# 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.

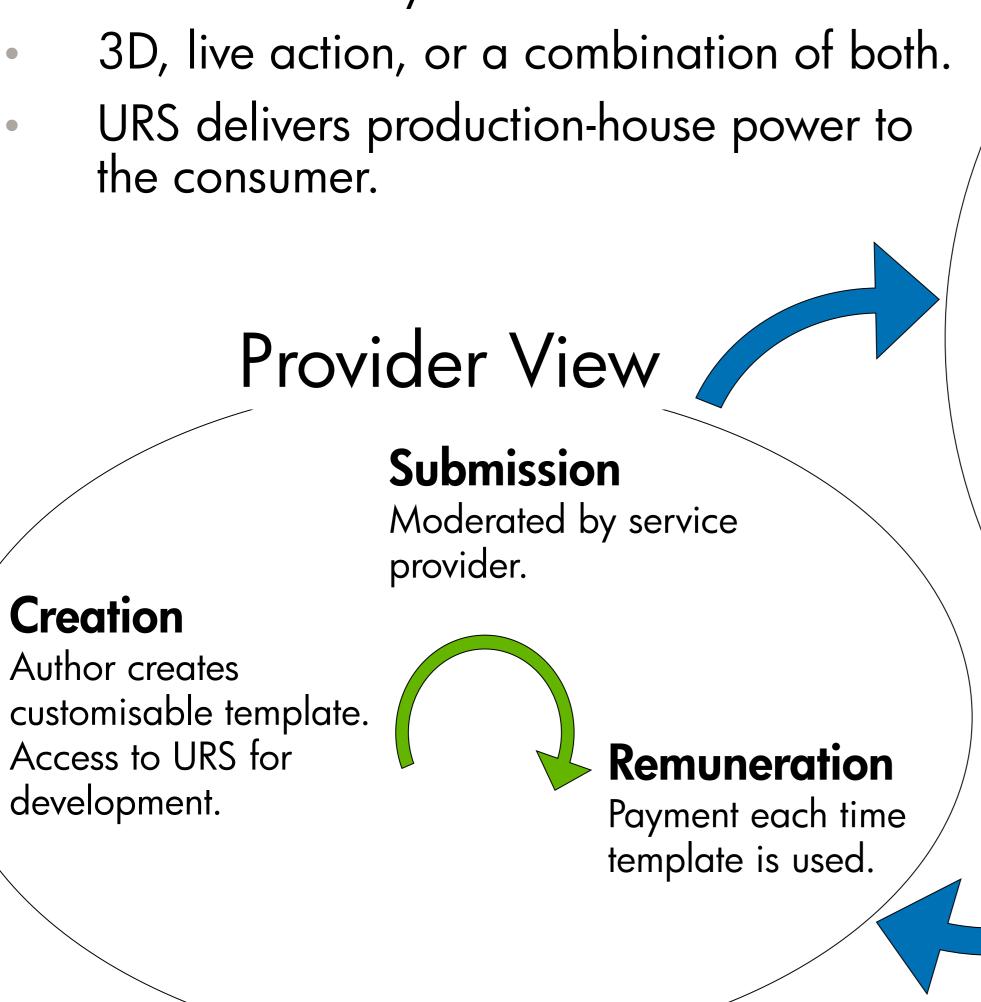
**Submission** 

Transfer content to service.

Provide payment details.

#### Content creation

- Consumers can also be providers.
- Authoring guidelines provided.
- Uses industry standard tools, e.g. Autodesk's Maya.
- the consumer.



# Capture

Provide personal media, e.g. photos, video, audio, text, etc.

#### Selection

Choose a customisable movie or still (template).

# Consumption

DVD, PC, mobile phone, iPod, etc.

### **Production**

Pre-production, e.g. cropping, feature extraction. Rendering using URS. Post-production, e.g. compositing, audio dubbing.

#### **Distribution**

Encoding into format(s) for distribution channel(s). Digital or physical transfer.

## **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?

Consumer View

create personalised movies

share personalised movies

first 3 FREE!

- 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.

