FACILITY FOR LARGE-SCALE ADAPTIVE MEDIA EXPERIMENTATION

NEXT GENERATION
MEDIA SERVICE DELIVERY

Dr. Monique Calisti

Smart City Expo World Congress
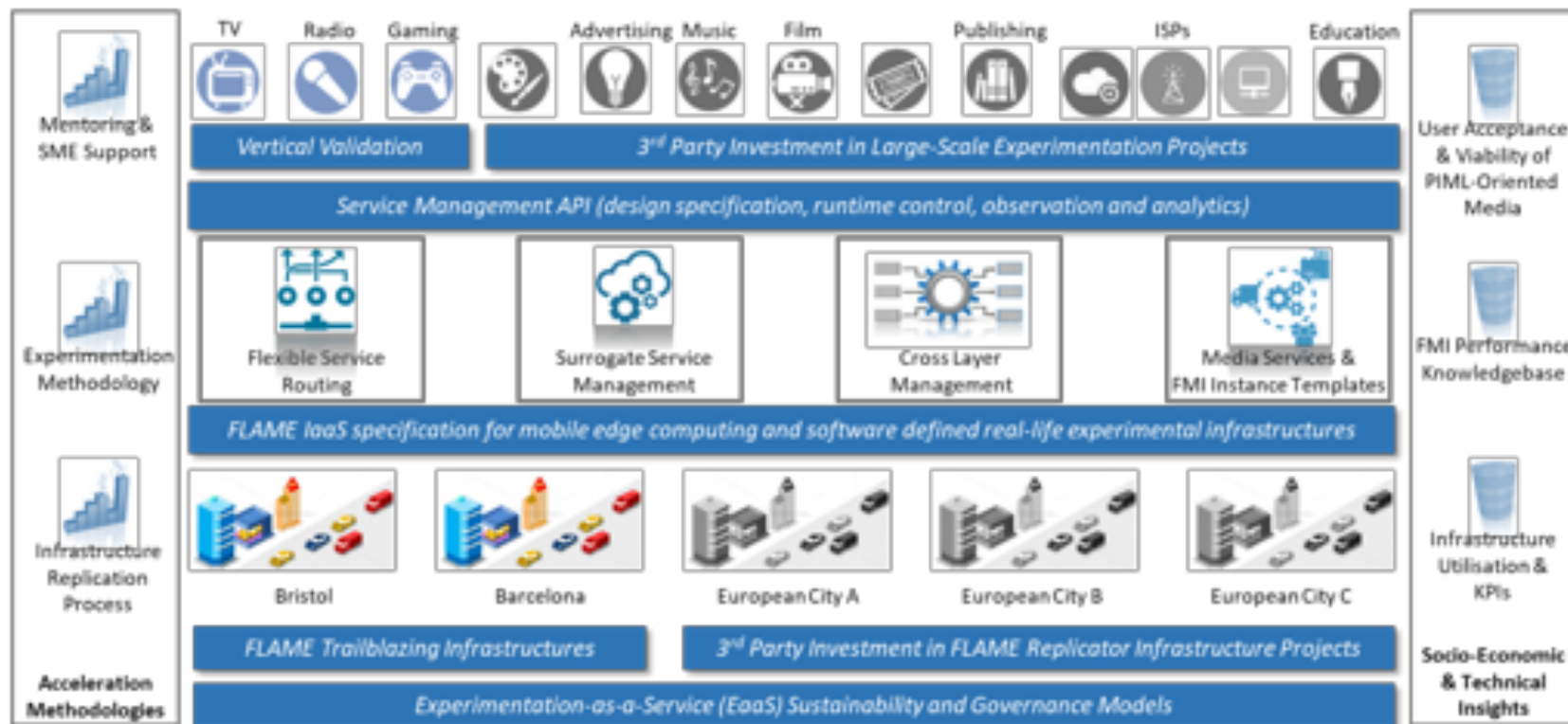
Barcelona, 14 November 2018

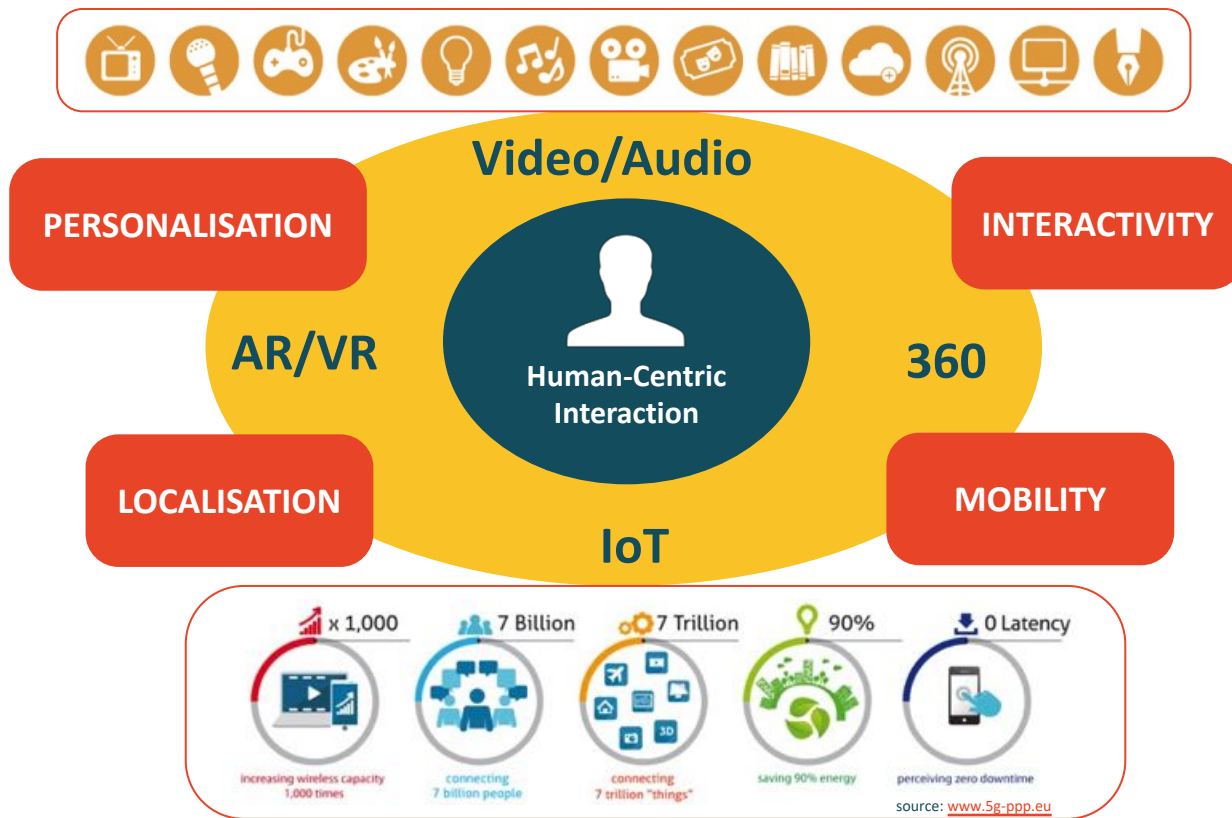MAKING SMART CITIES SMARTER

NEXT GENERATION MEDIA SERVICE

FLAME aims to establish a Future Media Internet (FMI) ecosystem that supports **large-scale experimentation** of novel FMI products and services using **real-life adaptive experimental infrastructures** encompassing the compute and storage facilities and underlying software-enabled communication infrastructure

A COMPREHENSIVE APPROACH

EMPOWERING CITIZENS

Video/Audio

PERSONALISATION

INTERACTIVITY

AR/VR

Human-Centric Interaction

360

LOCALISATION

MOBILITY

IoT

x 1,000 — increasing wireless capacity 1,000 times

7 Billion — connecting 7 billion people

7 Trillion — connecting 7 trillion "things"

90% — saving 90% energy

0 Latency — perceiving zero downtime
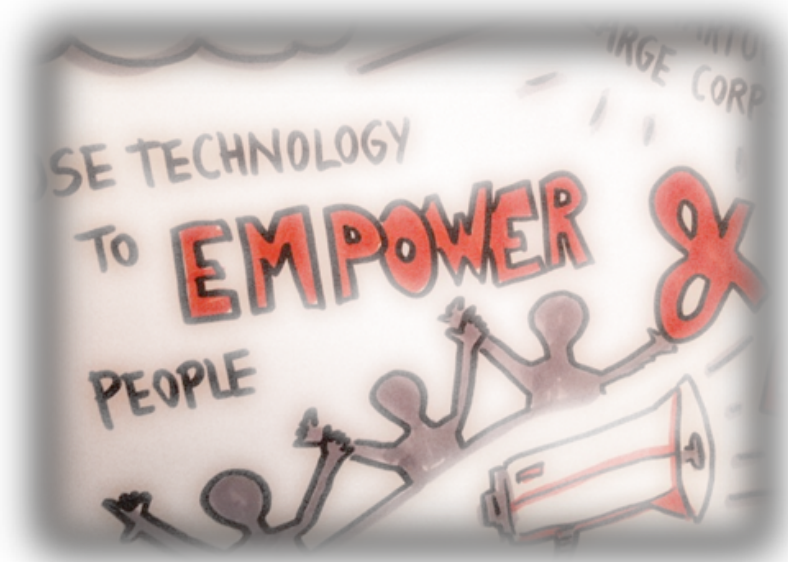
source: www.5g-ppp.eu

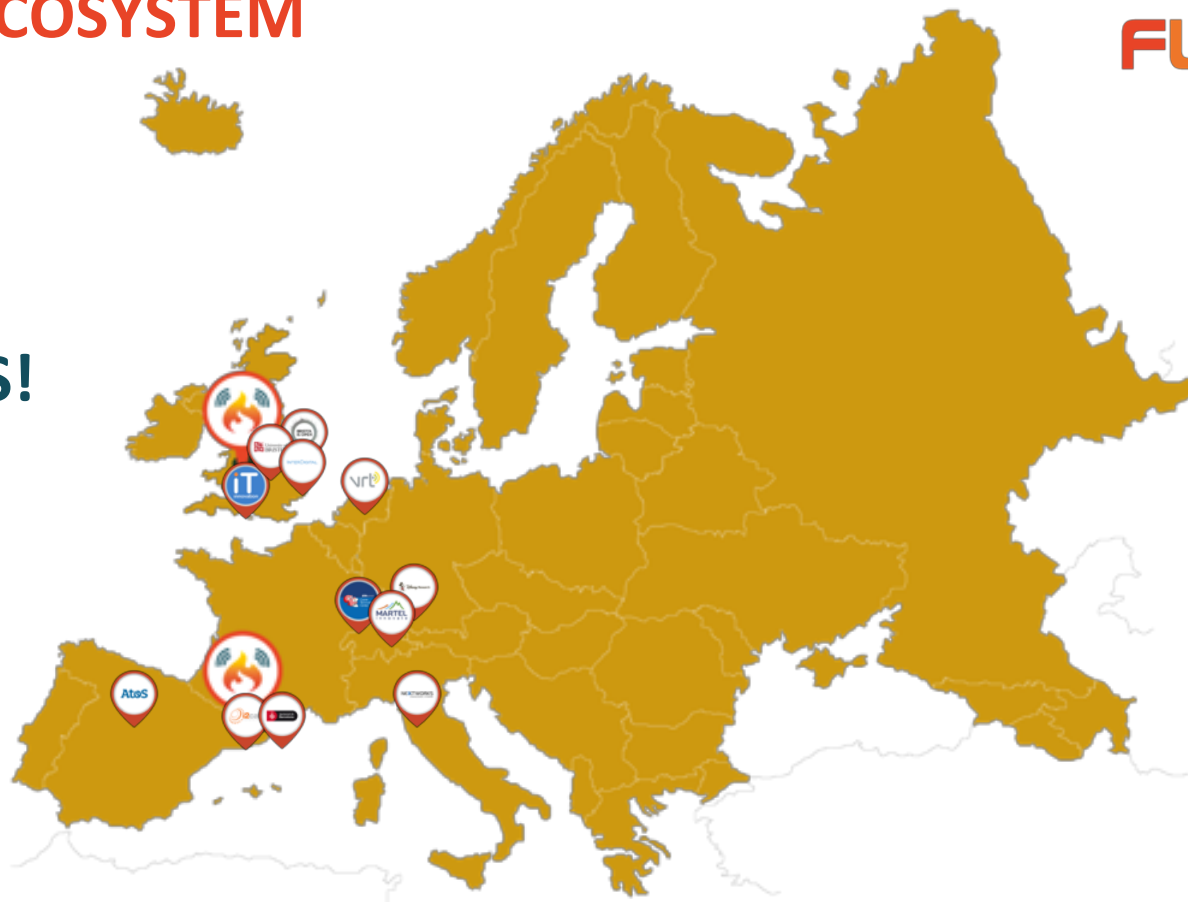# REAL-LIFE MEDIA SCENARIOS

6

ABOUT FLAME

- EC Horizon 2020 Project

- 42 months duration

  - January 2017 to June 2020

- 12 Partners

- 6 third parties

- EUR 6.9M Budget in total

  - EUR 2.2M 3rd party project investment

A GROWING ECOSYSTEM
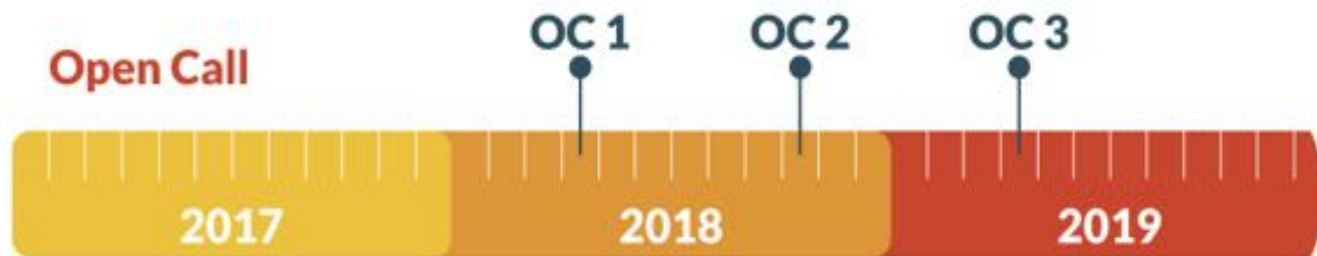
TAKE YOUR CHANCE AND JOIN US!

FLAME OPEN CALLS

FLAME OPEN CALLS

EUR 2.2 Million to be invested in 3 rounds of Open Calls

Open Call   OC 1   OC 2   OC 3

2017   2018   2019

OC TARGET STAKEHOLDERS

- **Industries** like multimedia and creative industry, investment industry as well as technology providers

- **SMEs/Start-ups** technologically involved in the development of multimedia solutions and products

- **FLAME replicators** creating the plans and visions for a city and in the replication of the FLAME platform itself

1st OPEN CALL – RUN IN Q2 2018

- **2x Industry Trials**

  - 12 months, 130K

  - Large scale and significant sectorial impact

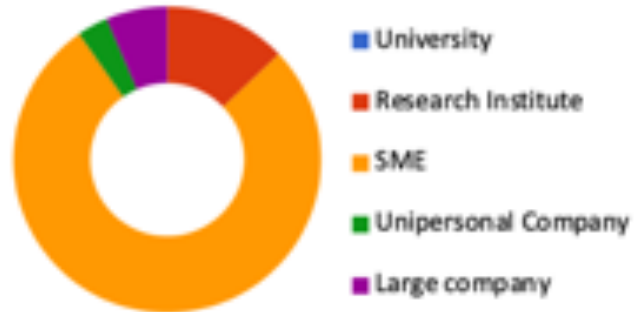 - Alpha platform

- **4x SME Trials**

  - 6 Months, 70K

  - Innovative OTT media technologies, ISPs and Vendors

  - Alpha platform

1st OPEN CALL OVERVIEW

31 proposals in total

- **24 for SMEs trials (13 in Barcelona, 11 in Bristol)**

- **7 for Industry trials (3 in Barcelona, 4 in Bristol)**

(a) Types of proposers (b) Allocation in cities (c) Countries participation

TAKE YOUR CHANCE WITH THE 2nd FLAME OPEN CALL

2ⁿᵈ OPEN CALL FOCUS

To explore edge experiences considering consumers' desire for **personalised, localised and interactive media content** delivered through current and emerging human-computer interfaces used in outside spaces or between outside and inside spaces.

ZOOMING INTO THE OC TARGET GROUPS

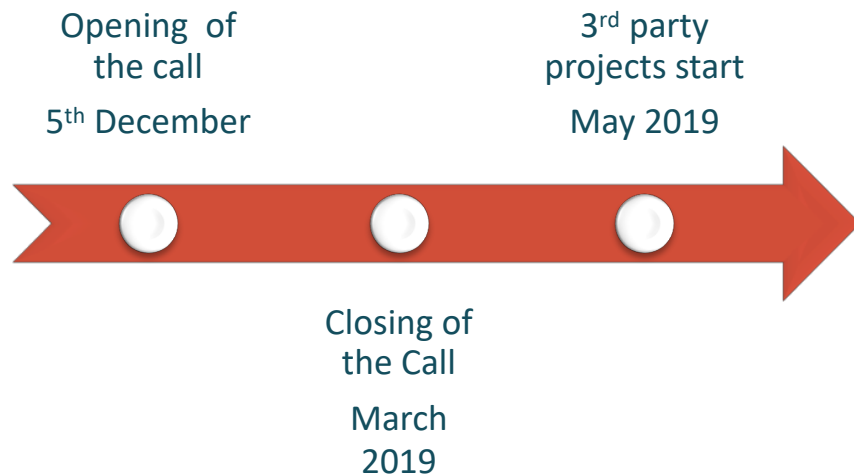## REPLICATOR 3RD PARTY PROJECTS

Explore the benefits for infrastructure owners in more-direct user and citizen engagement through novel experiences that are focussed on the specific needs of said replicator–user relationship.

SMES 3RD PARTY PROJECTS

Service and applications that seek to flexibly connect people at the edges through the content they create and consume in fundamentally new ways.

2nd OPEN CALL TIMELINE

IMPORTANT DEADLINES

Opening of
the call

5th December

3rd party
projects start

May 2019

Closing of
the Call

March
2019

Stay tuned at:
https://www.ict-flame.eu/open-calls/2nd-flame-open-call/

2nd OC – IMPORTANT DATES

- **December 5th, 2018.** 2nd Open Call begins

- **December 12th, 2018.** Informative webinar

- **February 14h, 2019**. Feasibility check deadline

- **March 5th, 2019.** Deadline to submit the final proposal, including the feedback from the feasibility check

- **April, 2019.** Notification of results

- **May 2019.** Winning proposers officially start.

2nd OPEN CALL – OPEN IN DECEMBER 2018

3X REPLICATORS

14 months, 130K

- Replication of FLAME at another location providing capacity for experimentation

- Site-specific service offerings

- Neutral-host models for service provisioning

5X SME TRIALS

6 Months, 70K

- Localised video production, consumption and delivery trials – Innovative services for today's devices

- Augmented and mixed reality trials – Innovative services for future worlds

- Mobile function offloading to the edge – Innovative services for future devices

JOIN US!

DISCOVER OUR PRESENCE ONLINE AND GET INVOLVED!

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https://twitter.com/ICT_FLAME

OUR WEBSITE!
www.ict-flame.eu

FOLLOW US ON LINKEDIN!
https://www.linkedin.com/groups/8579978

CONTACT US!
info@ict-flame.eu

SUBSCRIBE OUR NEWSLETTER!
https://www.ict-flame.eu/newsletter/

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THANK YOU FOR YOUR ATTENTION

ICT-FLAME.EU   @ICT_FLAME

FLAME Capabilities - Infrastructure

- Multicast traffic for multiple users

- Caching/data processing in the edge vs cloud-based models

- Network slicing capabilities

- Monitoring capabilities

- And more

FLAME Capabilities - Platform

- Low latency distributed content

- Multicast delivery of HTTP responses

- Secure end-to-end access to content

- And more

FLAME Capabilities - Media

- Media Content database

- Content Conditioning

- Transcoding and transrating

- Adaptive streaming

3rd Open Call – launched in Q2 2019

- **1x Industry Trials**
  - 6 Months, 100K
  - technologies with large scale and significant sectorial impact
  - RC Platform

- **5x SME Trials**
  - 6 Months, 70K
  - innovative OTT media technologies, ISPs and Vendors
  - RC platform

- **6x Start up Trials**
  - 6 Months, 50K
  - innovative OTT media technologies