

Personalised Content Service: making more of your media

Rycharde Hawkes, Guillaume Belrose, Alan Parry: HP Labs Bristol



What does it do?

- Takes content and personalises it through user-supplied photos, text, etc.
- Produces customised output for multiple platforms.

Why use it?

- Adds value to existing media by creating, for example: video messages, memorabilia, e-cards, collectibles and much more.
- It's fun!

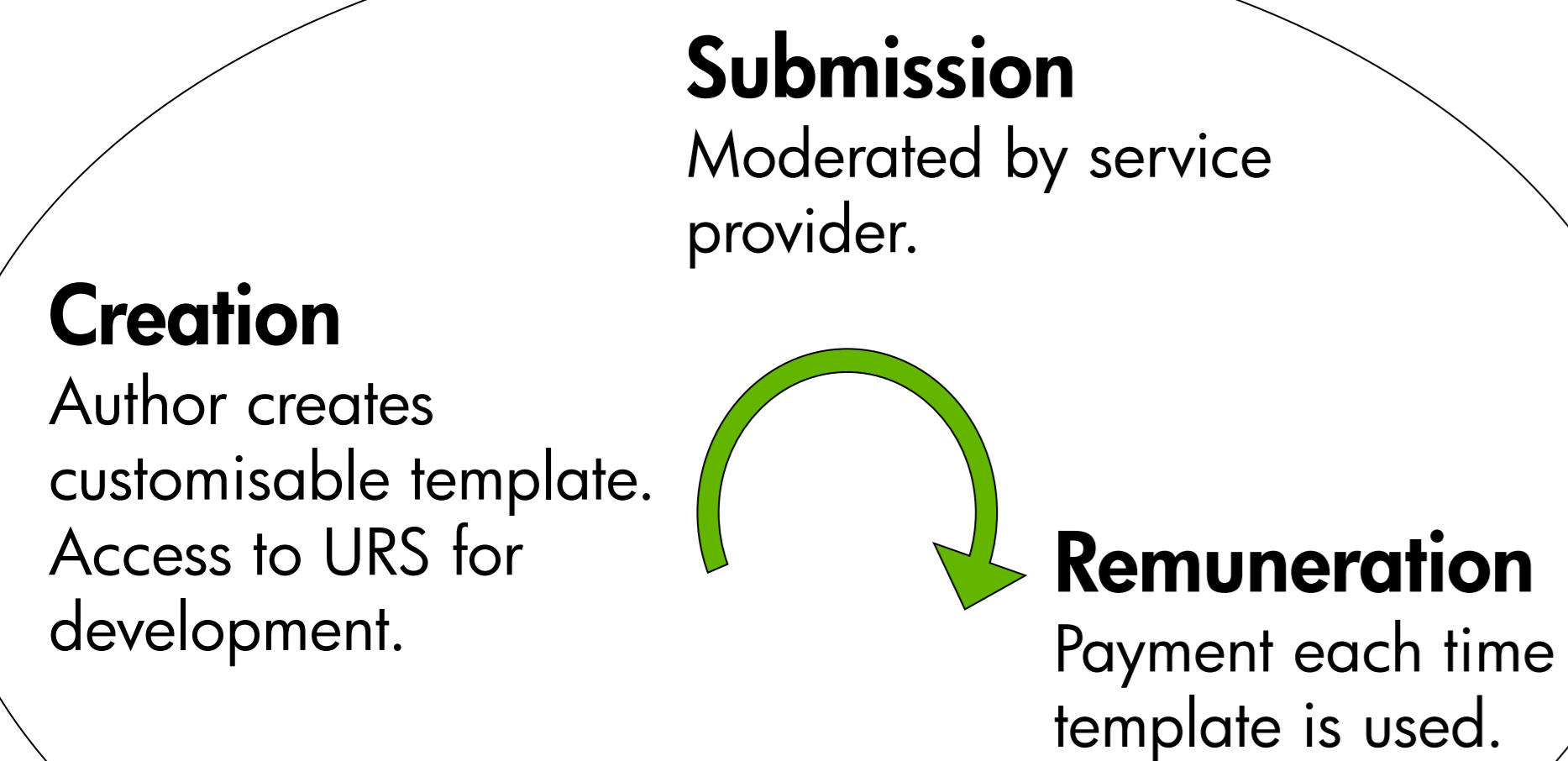
What's difficult?

- Making it cost-effective.
- Scaling to meet demand.
- Providing enough new personalisable content.

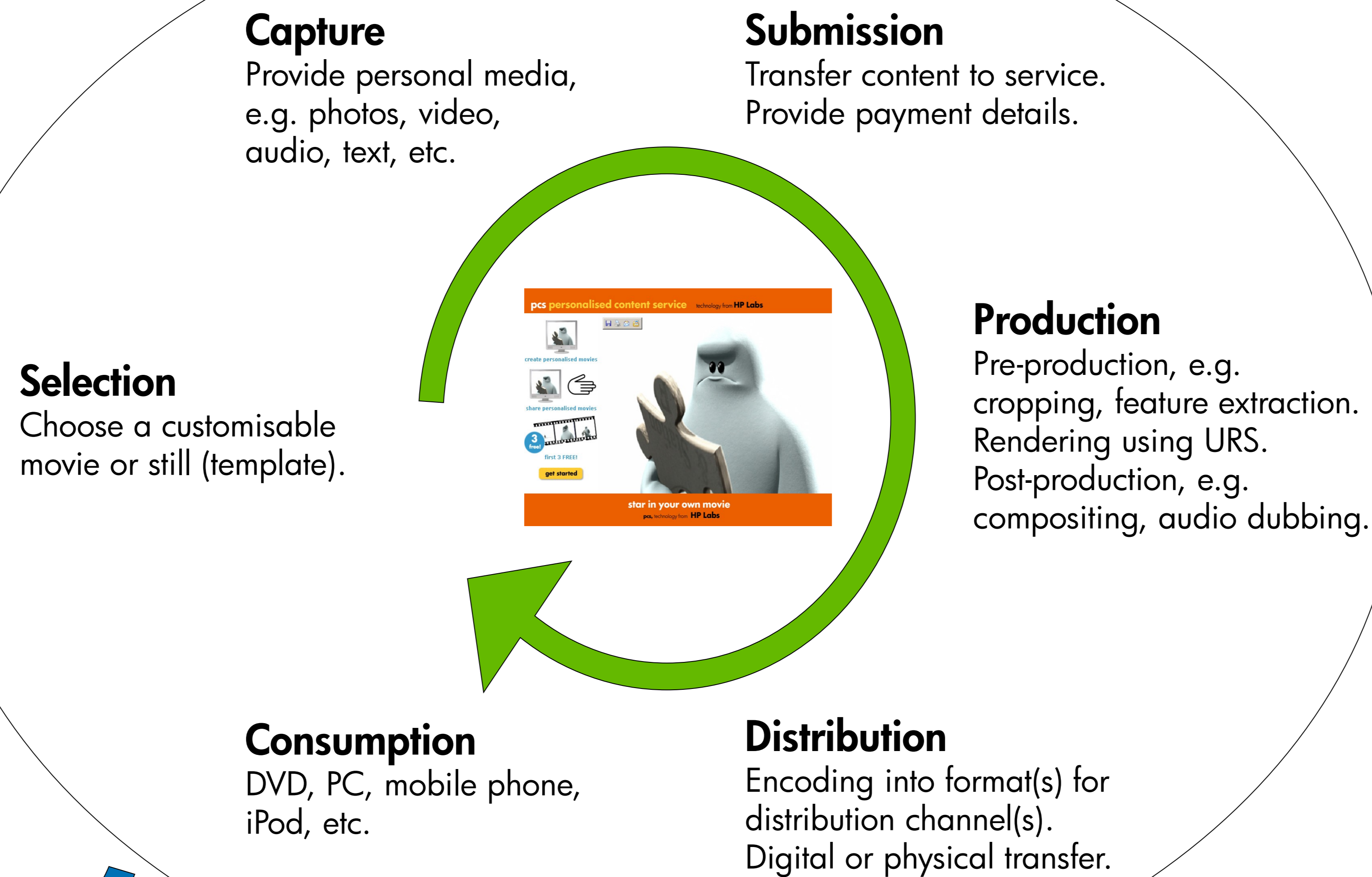
Content creation

- Consumers can also be providers.
- Authoring guidelines provided.
- Uses industry standard tools, e.g. Autodesk's Maya.
- 3D, live action, or a combination of both.
- URS delivers production-house power to the consumer.

Provider View



Consumer View



Operations

- Service Utility is an automated platform for:
 - Deploying and managing services.
 - Allocation of resources to services dynamically and securely.
 - Detecting and recovering from failures.
- Two-stage, automatic deployment from bare metal.
- Resources flexed up and down to meet consumer demand.
- **= reduced costs.**

What's next?

- New personalisable templates.
- Expansion of available content creation and compilation tools.
- Validation of existing service model and content.
- Investigating ways of reducing cost further.
- Scaling up for a pilot.

