

F) RADU I

- strong interaction design
- interactivity "wallers"
- learning of interactivity

BIZ

- clear business (clear channel)
- strategies for marketing to make consumers aware about the possibilities with interactive systems

OPENING QUESTIONS Public Displays

- "mysterious" displays — implicit vs. explicit interaction
- context & interfaces at unexpected / more places
- genres / types of ambient media
- service / content availability announcement (e.g. WIFI sign)
(when / what / how is sth. available)
- ANBKRAT
- screen vs. non-screen "standards"

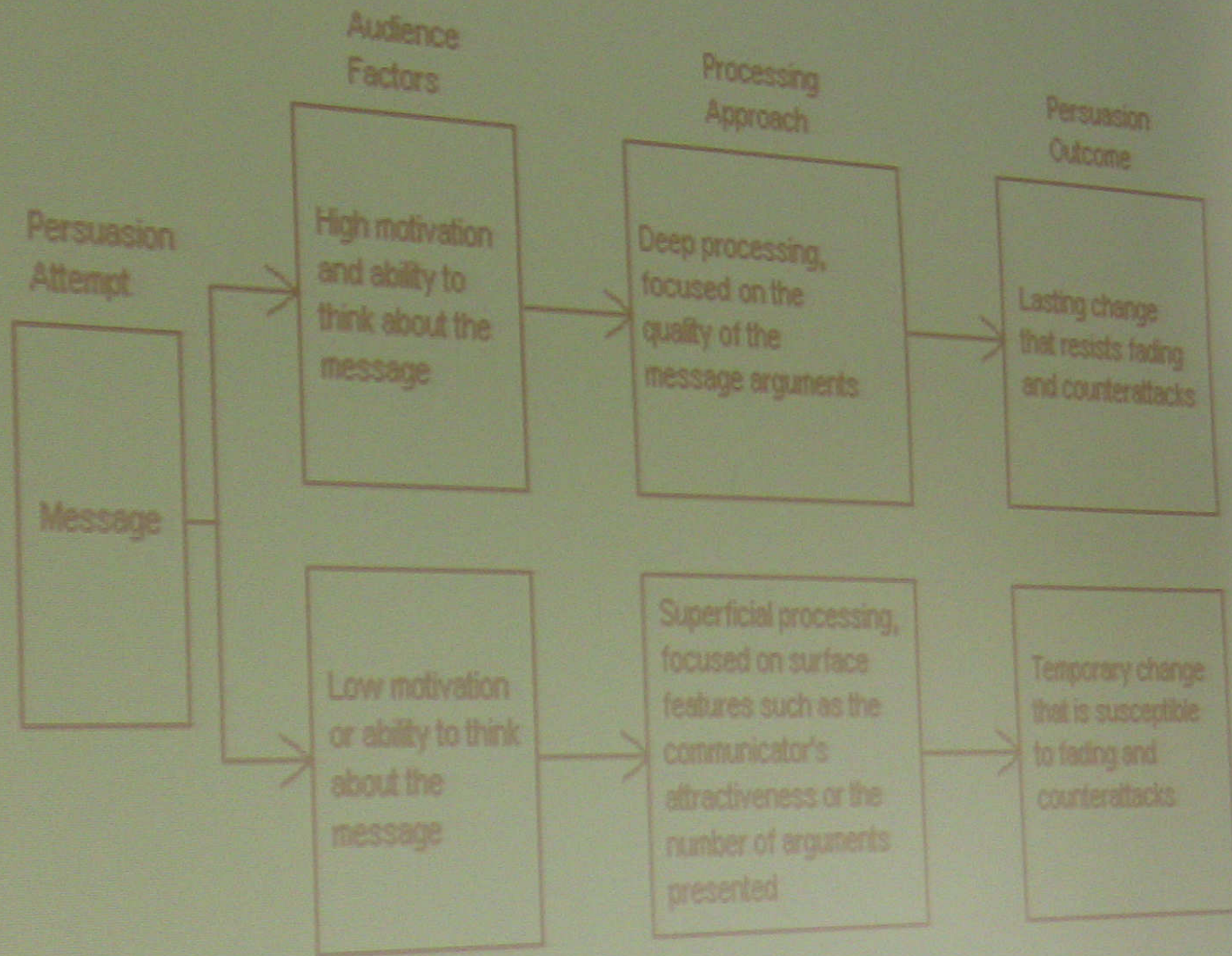
context & media

Smart Mobs

Concept

- "learning" the interface as concept
- concept of attention, interactivity "learning"
- open
- concepts that people want vs. concepts people need to learn
- "concept eco-system" of interactivity, content, experience... + what influences
- concepts how to ask the user and how to involve him?

DUAL ROUTES TO PERSUASION



7) MATTHIAS

CONTEXTS

persuasion model
between media

- drama, advertising, ... & relating it to the impact on the audience
- psychological & theoretical model
- intrinsic design

BUSINESS

- not in business models until intrinsic quality is delivered otherwise not involved into b. processes
- when intr. qual. is found business models are clear

INTERACTIVITY

- Deal rules to persuasion
- systematic way of thinking vs. design // mysterious
- link to consumer experience & practice?
- how to link theory & practice?

- constant "flux" of media
- part is not
- definition of ambient media

CONTENT & MEDIA

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7) ROSHAN

INT.

C 64

B12

Textile Displays

- business cases
- opportunities / threats
- fashion industry targeted to consumer groups (e.g. women)
- business models
- decoration possibilities

- owner of content & display and the media
- placement of content / who?
- privacy?
- capabilities of the media (e.g. temperature, "RGB"....)

- 1. self-expression
- 2. additional communication channel // Human 2 human mediated interaction
- 3. practicality of the product in daily situations
- 4. concept of self-expression

Just surface is a medium

CONCEPT

CONTENT

P2P TV

6

BIZ

- payment methods
- technology impacting business models / production costs (e.g. distribution)
- payment model for one specific media genre
- traditional business models to new on vir on more (e.g. advertising)
- e.g. Spotify, Netflix(?)

- content production models & how / should they differ?
- variation of content offerings & different production methods for different platform forms
- new technology used to "re-invent" a traditional media (e.g. P2P)
- IPRS & copyright

CONTENT & TIED.

- methods for consumer evaluation
- P2P "paradigm"

Social TV

Facebook
Twitter
LinkedIn
YouTube
Instagram
Pinterest

CONC.

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