3DLife: Bringing the Media Internet to Life

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Abstract. "Bringing the Media Internet to Life" - or simply, 3DLife - is a European Union funded project that aims to integrate research conducted within Europe in the field of Media Internet. In this contribution, we give an overview of the project's main objectives and activities.

1 Introduction

It is widely argued that the next generation of Media Computing services will become the cornerstone of Information Society in our century. Its impact on the entertainment industry is already clear. However, its impact is expected to be much broader in changing the way that society delivers key services such as health care, learning and commerce.

3DLife is a Network of Excellence (NoE), funded under the "Cooperation" segment of the Seventh Framework Programme (FP7). It fosters the creation of sustainable and long-term relationships between existing national research groups and lays the foundations for a Virtual Centre of Excellence (VCE) in Media Internet. The key factors making the 3DLife consortium capable of reaching the posed objectives are reflected in the scientific quality of the partners and the diverse yet complementary research background they bring to the project. Those partners are Queen Mary, University of London (United Kingdom, Coordinator), Dublin City University (Ireland), Heinrich Hertz Institute, Fraunhofer (Germany), Informatics & Telematics Institute (Greece), Korea University (Korea), MIRALab, University of Geneva (Switzerland) and Telecom ParisTech (France). Since the 3DLife project comprehensively addresses several challenges of Media Internet, its impact is expected to be vast in several aspects of modern life including industry, academic and societal.

2 Highlights of 3DLife Activities

An important objective of the 3DLife NoE is to create sufficient momentum by integrating an existing large number of researchers and resources to enable realistic, efficient and to some extent autonomic media communication and interaction over the Internet. Three important integrative activities revolve around the project concept. A more detailed description of these activities is given in this section.

2.1 Integration and Sustainability

The 3DLife NoE promotes a series of collaborative activities of various types including Phd Student Exchanges, Researcher and Senior Researcher Visits, Industrial Placements, and Joint Postgraduate Courses. Furthermore, the ambition of 3DLife is

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to launch a VCE, namely the European Centre of Excellence in Media Computing and Communication (EMC^2), during the lifetime of the project. EMC^2 aims at nurturing Media Computing R&D in Europe and beyond by fostering integration and promoting cooperation between Academia and Industry. EMC^2 will promote additional collaborative activities such as Fellowships, Grand Challenges, Distinguished Lecture Series, Journal Special Issues, Workshop/Conference Series, and Short Term Collaborative Projects. It will bring together members' capabilities, knowledge and expertise to facilitate R&D funding through cooperative projects, joint research publications and technology transfer, while advancing the state of the art in Media Computing. Regarding scientific impact, EMC2 will endeavour to secure a dominant role in other well established scientific bodies, as IEEE Technical Committees, IET professional networks and EURASIP special interest groups. Several dissemination forums, standardization bodies, international conferences and exhibitions will be targeted and used to cement the ties between EMC^2 and the broad research community.

2.2 Cooperative Research

The 3DLife NoE is about media networking with enhanced interactivity and "autonomy". The project promotes cooperative research between its core partners on the following research areas: 3D Computer Graphics Methods, Media Analysis for 3D Data Generation, Virtual Humans Rendering and Animation, Distributed Immersive Virtual Worlds, Media Networking, Secure Networked Data Representations, etc. In the heart of this cooperative research lies the 3DLife software Framework for Integration, an internal section of 3DLife's web and network presence. It aims to enhance the collaboration between the project partners and to help compile and transfer their expert knowledge and technologies.

2.3 Spreading Excellence

3DLife plans to spread excellence in training, dissemination, and technology transfer. Spreading excellence of the scientific results and integrative efforts of this NoE targets three main groups: academics, industry/business and the non-specialist citizen. An important tool of dissemination is constituted by the 3DLife web site (www.3dlife-noe.eu). The website is part of the project's Collaboration Space aimed to be not only a mere repository of R&D results, but also a facilitator of the interaction between researchers, companies and experts, improving knowledge sharing, and supporting a culture of innovation among them. In addition, 3DLife has active social groups on popular social network platforms such as FaceBook, Twitter and LinkedIn. Latest activities and news in the project are constantly broadcasted through these channels to interested audience. Another important aspect of this activity is joint publications and coordination of special sessions at important international and well established conferences. These will help to spread excellence outside the network and to enlarge the network audience.

3 Conclusion

The 3DLife NoE aims at heavily impacting and influencing main constituents of the Media Internet by integrating, disseminating and sharing the different technologies. We believe that by helping you to understand the project activities, we are paving the way towards cooperation between your institution and the 3DLife project.