



# FLAME

FACILITY FOR LARGE-SCALE ADAPTIVE MEDIA EXPERIMENTATION

**ground-breaking 5G media system for edge experiences**

**learn** participatory citizen journalism

**discover** AR tour guides on virtual stages

**explore** the city in VR collectively

**play** collaborative AR games

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Promotion Briefing

# The Millennium Square - Bristol (5G UK Testbed)



# What's going to happen?

- Citizens will get first hand experience of 5G-enabled interactive media experiences within the millennium square in Bristol, UK
- Citizens will have the opportunity to learn citizen journalism through collaboration with a public broadcaster, discover history through 3D interactive tour guides, collectively explore locations in VR and play AR games
- Participants will interact with geolocated 3D AR, VR and video content delivered to their devices using a pioneering service delivery platform (the FLAME platform) over mobile edge computing and 5G networks
- The showcase will bring together an entire ecosystem of broadcasters, content providers, media service providers and technology providers to demonstrate the FLAME platform benefits to citizens and the city
- Opportunity for press/media representatives to attend the showcase, trial the technology 1st hand and interview technical experts and users!!!??? (we can decide if we're really brave)



Geotags



# How does it work? (needs improved)

- Experience delivered through pioneering 5G/MEC service delivery platform
- Citizens interact through geolocated AR/VR and Video content on mobile devices and HMDs
- Platform delivers services and content to consumers from the best place in the network

Location-Based Games



Virtual AR Characters



Need Character from ETH/Disney

## What is the impact?

- New media services offering better personalisation, interactivity, mobility and localisation, especially for geolocated AR/VR content
- New highly localised content production and distribution models, no reliance on centralised public clouds
- New opportunities for intelligent “edge” services supporting everything from gaming, IoT analytics, smart homes/buildings and more
- Low distribution costs for media service providers
- Fast response times for consumers

# Who is involved?

- RTD completed as part of the European project FLAME (<http://www.ict.flame.eu>)
- RTD partners:
  - University of Southampton IT Innovation Centre, UK
  - ATOS SPAIN SA, Italy
  - INTERDIGITAL EUROPE LTD, UK
  - FUNDACIO PRIVADA I2CAT, INTERNET I INNOVACIO DIGITAL A CATALUNYA, Spain
  - UNIVERSITY OF BRISTOL, UK
  - NEXTWORKS , Italy
  - MARTEL INNOVATE, Switzerland
  - DE VLAAMSE RADIO EN TELEVISIEOMROEPORGANISATIE NV, Belgium
  - THE WALT DISNEY COMPANY GMBH, Switzerland
  - EIDGENOESSISCHE TECHNISCHE HOCHSCHULE ZUERICH, Switzerland
  - INSTITUT MUNICIPAL D'INFORMATICA DE BARCELONA, Spain
- Supporting Innovate-UK Project
  - Smart Tourism: 5G Tourism in West of England ([https://uk5g.org/media/uploads/resource\\_files/5G\\_Smart\\_Tourism\\_overview.pdf](https://uk5g.org/media/uploads/resource_files/5G_Smart_Tourism_overview.pdf))
  - <https://www.watershed.co.uk/whatson/9636/mativision/>
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