

VOD 관련 응용 사업

1995. 12. 1.

멀티미디어 산업기술 학술대회

삼성 데이터 시스템

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1. VOD 관련 응용 사업

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1) Application / Service 개발

- Movie On Demand 서비스
- Home Shopping 서비스
- 원격 교육
- Game On Demand
- 운영지원시스템

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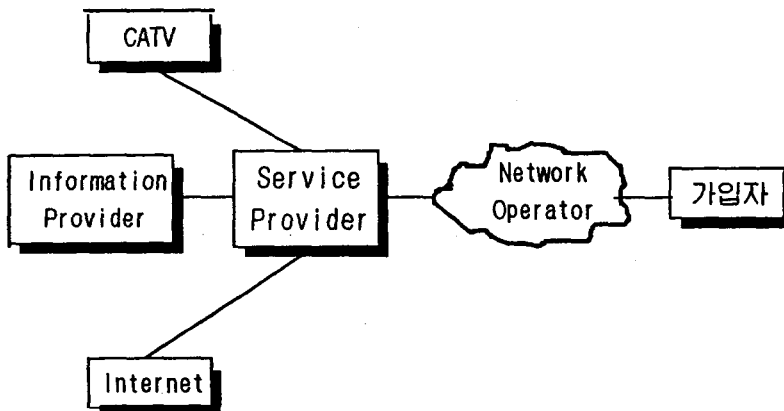
2) Solution Provider

- Consulting
- Media S/W : 해외업체의 Media Server
- Authoring Tool

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3) Information Service



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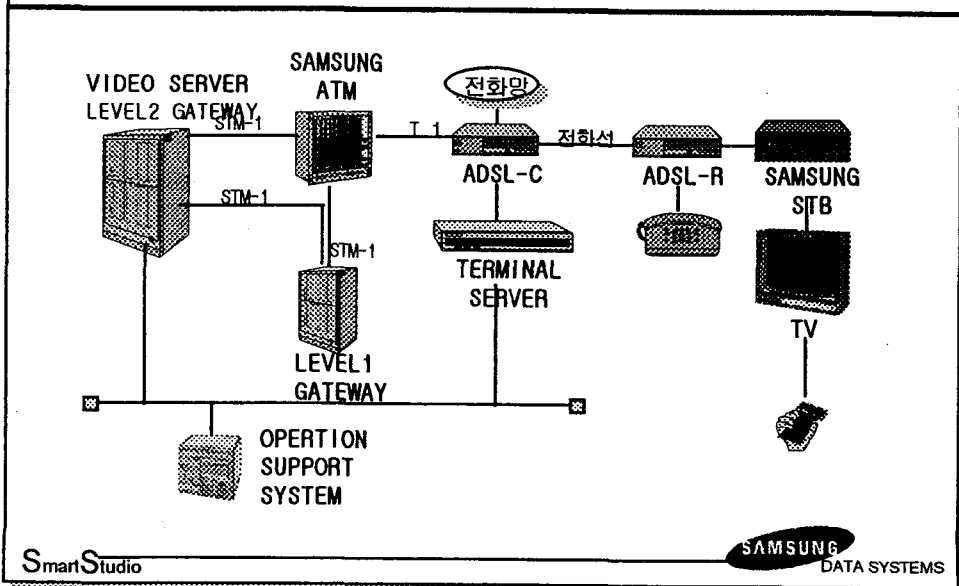
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2. 진행 사업 현황

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1) KT 협력 사업 (삼성전자 + SDS)

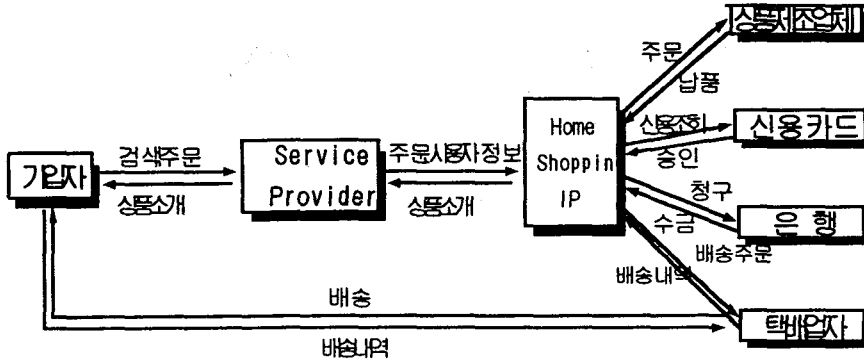


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2) Home Shopping IP 사업 (제일기획 + 삼성물산 + SDS)

• Home Shopping 개념도

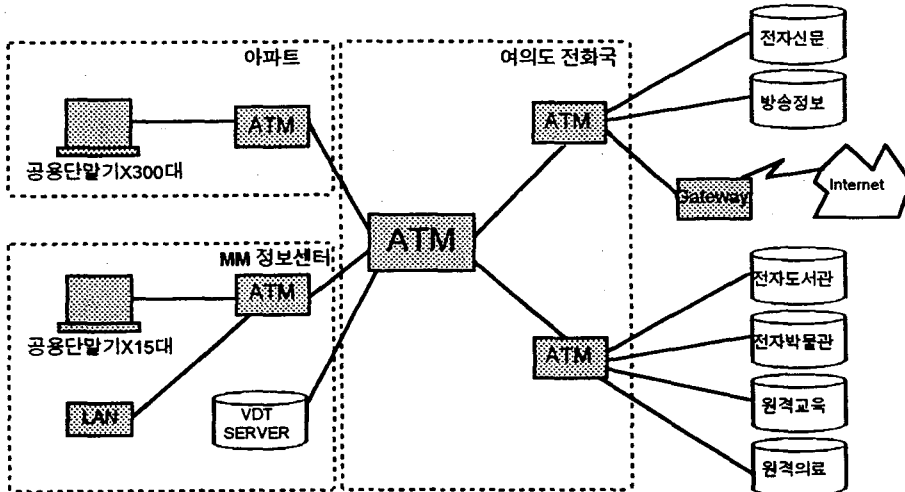


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3) KT Multimedia 시범 사업 (삼성전자 + SDS)

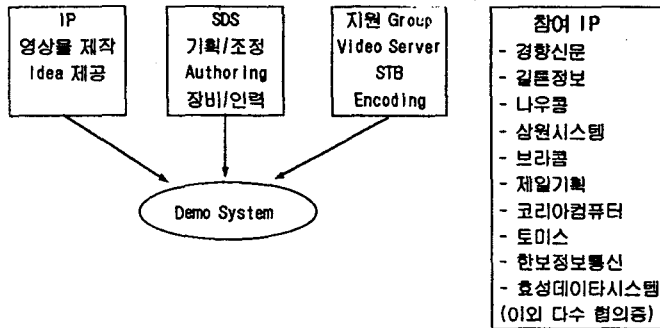


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4) VOD Demo System 개발



• 사용권은 참여업체 모두가 갖는다

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5) VOD Application Tool 개발

- ◆ SmartStudio™ : Open Solution For Developing VOD Services!
- ◆ Features
 - Open to Server
 - Support STB and PC
 - Animation and Sound
 - Large User Group
- ◆ Components
 - SmartAuthor™
 - SmartPlayer™
 - SmartServer™

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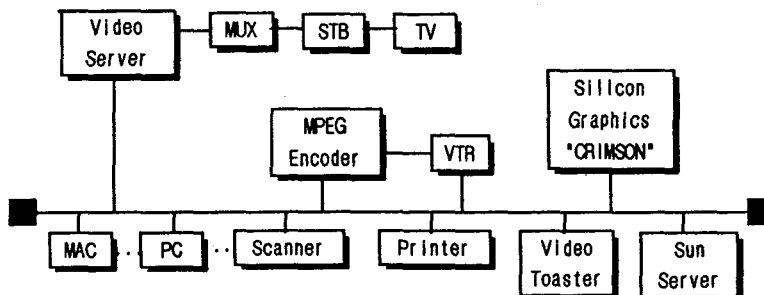
3. SDS의 「Media Studio」

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「Media Studio」구성

- 상용의 고수준 VOD Application 개발을 위한 작업공간
 - Media : Computer 이외에 CD-ROM, TV 등의 매체를 포함
 - Studio : 새로운 방향을 시도하는 LAB이라기 보다는 상용의 Application 개발을 목표로 함



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S/W List

구분	S/W
GraphicTools	3D Studio, Ani PRO, Photoshop, Illustrator, Light WAVE, Strata Studio, Wave Front
AuthoringTool	MM Director, Menu Compiler, Authorware, ToolBox, Visual Basic
Video 편집	Premiere, Video Toaster
Compiler	Visual C++, Borland C++, Think C/C++ for MAC
DBMS	Objectivity/DB, Oracle DBMS

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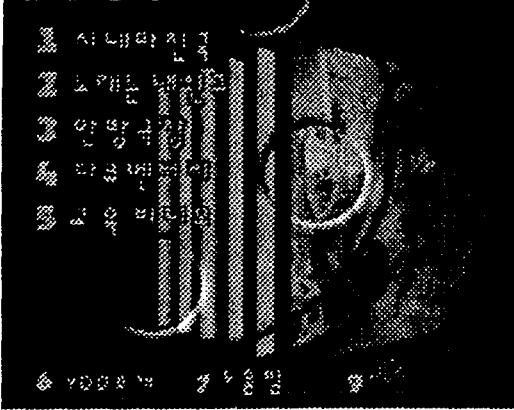
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4. KT 협력 사업 서비스 개발

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서비스 개요



• 447 Title

• 6,000 분

• 시네마천국,
노래는 내친구,
안방극장,
다큐멘터리,
교육비디오

• Play, Stop, Pause, FF,
REW

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시네마 천국



◆ 주문형 영화 서비스

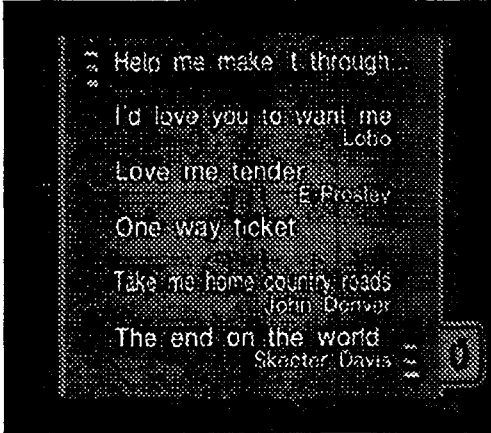
◆ 한국명작, 헐리우드
특선, 차이나 특급,
새영화

◆ 줄거리, 출연진, 영화평
해설

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노래는 내친구

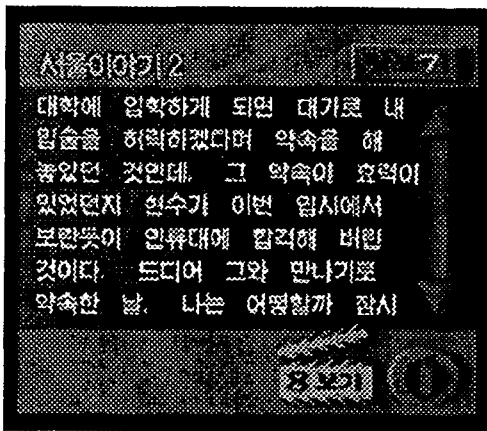


- ◆ 노래방 서비스
- ◆ 나의 애창곡, 팝스팝스, 어린이 노래

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안방극장



- ◆ TV 드라마 서비스
- ◆ 갈수없는 나라, 내마음은 풍차...

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다큐멘터리



- ◆ 다큐멘터리 영화
- ◆ 명시기행, 한국의 미 등 다수의 시사, 다큐멘터리

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교육비디오

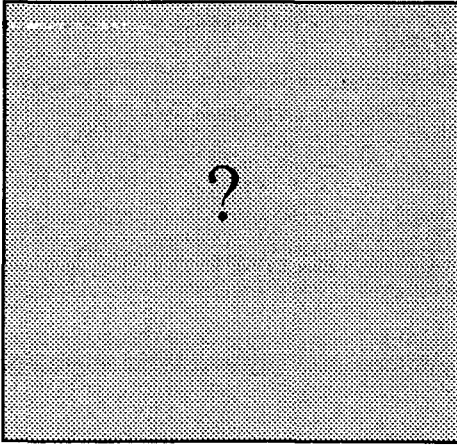


- ◆ 교육용 비디오 서비스
- ◆ 세계의 교육 현장에 가다, 세계의 대학, 조화유 생활영어

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추후 예정 서비스




- ◆ News On Demand
- ◆ 홈 쇼핑
- ◆ On-line Game
- ⋮

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기타 서비스

- ◆ VOD 소개 : 시청자가 VOD 시스템을 이해하는 것을 돕기 위한 Video
- ◆ 도 움 말 : VOD 서비스 시청자를 위한 On-line Help
- ◆  : 다른 Menu로 빨리 이동케하는 단축키 기능 (PC통신의 Go Menu와 유사기능)

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5. SmartStudio™ - VOD Application Tool

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Open Solution For Developing VOD Services!

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SmartStudio™ Key Features

- ♣ Open to Servers
- ♣ Support STB and PC
- ♣ Animation and Sound
- ♣ Large User Group

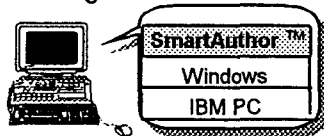
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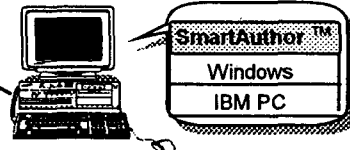
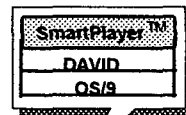
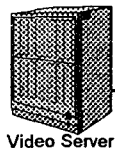
Authoring Tool Components

Authoring Tool = Authoring Environment + Service Environment

■ Authoring Environment



■ Service Environment



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SmartStudio™ Components

◆ SmartAuthor™

An integrated VOD application development environment featuring GUI based authoring, easy editing and instant testing.

◆ SmartPlayer™

A runtime module of SmartStudio which resides on DAVID Set Top Boxes or IBM compatible PC s. SmartPlayer plays services built SmartAuthor.

◆ SmartServer™

PC based mini video server which lets you test your application instantly(Later). You do not need to buy expensive video servers for testing. SmartStudio is inexpensive and familier solution for you.

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SmartAuthor™

■ Project Builder

- Manage a VOD service project
- Hiearachical menu chart is provided to easily understand and reorganize a project.

■ Menu Editor

- Create/Edit an individual menu screen.
- Objects supported: Image, Button, Animation, Effect Sound, Movie.

■ Test Manager

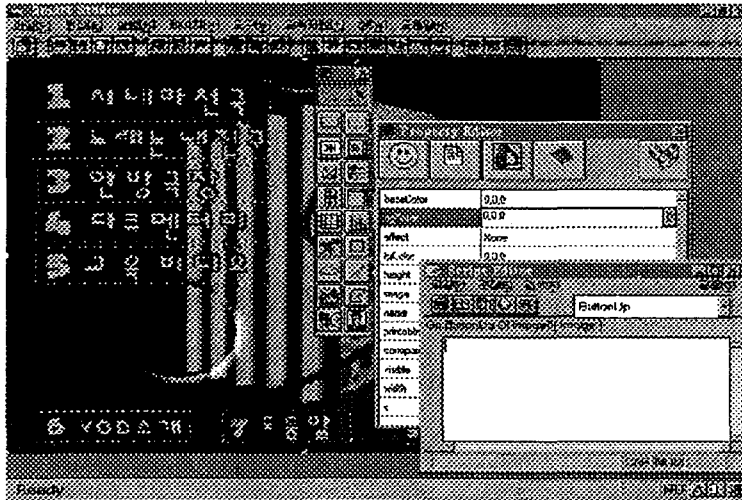
- Test a result of authoring.
- Realtime editing and instant testing.

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Menu Editor



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SmartPlayer™ for ITV and for Windows

- Graphic based menu screen
- Movie Control
 - Play, Stop, Pause, Fast Forward, Fast Rewind
- Objects Supported
 - Menu Image
 - Buttons
 - Animation
 - Effect Sound
 - Movie
 - Remote DB
- Supports DAVID 1.0 standard now.
 - DAVID 2.0 will be supported by early of 1996.

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SmartServer™

- ◆ PC based mini-server equipped with T1 network card
- ◆ Set Top Box is connected to the T1 network card in SmartServer™
- ◆ You can directly see and modify your application on Set Top Box and TV
- ◆ Low cost and user friendly solution

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System Requirement

- ◆ SmartAuthor : Windows 3.1 or above
- ◆ SmartPlayer : DAVID STB
Windows 3.1 or above
- ◆ SmartServer : Windows 3.1 or above with T1 card

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Release Plan

	VERSION 1.0	VERSION 2.0	NEXT
TIME	FEB 96	AUG 96	EVERY 6 MONTH
STB	DAVID1.03 MAUI MPEG 1	DAVID 2.0 MPEG 2	OVER DAVID 2.0
PC CLIENT	BETA ON WIN95	WINDOWS95	TIGER
AUTHORING	MENU EDITOR PROJECT BUILDER	TEST MANAGER (PC T1) UTILITY	MHEG 5
NETWORK	UPLINK	DSM-CC	-
SERVER	DIGITAL	DIGITAL ORACLE	DIGITAL ORACLE HP

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Customer Support

- ◆ Warrant : 6 Month
- ◆ Training : 2 Persons / Copy
- ◆ Hot Line Services

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