



AVISTA Project contributes to the 1st Clustering Workshop on Cross-Media European Projects

May 18th, 2005

The 1st Clustering Workshop on Cross-Media European Projects was organized by the project INCCOM (Integrated Cross-Media Clustering Oriented Models) and hosted by Telefonica I+D in its premises in the Technological Park of Boecillo (Valladolid) on 11th and 12th May 2005.

AVISTA contributed to the success of this Workshop by introducing and explaining the scope of the Networked Audiovisual Systems and Home Platforms strategic objective of the European Commission Sixth Framework Programme. In addition, a presentation on the main activities of the AVISTA Project has been made by Rose Vision (project coordinator), especially those ones related to the dissemination issues which are more linked to the INCCOM objectives.

INCCOM seeks to evaluate, analyze and support research projects, initiatives and market activities related to applications and services for cross-media or multi-channel platforms. INCCOM will identify and disseminate best practices (concerning business models, value chain and user experience), will stimulate the commercial exploitation of R&D results and will promote the development of new services and offers for multi-channel content.

The main objectives of the Workshop were to facilitate an interactive forum for experts and project managers, to share their experiences on the cross media arena and to establish solid cooperation links. This Clustering Workshop brought together a broad range of participants coming from the research and academic institutions, business and industrial domains, to address different technical and commercial issues.

AVISTA coordinator took the opportunity to kindly invite the Cross-Media projects and initiatives to cooperate with AVISTA in terms of sharing of experiences, establishing of

cooperation links and facilitating a forum for experts and projects managers.

AVISTA is a Specific Support Action project within the NAVSHP strategic objective, funded by the European Commission FP6 programme. It aims at supporting the FP6 projects in the area in a number of topics: concertation, projects portfolio, standardization, New Media Council, common exhibitions, etc. AVISTA partners are: ROSE Vision (coordinator), TELVIUM, INSTITUT FUER RUNDFUNKTECHNIK GMBH (IRT), PHILIPS ELECTRONICS NEDERLAND B.V., TELEDIFFUSION DE FRANCE.

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