top of the architectures
  - Content to be used, restrictions to its use?
  - Why these services, for whom?
- **Specific application field: education and (or) research**
  - First time we define the application field!

Optimised for use and usability

- **Seamless and universal access**
  - Technical interoperability (wired, wireless, mobile, fixed…)
  - Wide and unobstructed access across potential user groups (location - but also skills and competence)
- **Customisable:**
  - easy tailoring to specific individual / group use
- **Cross formats and objects:**
  - wide range of technical formats (sound, image, 3D, text), cultural resources/objects with diverse characteristics (e.g. languages, temporal, spatial)

Usability

Demonstrated through:

- **Large pilots**
  - Large proportial to the intended use/type of collection (but « large is large »)
  - System acceptance with real representative sample of users
- **Specific contextual use cases**
  - Within education and (or) research!
- **Ease/intuitiveness of use**
  - User behaviour studies encouraged

Target outcome c)

Technologies for the digitisation of specialised forms of cultural resources

(STREP)

Improved technologies for specialty digitisation

- **Research to adress some very specific challenges in digitisation**
  - Cf. call 1 where mass-digitisation of cultural heritage was the target – this is the opposite
- **What can not yet be digitised?**
  - Justify the need for the specific digitisation technology at European level
- **No size or form restrictions**
  - small objects or large reconstructions
  - "Focus on" capture, imaging, 3D modelling (incl. movement), virtual reconstructions – not exclusively!

Affordable and enriched

- **Cost-effective advanced technologies**
  - Spelialised (« boutique ») digitisation is very expensive
  - Show the « business case »: How much cheaper?
- **Enriched virtual surrogates**
  - "Convey and embed knowledge beyond the original object"
    - Show the "winning formula" of use of the virtual object over the physical objects (eg can be manipulated, enriched with associated data, use, re-use …)

Target outcome d)

Awareness raising of research results

(CSA)

Coordination or networking action (CA) - General definition

Coordination of activities and networking between the beneficiaries

- the organisation of events - including conferences, meetings, workshops or seminars
- related studies, exchanges of personnel, exchange and dissemination of good practices, and, if necessary,
- the definition, organisation and management of joint or common initiatives together with management of the action.

Specific support action (SA) - Generic definition

Support the implementation of FP7 programme and the Commission

- Monitoring and assessment
- Conferences, studies, expert groups, scientific awards and competitions
- Operational support and dissemination activities
- Support for transnational access to research infrastructures or preparatory technical work (incl. feasibility studies) for new infrastructures
- Support for coordination with other European research schemes.

CSA
- Generic definition

- **Consortium requirements:**
  - **CA:** Consortium of minimum three beneficiaries from three countries
  - **SA:** Single or more beneficiaries
- **No RTD or demonstration**
  - But max 100 % of eligible direct costs (excl subcontracting)
  - 7% of indirect cost (not a flatrate)

What are we after? Awareness raising of research results

- **Roadmapping**
  - Roadmapping to support future R&I work in relevant fields (e.g. joint roadmaps of heritage institutions, creative industry, technology providers, national/regional actors, innovation support services...)
- **Validation and/or take-up**
  - You want to validate your research results in real-life setting, take them out of the « labo »?
  - You need support for take-up of your innovative products or services coming from previous EC funded research?

Expected impact

- **Affordability**, widespread availability of tools and services for releasing the **economic potential** of cultural heritage in digital form and for adding value to cultural content in educational, scientific and leisure context
- **Wider range or users** of cultural resources in diverse real and virtual contexts and considerably altered ways to experience culture in a more **personalised and adaptive interactive** settings

Thank you for your attention!

http://cordis.europa.eu/fp7/ict/telearn-digicult/digicult_en.html

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