



FLAME

FACILITY FOR LARGE-SCALE ADAPTIVE MEDIA EXPERIMENTATION

FLAME Introduction and Expectations for the 2nd Open Call

Michael Boniface

IT Innovation Centre, University of Southampton

FLAME Open Call Webinar

Who'll be speaking today

MICHAEL BONIFACE
IT Innovation Centre



 #ICT-FLAME #FLAME #NEM17

PROJECT COORDINATOR

DIRK TROSSEN
InterDigital



 #ICT-FLAME #FLAME #NEM17

TECHNICAL MANAGER

Pouria Sayyad Khodashenas
I2CAT



 #ICT-FLAME #FLAME #NEM17

BARCELONA REPLICATORR

Lamprini Kolovou
Martel Innovate



 #ICT-FLAME #FLAME #NEM17

OPEN CALL LEAD

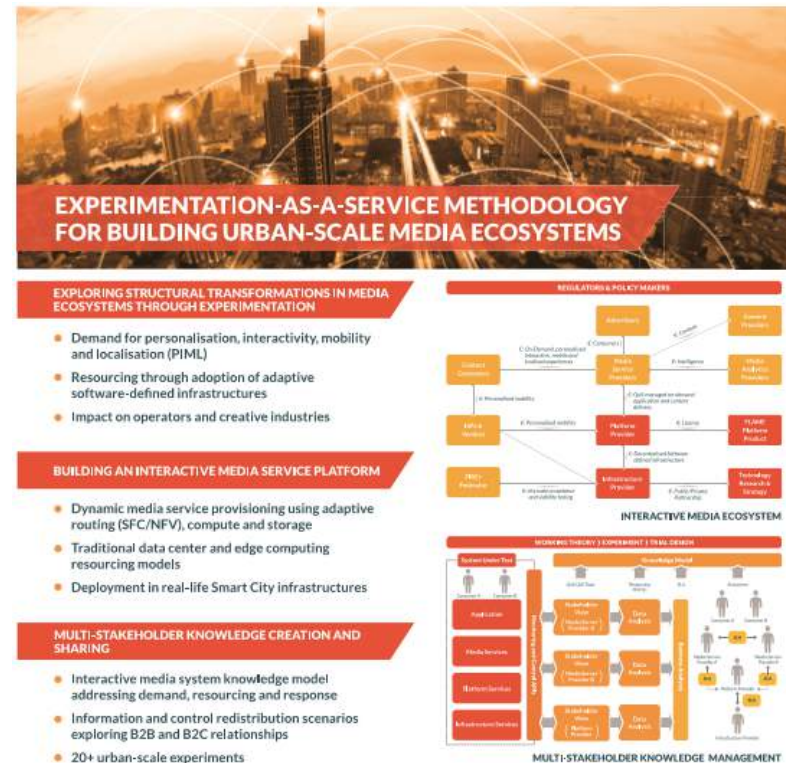


Project Overview

FLAME Objectives

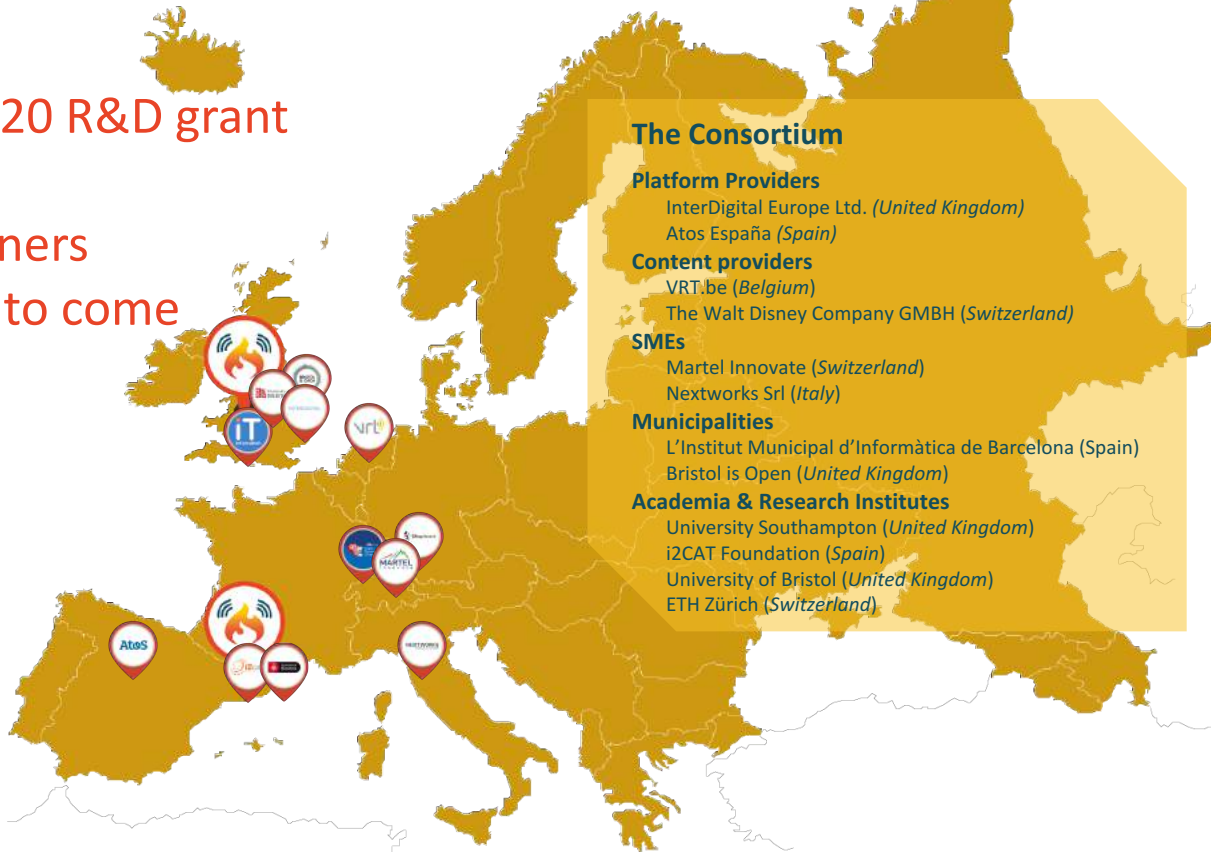


- **Our goals**
 - establish an *Future Media Internet ecosystem* using *Experimentation-as-a-Service* (EaaS)
 - support experimentation of *novel FMI products and services*
 - *use real-life adaptive experimental infrastructures* encompassing compute, storage and software-enabled communication infrastructure
- **Our systems** are interactive media systems with tight integration with networks
- **Our activities** are conducted using an EaaS paradigm
 - trials and experiments exploring acceptance, viability and performance
- **Our outcomes** are delivered to an FMI ecosystem
 - creative industries, media service providers, infrastructure providers, and beyond



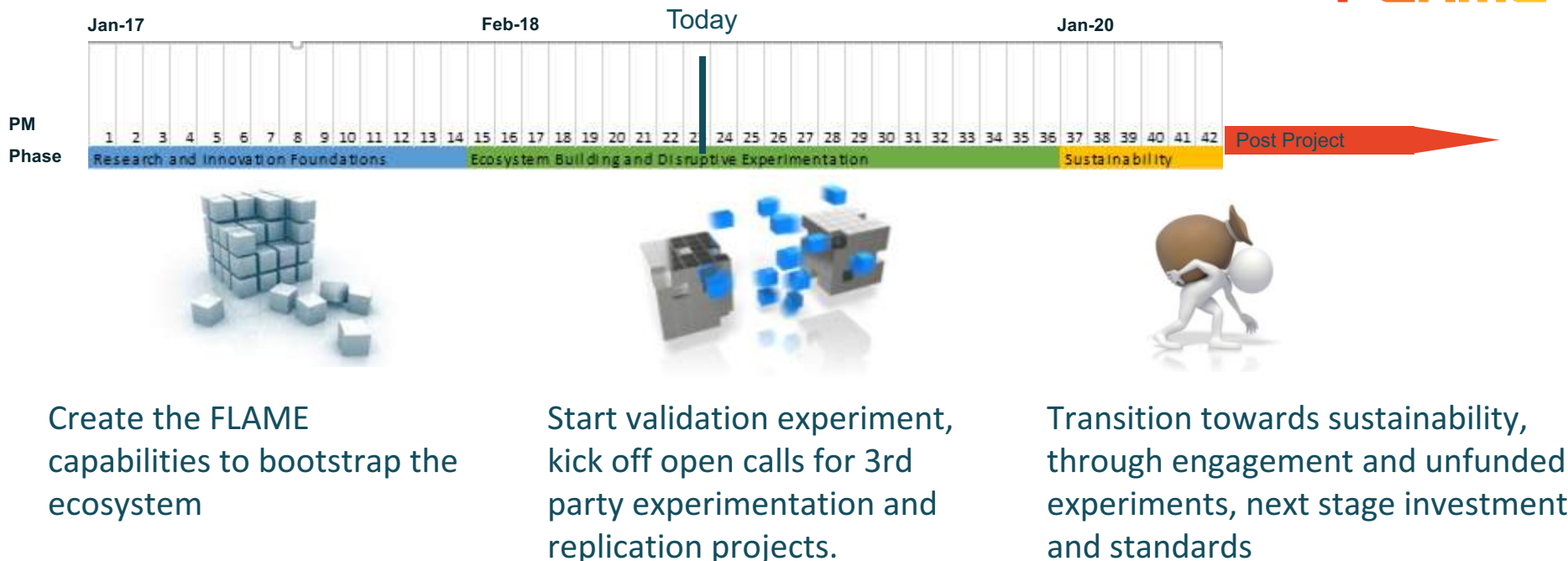
Who's involved

- EU H2020 R&D grant
- 2 cities
- 12 partners
- ...more to come



- 3 years
 - Jan-17 to Dec-19
- 11 Partners
 - 438 PMS
- EUR 6.9M Budget
 - EUR 2.2M 3rd party project investment

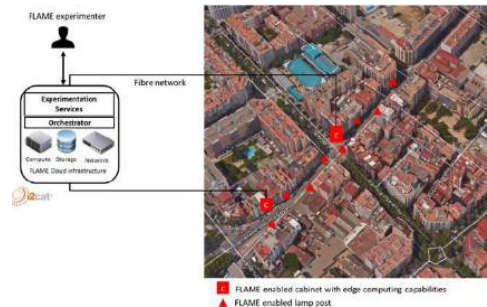
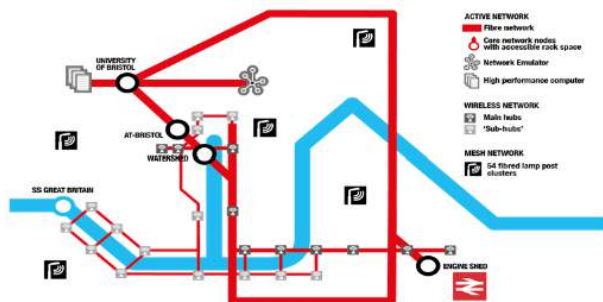
Project Delivery Phases





**We are building a media service platform through
collaborative trials, experiments and replication**

FLAME Offering - Real Life Infrastructures



Compute resources distributed and integrated with communication infrastructures across real-life infrastructures (edge, metro and core)

FLAME IaaS specification for mobile edge computing and software defined real-life experimental infrastructures



Bristol



Barcelona



European City A



European City B



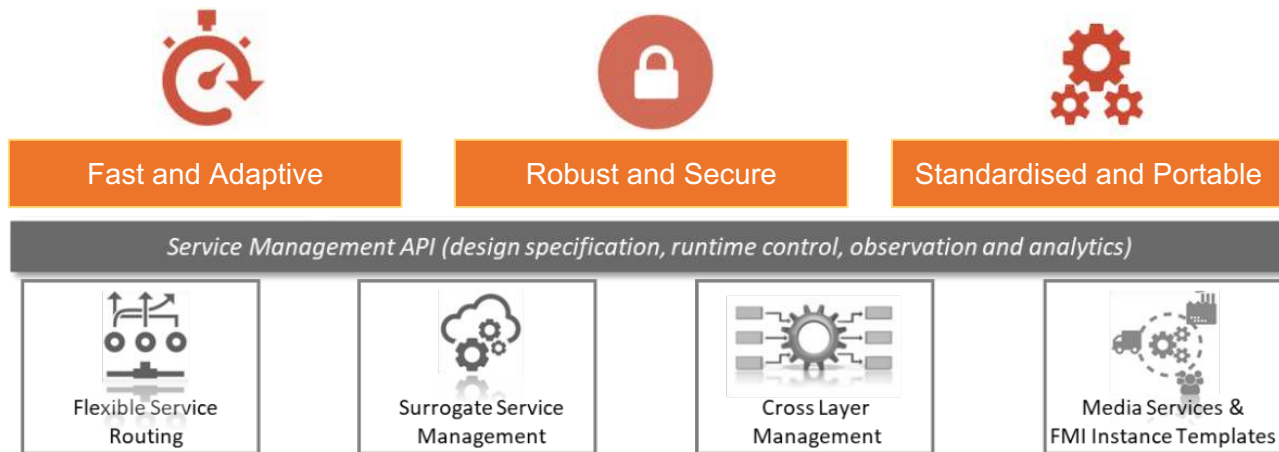
European City C

FLAME Trailblazing Infrastructures

3rd Party Investment in FLAME Replicator Infrastructure Projects

Experimentation-as-a-Service (EaaS) Sustainability and Governance Models

FLAME Offering – Media Service Platform



Core Platform Features

- Flexible service deployment
- Improved service request routing
- Multicast delivery of http responses
- Net-level indirection
- Less chance of insecure direct object references
- Secure end-to-end access to content



Foundation Media Services

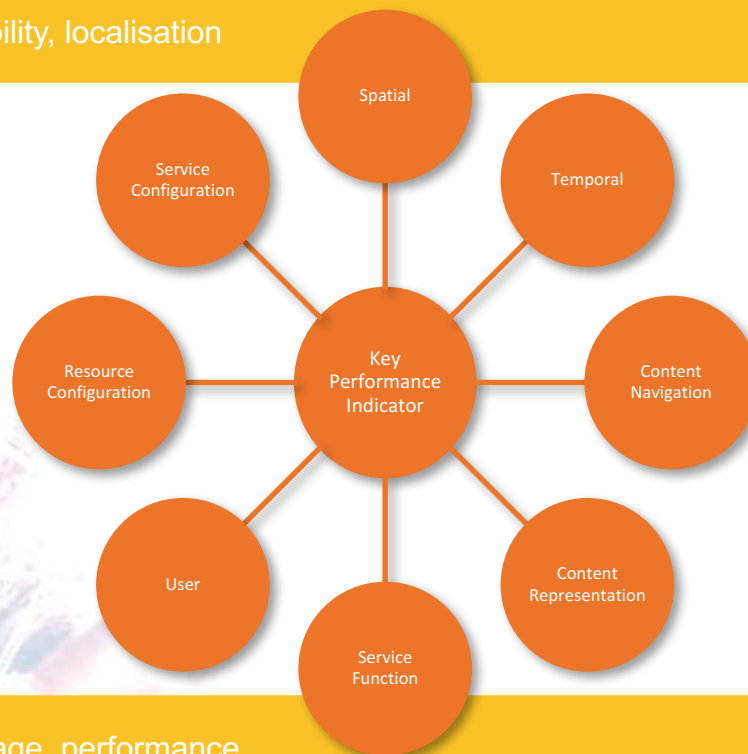
- Media Content Management
- Content Conditioning
- Transcoding and Transrating
- Adaptive Streaming
- extensible to further services ...

FLAME Offering – Knowledge and Analytics

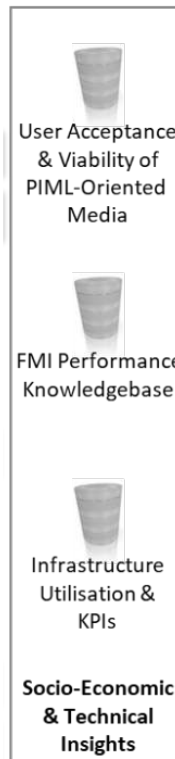
User Demand: personalisation, interactivity, mobility, localisation

Cross-layer multi-dimensional data analysis

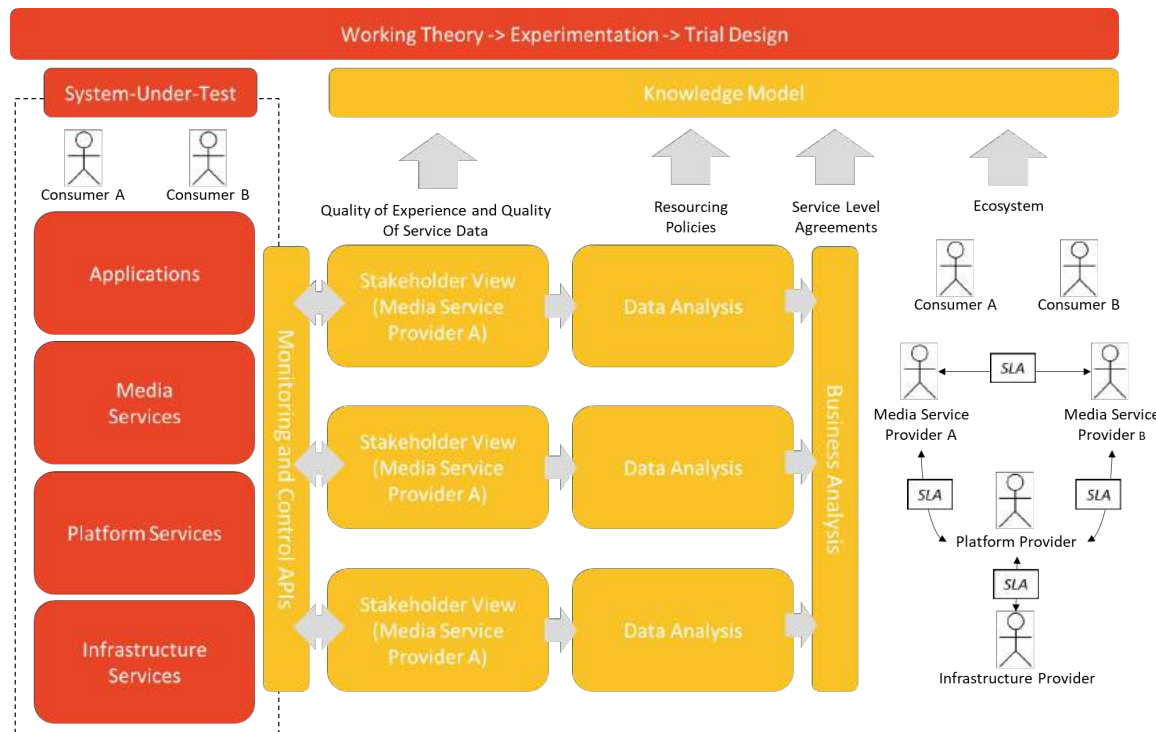
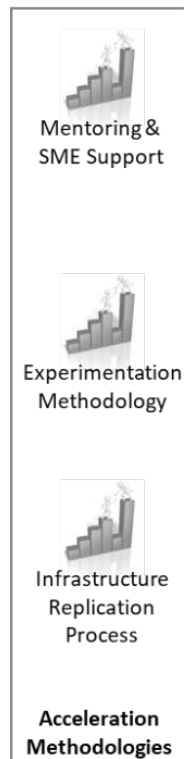
Media service template modelling and evolution



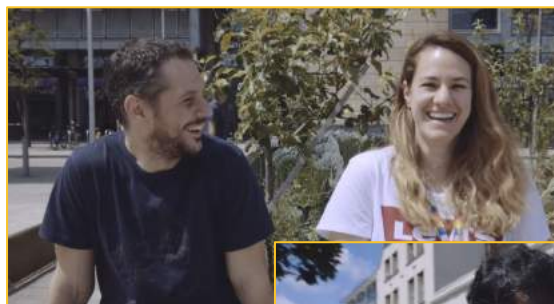
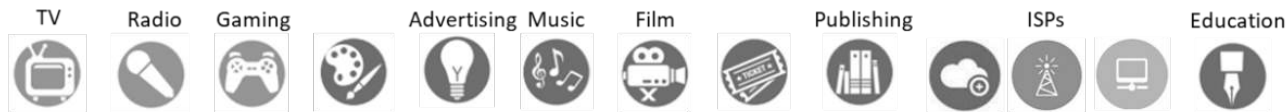
Infra Resource: spatial-temporal allocations, usage, performance



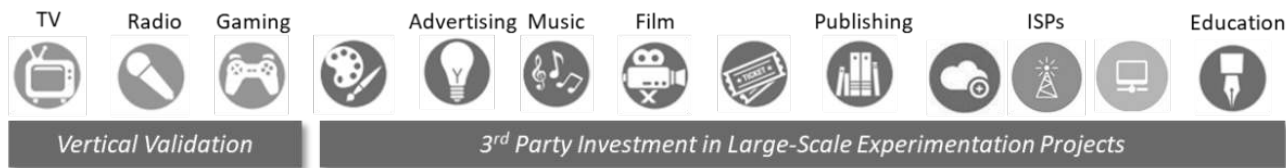
FLAME Offering – Methodologies, Support and Training



FLAME Offering – Market Showrooms



FLAME Offering – Funding



Application,
Content and
Device
Providers

Open Call

OC 1

OC 2

OC 3

2017

2018

2019



Media Service
Providers

EUR 2M+ funding
for
trials, experimentation
and replication



European City A



European City B



European City C

3rd Party Investment in FLAME Replicator Infrastructure Projects

Infrastructure
Providers

Market Showroom

3rd Party Projects for Trials and Experimentation

5G Media Service Delivery Platform

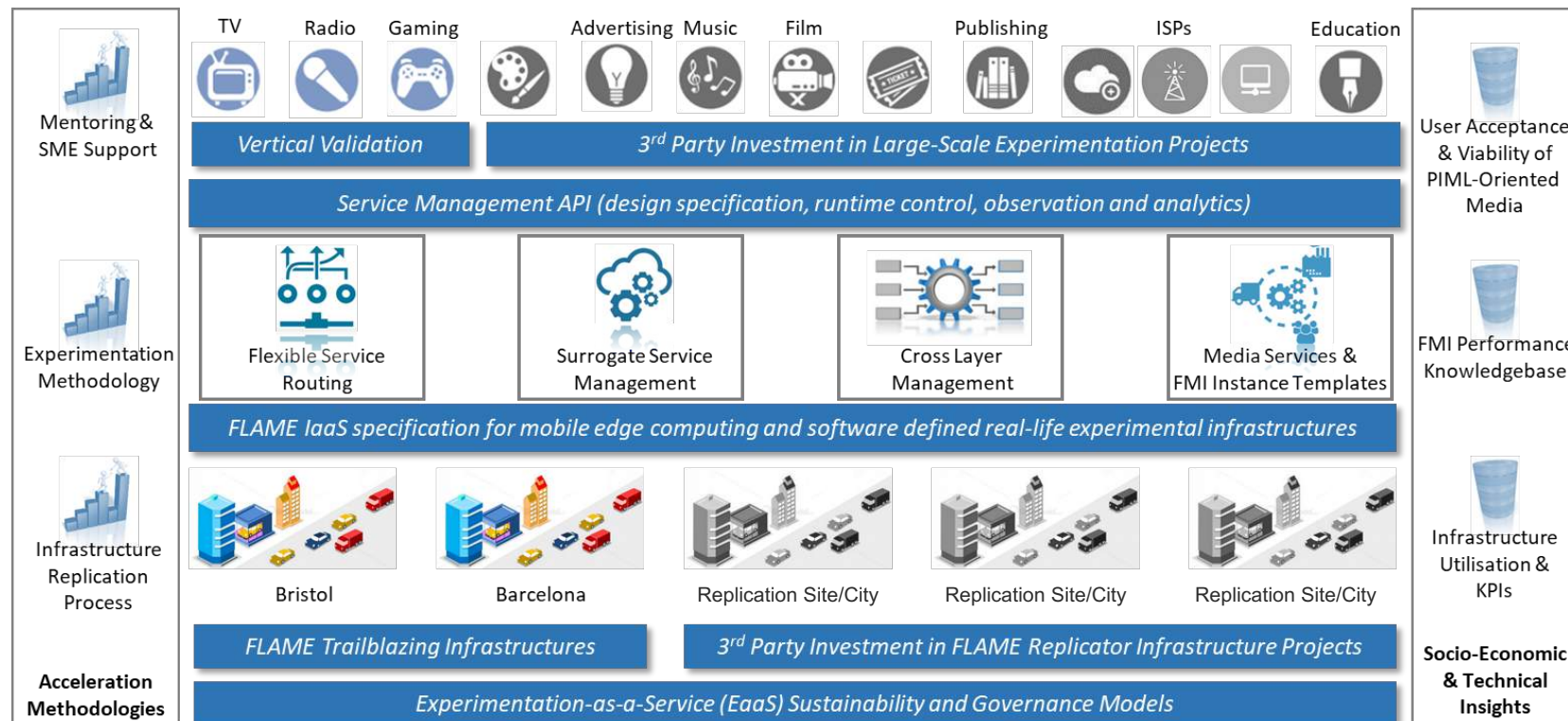
Real Life Infrastructures

3rd Party Projects for Replication

Methods,
Support and
Training

Knowledge &
Analytics

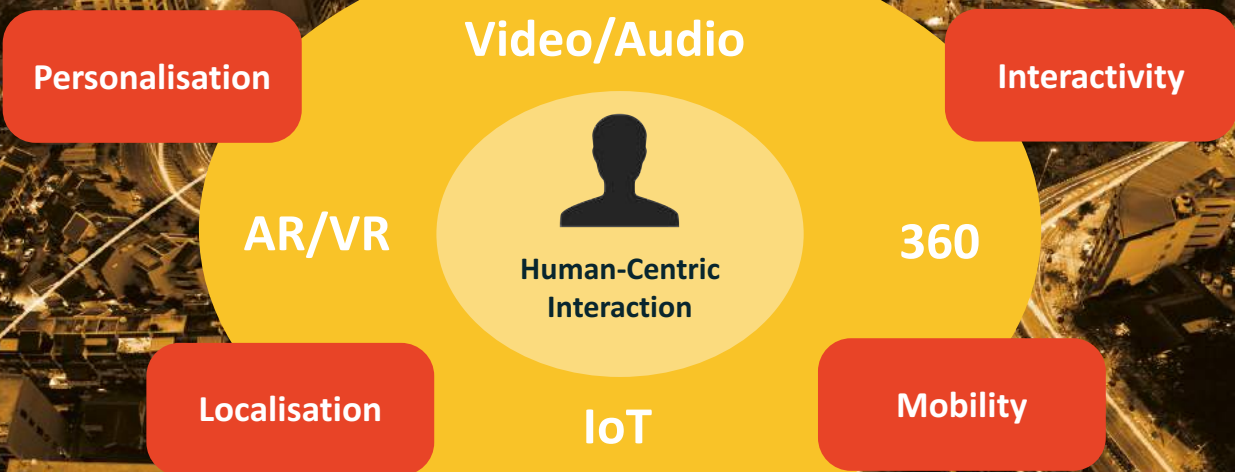
The FLAME Offering – Get Involved





What we are looking for? The scope of the call





Scope of the 2nd Open Call

“SMEs trials” 3rd party projects

- Innovative services for today’s devices
 - Localised video production, consumption and delivery trials
- Innovative services for future worlds
 - Augmented and mixed reality trials
 - Mobile function offloading to the edge

“Replicators” 3rd party projects

- Site-specific service offerings
 - Replicators directly linked to the specific geographical site (e.g. landmarks, places, shopping)
 - Infrastructure and platform are same stakeholder (or very strong relationship) looking to address needs of services specific to the site
- Neutral-host models for service provisioning
 - neutral-host sites purely serve as a resource provider
 - B2B value chains where infrastructure->platform tenant->media service provider->end users

FLAME Online



DISCOVER OUR PRESENCE
ONLINE AND GET INVOLVED!



FOLLOW US ON TWITTER!

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/>