

1. Welcome to im3i

Tired of managing and searching audio-visual media? We are and we decided to do something about it!

IM3I will provide the **creative media sector** with a service-oriented framework to enable new ways of searching, summarising and visualising large multimedia archives. This paves the way for a multimedia information management platform which is more flexible, adaptable and customisable than current repository software and enables new opportunities for content owners to exploit their digital assets.

[read more](#)

2. im3i use case

IM3I will enable new ways of accessing and presenting media content to users, and new ways for users to interact with services, offering a natural and transparent way to deal with the complexities of interaction, while hiding them from the user.

But most of all, designed according to a SOA paradigm, **IM3I** will also define an enabling technology capable of integrating into existing networks, which will support organisations and users in developing their content related services. Here is one example:

National Tourist Office

A National Tourist Office acts as tourism marketing organization for its country. The NTO receives its base funding from the Government and from sales of marketing services for the national tourism industry.

The activities range from traditional advertising for the tourist destination of the country, media cooperations, the production of thematic brochures, organization of fairs and sales platforms, up to training courses for travel agencies and tour operators.

The National Tourist Office provides the tourism suppliers with customized marketing campaigns, tailored to the individual needs and market opportunities. The core of NTO's tourist information is the Internet platform www.nto.info. The country's largest tourism platform on the internet provides the end customer with concentrated information and offers from all over the country.

Besides an image archive, the National Tourist Office has a comprehensive video archive of broadcast-ready material on the country and its people, culture and traditions, sports and recreation, arts and attractions etc.

TV stations and film producers from all over the world can use this video material for reports on the country and its tourism offers.

For the next few years, the National Tourist Office is planning on several marketing focuses:
In Austria for instance, that could be the anniversary year of the composer Gustav Mahler in 2011, a Habsburg retrospective on the occasion of the hundredth birthday of Otto von Habsburg in 2012, the Ski World Cup in Schladming in 2013.

A renowned film producer has been commissioned to make new commercials on these issues with NTO's archive material. Together with the film producer, employees of the NTO are looking through the existing video material and are creating a list of appropriate key words for these topics.

For the Mahler year, all of Mahler's life stages in Austria will be listed and then illustrated on film, including landscapes (the mountain Hölleengebirge, Lake Attersee or the Dolomites), buildings (Secession, Belvedere, St. Charles Church) and institutions (Gesellschaft der Musikfreunde, the Vienna Philharmonic). Furthermore, contemporaries, from Freud to Schnitzler, but also concepts associated with Mahler's work, such as tragedy or mysticism will be featured.

The NTO's Internet platform will also present a Mahler subpage with all the videos referring to Gustav Mahler. These are divided into the following areas:

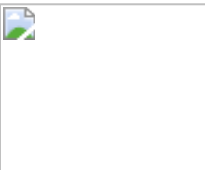
- Gustav Mahler - His Life
- Gustav Mahler - Symphonies
- Gustav Mahler – Stations of his Life
- Gustav Mahler – Historical Sites
- Gustav Mahler and his Contemporaries

Up to now, the National Tourist Office has only been able to present texts and articles on these issues. The new presentation of video content on the site will increase the traffic enormously. The National Tourist Office can now offer premium business partners, including media institutions, tour operators and trade fair organizers all of the videos that are found with key words linked to Gustav Mahler. For a licensing fee, these videos can be used for various marketing activities.

5. im3i - FP7 programme

IM3I is co-financed by the the **European Commission** under the **FP7 programme** and is run by a consortium of 5 SME's and 2 RTD performers from the UK, Germany, Austria, Hungary, Italy and the Netherlands.

For more information please follow IM3I on Facebook at <http://www.facebook.com/IM3I> or mail us at info@im3i.eu



1. im3i Partner

IN2 search interfaces development Ltd

IN2 is best-of-class provider of solutions and services to search, explore and experience multimedia content. Our focus is both on rich media content indexing and on content presentation. We support both search -beyond metadata and descriptions- as well browsing and visualisation of large digital collections in more accessible ways so that users are able to find faster and easier the content they are looking for. IN2's technologies are licensed to third party media asset management solution providers and for their excellence they have been awarded the "Innovationspreis 2007 ITK" in Germany. More info at www.in-two.com



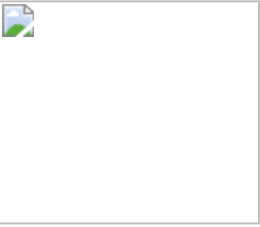
Spring Technologies GmbH

Spring Technologies is located in North Germany. The company provides custom-tailored software solutions and innovative interface technologies. Its focus is the development of state of the art client software. Since 2000 Springs' team of software developers focus on cutting-edge customised products for institutional clients. Spring technologies produce lean, custom products, which are easy extendable and customisable. The middleware solutions enable the administration client access, rights, and client focused individual messaging and activity logs. More info at www.springtechno.com



Neos Sistemi Srl

Neos Sistemi is a professional services SME focused on application development, system integration and content providing. It is located in Milano and Brescia, Italy, and employs 40 people. The company activities are articulated into three main areas: (a) Mobile and web applications and content solutions developed with open standard technologies, on top of a portfolio of proprietary assets, for financial services, retailers, chemical and metals, publishers and telcos; (b) Customised implementations of enterprise resource planning systems based on SAP All-in-One and Business One platforms; and (c) Research and development projects on innovative applications and services in the context of international and national programmes. More info at www.neosgroup.it



National Audio-Visual Archive Hungary

The John von Neumann Digital Library and Multimedia Centre was found in 1997 in order to participate in the digitisation of Hungarian cultural heritage, co-ordinate all related activities and manage the network services built on these digitisation projects. The company creates, stores and supplies long-lasting digital documents based on the latest technology. It develops methodical and content-related issues connected to digital library duties, constructs and maintains meta-database including data of works belonging to the Hungarian Cultural Heritage. More info at www.nava.hu



Stiching Hogeschoolvoor de Kunsten Utrecht

Utrecht School of the Arts (HKU) is the largest institute of postgraduate and professional education in the arts in the Netherlands and one of the largest in Europe. The institute is nationally and internationally recognised for its teaching and research in digital and interactive media, and its research in the areas of e-learning, e-research and knowledge management. More info at www.hku.nl



Università degli Studi di Firenze, Centro per la Comunicazione e l'Integrazione dei Media

Università degli Studi di Firenze is an academic institution engaged in higher level education and research. It is a public institution providing higher level education to more than 50.000 students in several fields, covering medicine, humanistic, scientific and technological areas. Technological disciplines are the main subject for the School of Engineering. The Media Integration and Communication Center was established in September 2001 at the University of Firenze by the Italian Ministry for Education, University and Research as a national "Center of Excellence" in the area of new media, addressing advanced information technology and applications, as well as their related legal aspects. Its mission is to develop qualified research and innovation transfer in cooperation with national and international universities, research institutions and companies, as well as high-level education, in cooperation with the Master in Multimedia of the University of Firenze. The Center contributes also to PhD programs and professional training both in the information and communication technology and in juridical, social and communication sciences. More info at www.micc.unifi.it



mica - music austria

The mica is the central communication platform for contemporary music of all genres in Austria. From its headquarters in Vienna mica acts regionally, nationally, and internationally on behalf of Austrian creators of music. One of mica's main tasks is to support the innovative creation of contemporary music. The most important sponsors of this non-profit organisation are the Cultural Departments of the Austrian Republic and of the City of Vienna. The mica co-operates a lot with enterprises from the cultural, technological, and economic sectors in public-private partnerships. <http://www.musicaustria.at/en>



Imprint

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