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
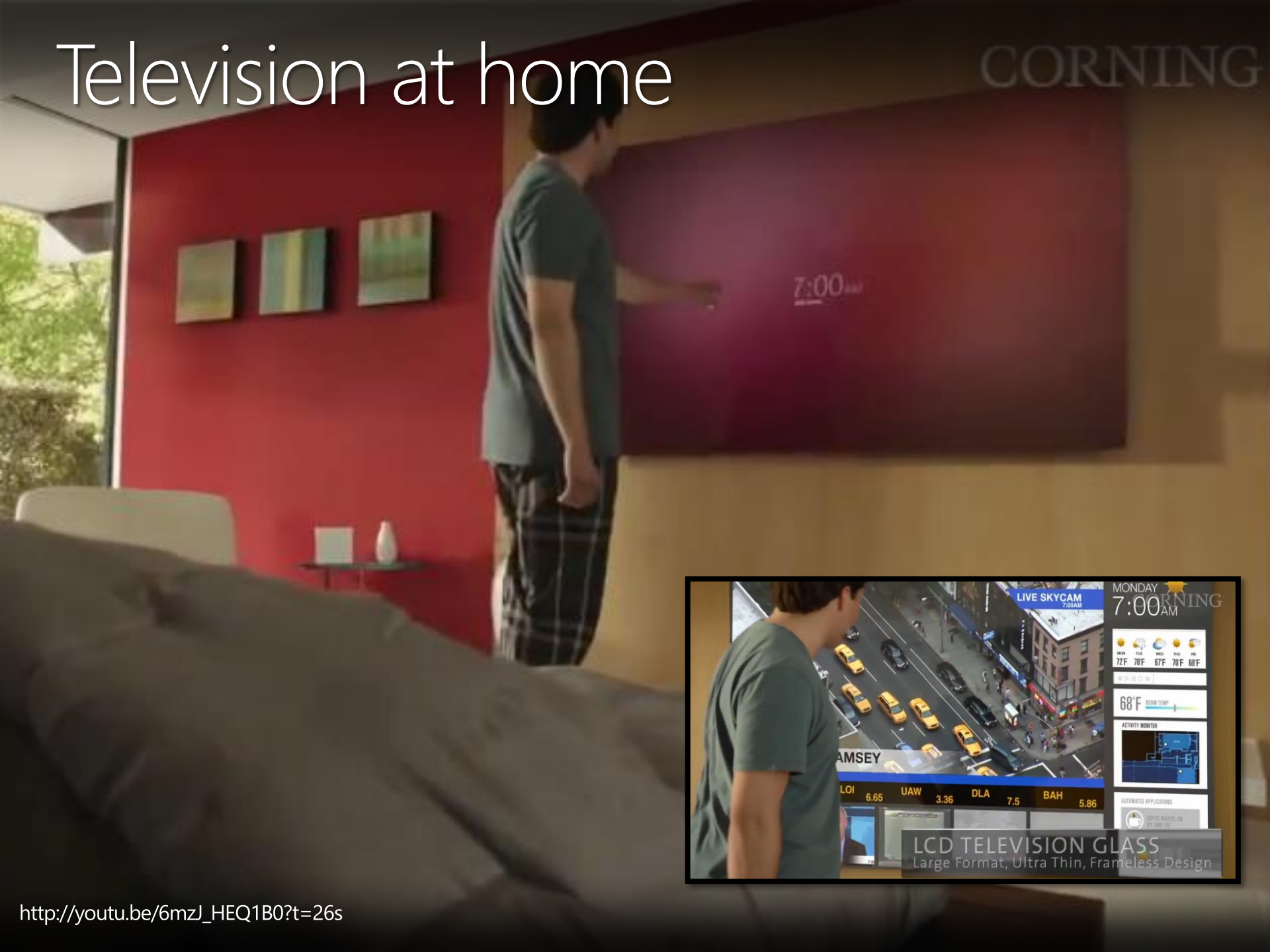
Washstand at home

Motorway/ In-car devices

Bus stop

估計到達時：20 分鐘
ESTIMATED TIME: 20 MINS

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 dosn't consider digital signage
- We need more discussions at **W3C**

Web-based Signage BG

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

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Thank you for listening

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