




**Automating Production of
Cross Media Content
for Multichannel Distribution**

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Overview

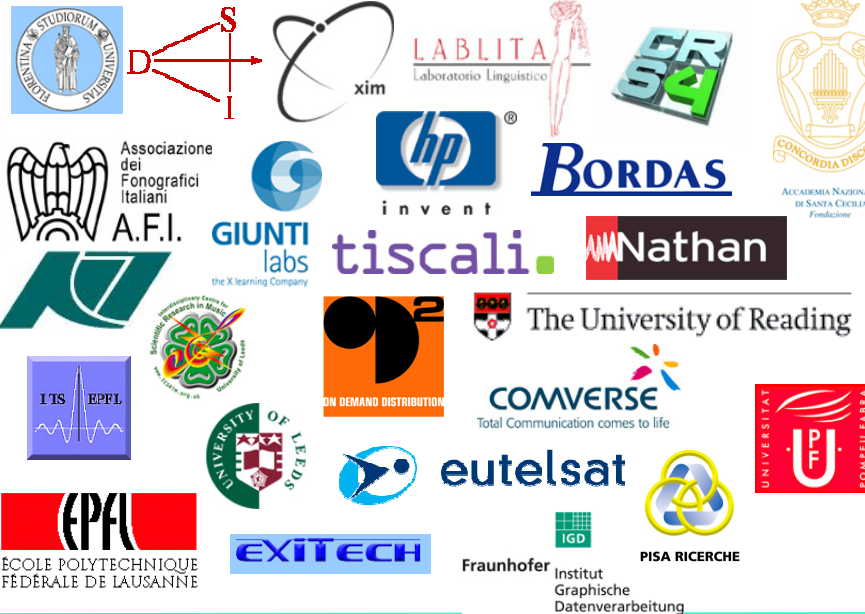


- Consortium
- AXMEDIS rationales and objectives
- AXMEDIS main scenarios
- Basic research
- AXMEDIS framework
- Business Opportunity
- Contact Information



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Main general Objectives



- Produce and distribute cross media content in protected manner, integrating B2B and B2C sides
- Allowing the content distribution and collaborative production at B2B level
- Create a unified European platform for content distribution in terms of DRM and interoperability
- Increase accessibility to the European audio visual content for its exploitation for entertainment, valorization, etc.



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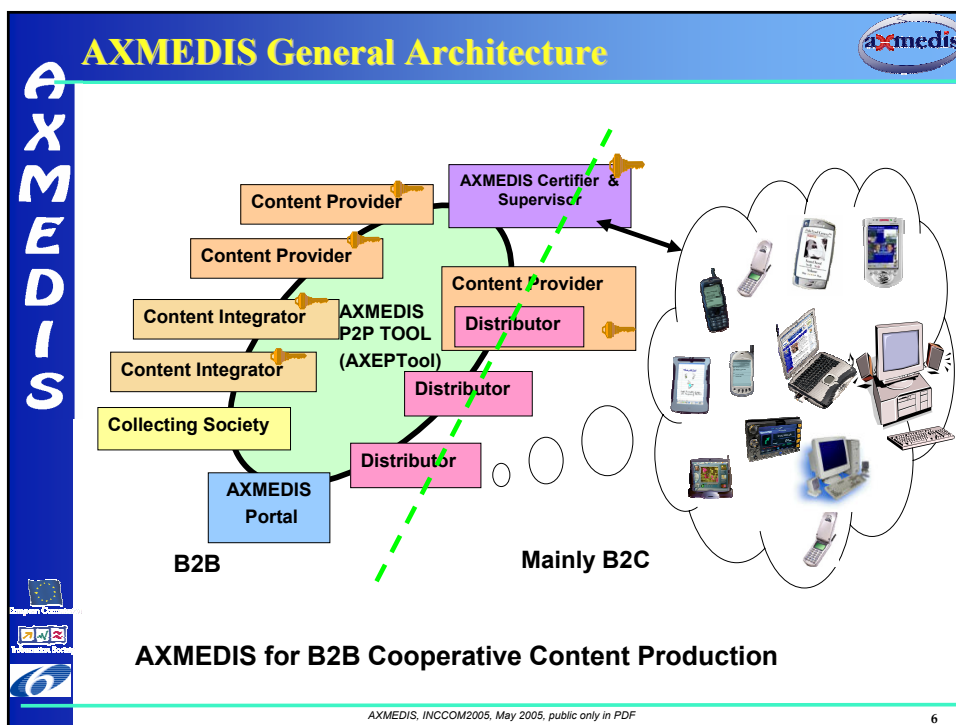
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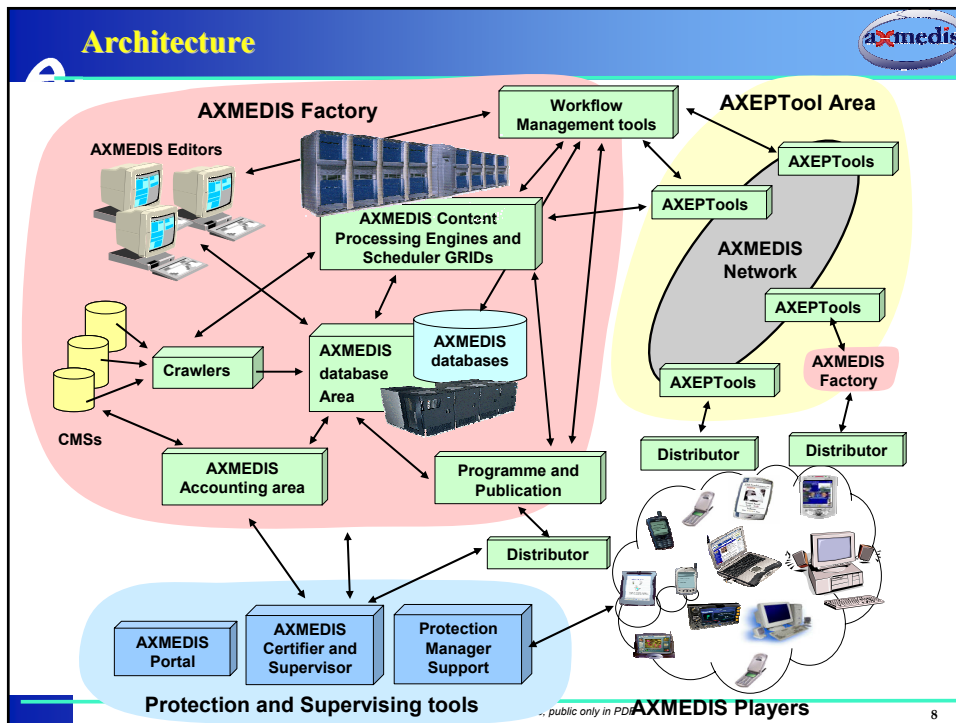
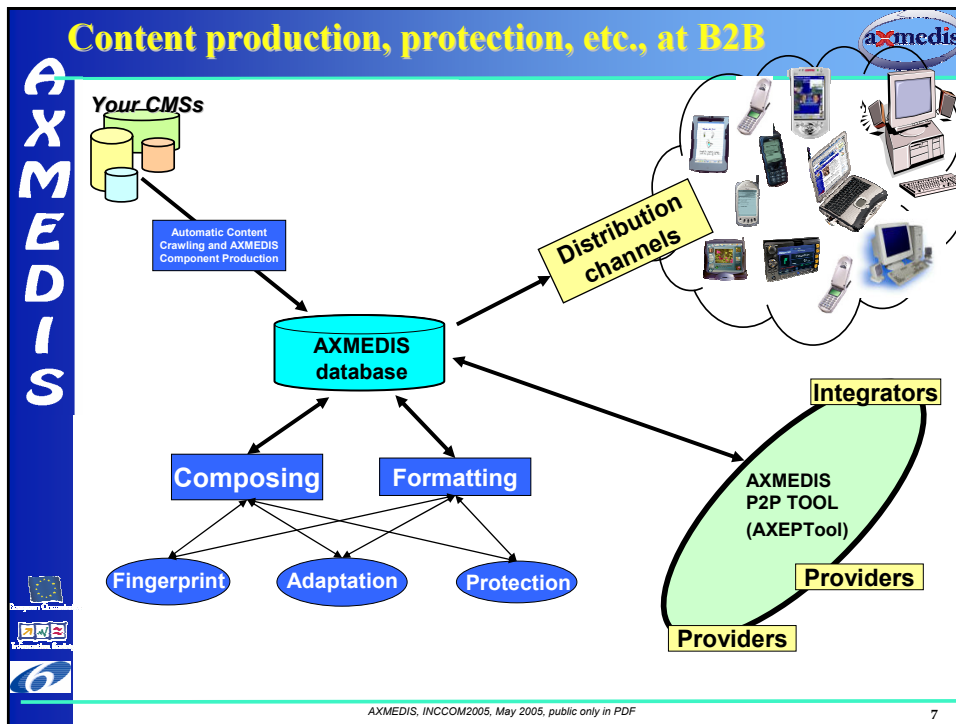
AXMEDIS Main technical Objectives

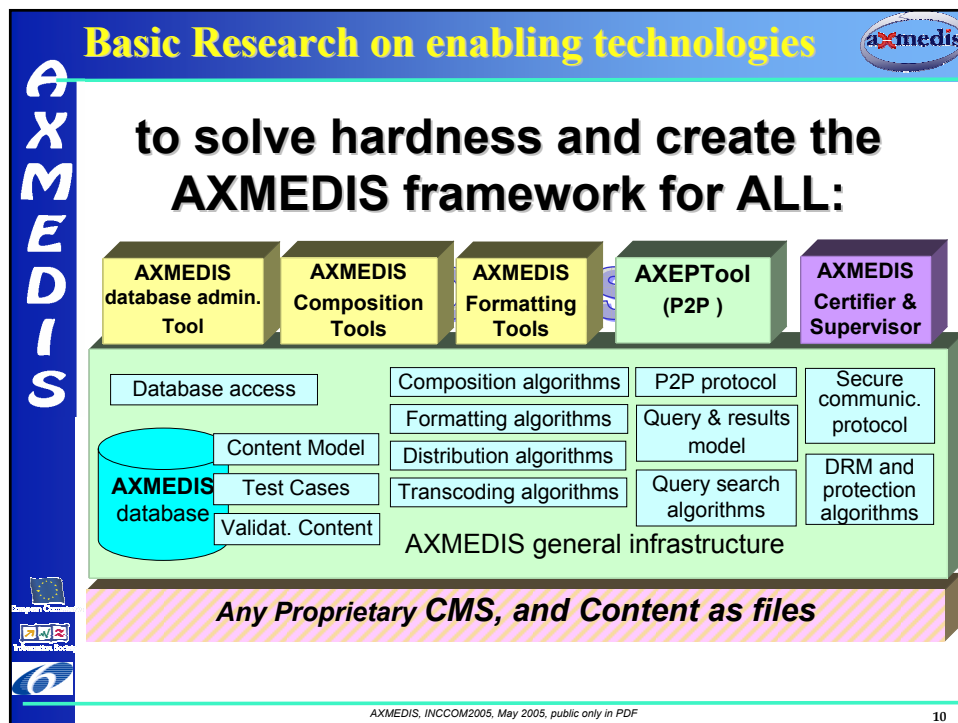
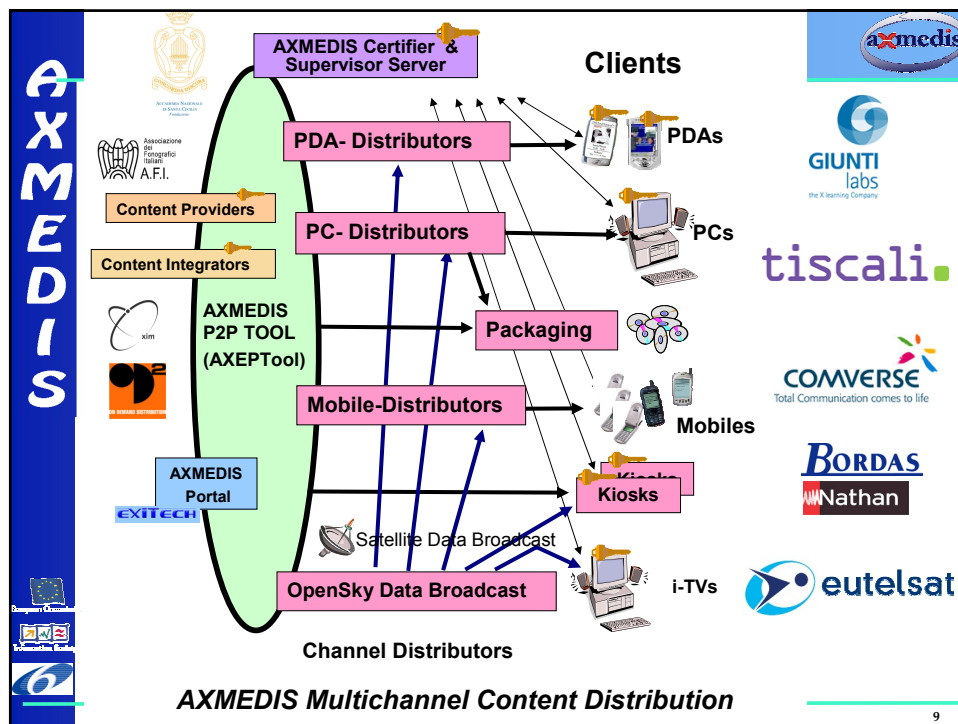
- reducing costs for content production and management by applying Artificial Intelligence techniques to content creation, representation (format) and workflow;
- reducing distribution and aggregation costs in order to increase accessibility with a Peer-to-Peer (P2P) platform at Business-to-Business (B2B) level, which can integrate content management systems and workflows;
- developing and providing new methods and tools for innovative and flexible Digital Rights Management (DRM), including the exploitation of MPEG-21 and overcoming its limitations and support different business and transaction models.
- Integrating present CMSs with AXMEDIS framework and tools
- Creating a technical AXMEDIS framework for all

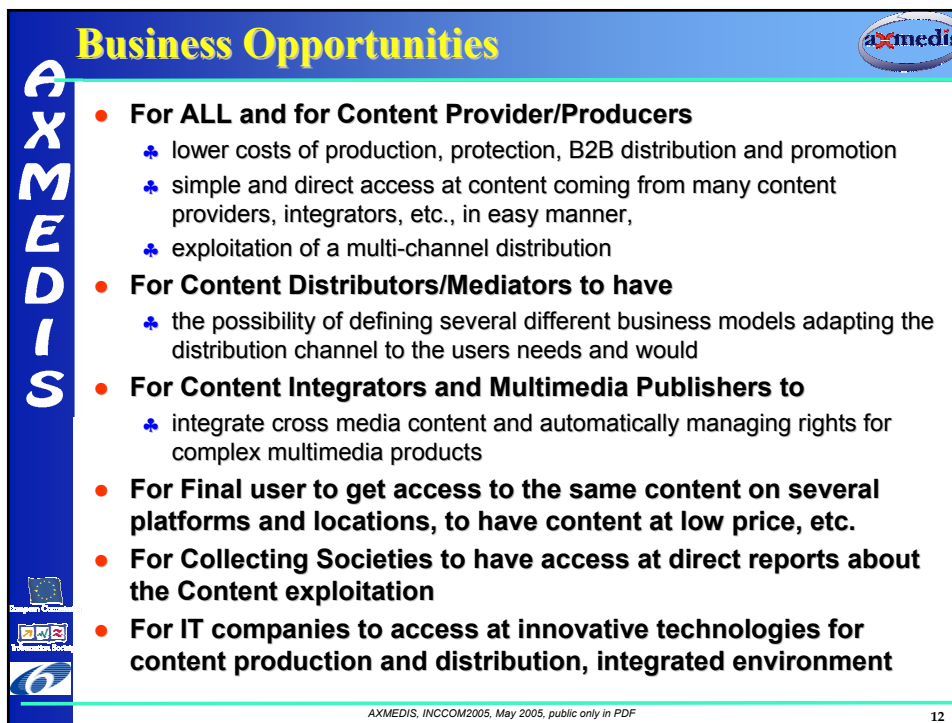
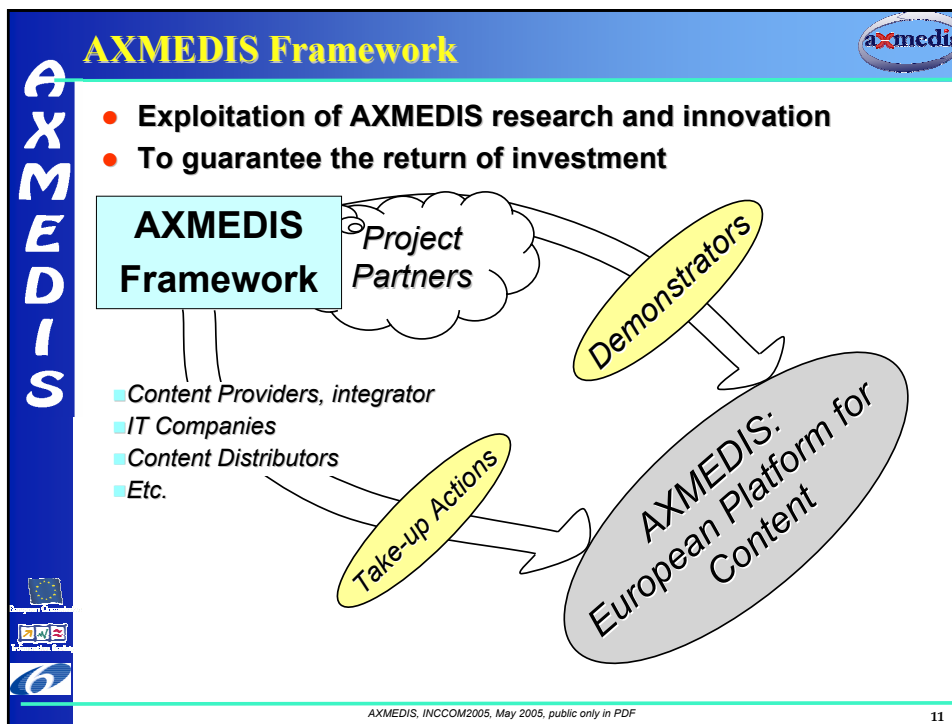
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For any Contact Information



- **Coordinator: Paolo Nesi**
*University of Florence
Distributed Systems and Internet Technology Lab
Department of Systems and Informatics
Email: nesi@dsi.unifi.it
www: <http://www.AXMEDIS.org>*

*Thanks for
your
attention!*





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