

W3C Workshop on Web-based Signage 14 - 15 June 2012
Makuhari, Chiba, Japan

Web-based Signage Business Group

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<http://newphoria.co.jp/>

Newphoria Corporation

- Offers complete web development services
- Creates digital signage content.



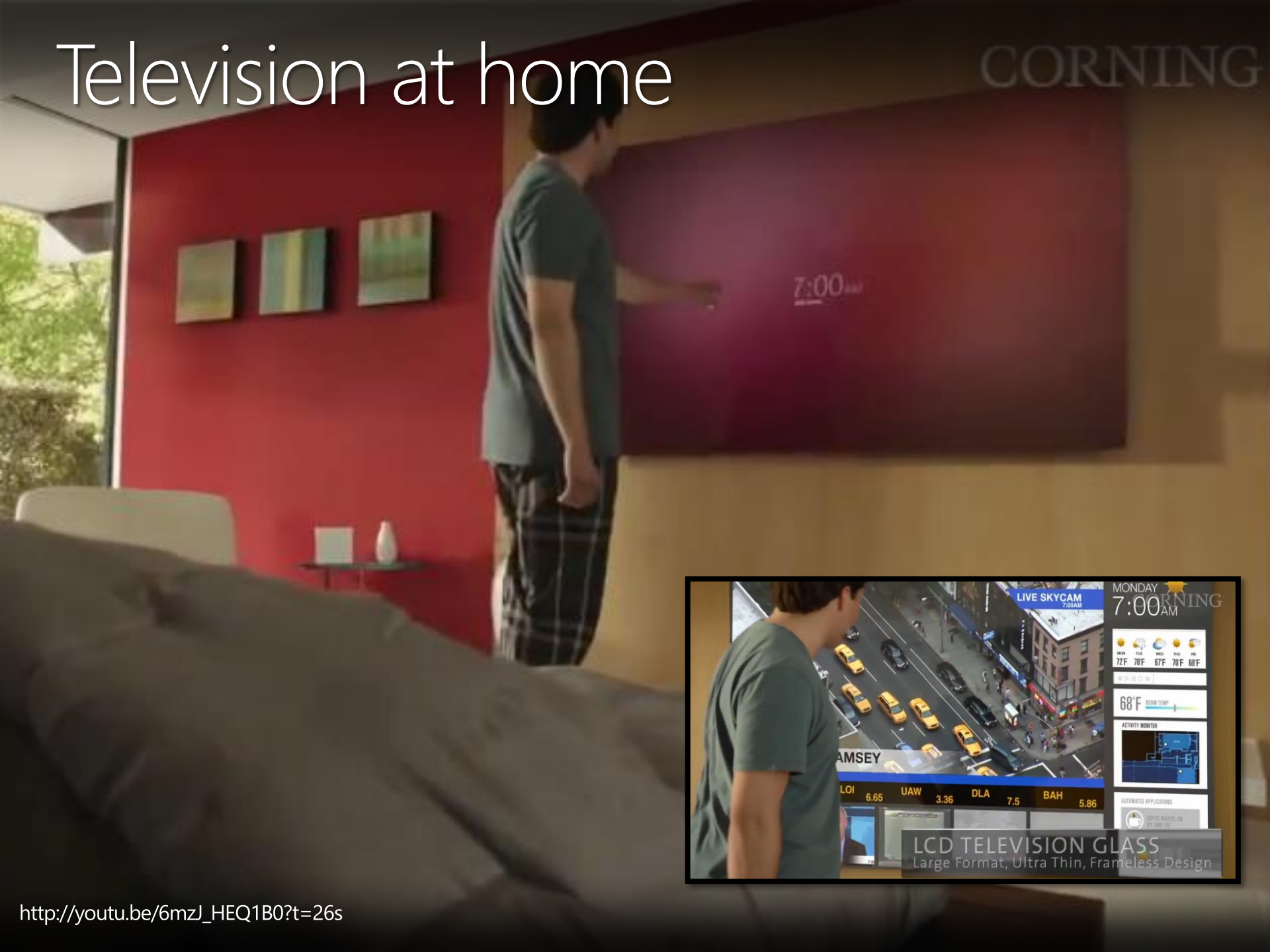
<http://www.newphoria.co.jp/>

Screen Everywhere



Television at home

CORNING



LIVE SKYCAM
7:00AM

MONDAY MORNING
7:00 AM

WED 72F THUR 78F FRI 67F SAT 70F SUN 86F

68°F ROOM TEMP

ACTIVITY MONITOR

LOI 6.65 UAW 3.36 DLA 7.5 BAH 5.86

LCD TELEVISION GLASS
Large Format, Ultra Thin, Frameless Design

Washstand at home



Motorway/ In-car devices



Bus stop

COMING

三大道



目的地 (Destination) 時間表 (Timetable) 路線查詢 (Route Search) 車行號 (Bus Number)



MAP LEGEND

Line 1 (Blue)	→
Line 2 (Yellow)	→
Line 3 (Red)	→
Line 4 (Purple)	→
Line 5 (Green)	→
Line 6 (Orange)	→
Line 7 (Light Green)	→

OTHER OPERATIONS



Shopping centre



School



Digital signage in future should ...

- make life better for everyone
- be more essential as social infrastructure
- stimulate economies much more
 - electronic manufacturers
 - content creators, holders, aggregators, distributors
 - browser vendors
 - content management system vendors
 - telecoms
 - etc.

Problems of Digital Signage

- Proprietary technologies
- Interoperability problems
- Costly systems

- We need a
 - common
 - open
 - cost-effective
- **Platform**

It's Web

- Open Web Platform
- HTML5 and friends
- Web-based signage
 - Web browser
 - Web platform
 - Such as Tizen, B2G, Windows 8 Metro Style, Chrome OS
- Web doesn't consider digital signage
- We need more discussions at **W3C**

Web-based Signage BG

The image shows a screenshot of a web browser displaying the W3C Community and Business Groups page for the Web-based Signage Business Group. The browser's address bar shows the URL <http://www.w3.org/community/websignage/>. The page features the W3C logo and the text "W3C Community and Business Groups" with a search bar. Navigation links include "CURRENT GROUPS", "REPORTS", and "ABOUT". A sidebar on the left contains links for "Mailing List", "Wiki", "Chat", and "RSS". The main content area displays the group's name, "Web-based Signage Business Group", and a description: "The Web-based Signage Business Group is aimed at companies and organizations interested in the standardization of Web based digital signage. The goal of the group is to identify use cases and system image/model for expansion of web browser based digital signage and smarter integration of existing Web standards." A "Get involved!" section on the right states: "Anyone may join this Business Group. All participants in this group have signed the W3C Community Contributor License Agreement (CLA)".

<http://www.w3.org/community/websignage/>

Scope

- Terminals
 - HTML-based viewer
 - HTML/CSS/JavaScript-base
 - Communication with personal devices
- Data formats
 - Playlist
 - Log for analysis
 - etc.

Mission/Goal

- Identifying
 - use cases and requirements
 - gaps with existing standards
 - dependencies and liaisons
 - W3C Working/Interest Groups
 - Other bodies (IETF, ITU-T, etc.)
- Documenting guidelines for terminals
 - Required APIs for each use case
 - Definition of formats for data
 - etc.

We hope that you will be joining

Web-based Signage Business Group

<http://www.w3.org/community/websignage/>

Thank you for listening

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