

Coordinator:Brainstorm Multimedia

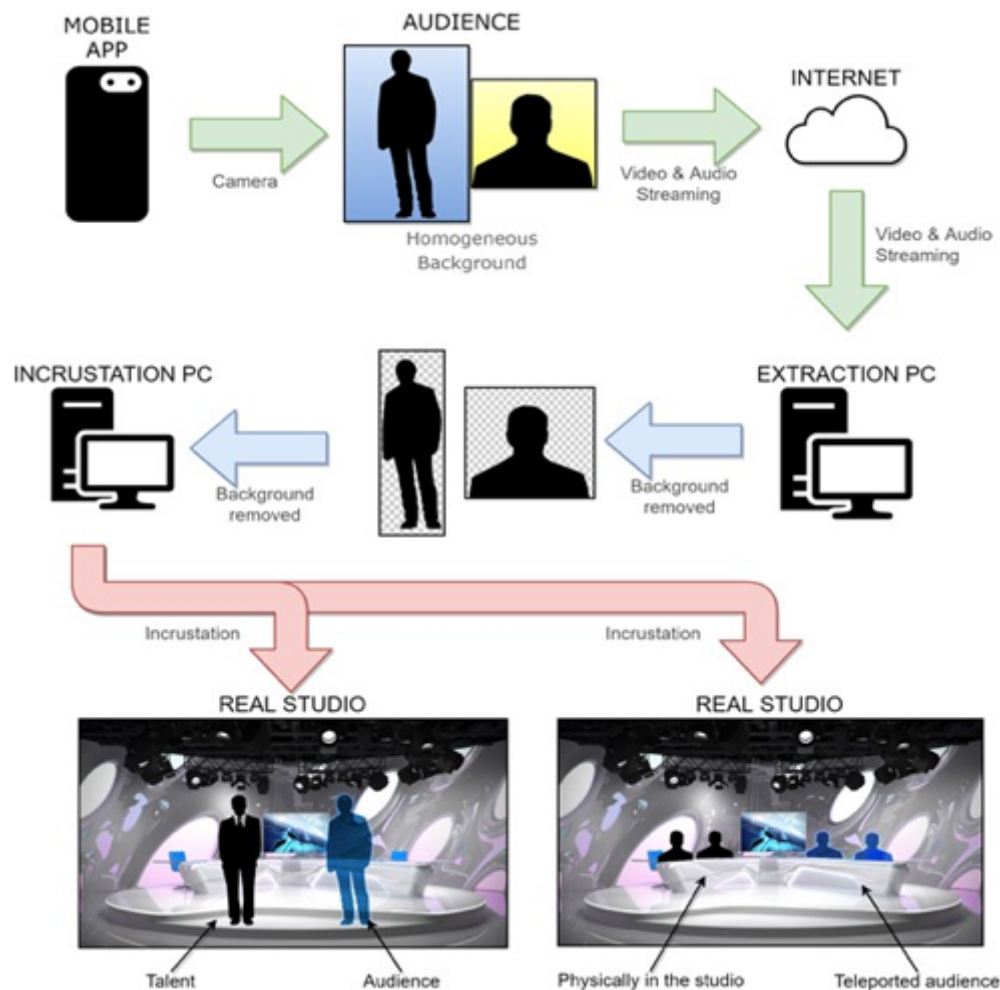
H2020: IA - ICT55

September 2020 - September 2022

Objectives

- AdMiRe will allow viewers at home to:
 - Be incorporated into the live TV program they are watching.
 - Interact with people in the TV studio.
- The key innovation is to use a regular mobile phone to:
 - Capture the viewer.
 - Stream the video to the TV studio over 4G or 5G.
 - Extract the viewer's silhouette from the background.
 - Insert the viewer into the studio footage as a Mixed Reality object.

Concept



ION TITTLE



European
Commission

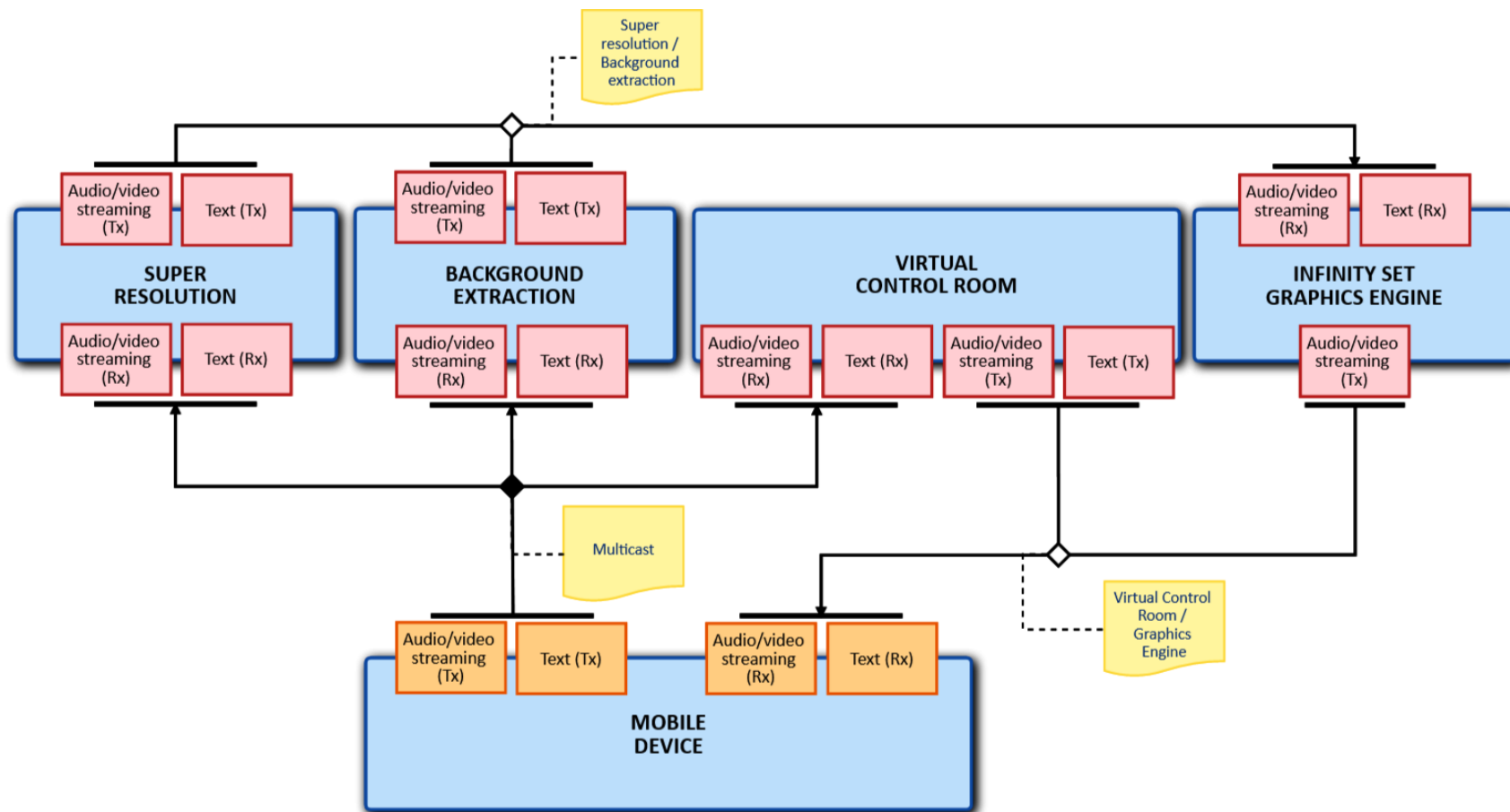
Horizon 2020
European Union funding
for Research & Innovation



Admire

1 HD

Architecture





Norwegian University of
Science and Technology

Roles and participants



- NTNU is a university with an international focus, with headquarters in Trondheim and campuses in Ålesund and Gjøvik
- AdMire sits in NTNU IES and is connected to the Sense-IT team



Andrew Perkis



Jordi Puig

Administrative team:

Ida Kallmyr Lervik - Admin officer

Filip Jessen - Admin officer

Azra Emma Ribica - Financial officer

Current H2020 projects:

1. <https://ultimatewater.eu/>
2. <https://cityxchange.eu/>
3. 3 COST actions
4. AdMire

Current relevant projects:

1. Home of the Trolls
2. Art configurator
3. World of Wild Waters
4. NGINO
5. Nature in your face
6. XR Gemini/XR Norge

ABOUT US

MULTIMEDIA LABS

In our laboratories, we explore the intersection of *art and technology* through several installations.

Sense-IT

In Sense-IT lab, we explore the intersection of art and technology through several installations.

Cafe Media

In Café Media we have different installations to experience and analyse experiences in the Virtual Reality.

Adressaparken

a new interactive park space to allow people to come together to witness, learn about or engage with digital innovation.



In AdMire we will:

- Lead WP5 - QoE modelling, assessment and validation
- Create the AdMire consultation process and consolidate system requirements
- Understand the silhouette extraction
 - In close collaboration with EPFL
- Modelling and assessing QoE for silhouettes
- System validation
 - According to the requirements
- Contribute to WP1 (Management) and WP6 (Dissemination)