



URBAN SUBSCREENS

>> ATTENTION ATTRACTION WILLINGNESS <<

lead to
Playful Environments
Urban Entertainment
Future Advertising
easy on Urban Subscreen



Urban Screens 2005 - Application

Name of the Paper:

Urban Subscreens

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Abstract:

In the perception of passers-by the common urban screen is one out of a hundred daily points of contact with advertising content. Therefore the willingness of people to percept what they see or even to pay attention to any screen tends to zero. In other words, the attention component of large urban LCD screens is almost not existent according a recent study. In today's public spaces everything we see is placed on eye-level throughout the area, the shopping windows, the screens and advertisements. Considering the attention and attraction component that makes people look at something and think about it, this paper suggests interactive in-ground displays. The proposed concept is based on two different and technically realizable ideas: The so-called **content subscreen** and the **interactive subscreen**. Both types of touch-screen subscreens are placed in-ground in public spaces such as indoor pedestrian malls, preferably in a large rectangular shape (at least 3x3 large LCD screens). The content subscreen shows ground-related structures. This could be water or flowers that wave away or appear as soon as people step on the screen. The raw size of the combined screen should be enough to make people pay attention. The interactive subscreen goes further and integrates third devices such as mobile phones into the concept of interactivity. By using the mobile phone people can either send short messages to the screen or use the up-coming Near Field Communication (NFC) technology to interact in a very playful and intuitive way. NFC enables mobile phones to become a mobile data tagging device as NFC integrates a RFID reader and tagger into the common structure. The interactive subscreen has various interaction knots being active RFID reader systems. As soon as the people have data saved on their mobile or data on some different RFID medium, they can put it close to the screen and the software shows different content based on the information on the chip, e.g a Nike logo appears if RFID code is attached to the shoe. We think that even though the primary investment of such a system is immense, the benefit for passers-by and the entertaining character is unique and a real advantage. In-ground screens have implications on the reception and attention of screens and should be tested within the public space.

Short biography:

Florian Resatsch, born in 1975, works as a research assistant at the Institute of Electronic Business e.V. in Berlin, Germany. Main research focus is on ubiquitous computing communication infrastructures in public spaces and its implications in our daily lives within urban areas. Mr Resatsch studied business administration at the University of Augsburg and worked for several major international companies in information technology departments.

Corina Weber, born in 1980 studies Electronic Business at the University of Arts Berlin with focus on mobile computing and mobile business. She concentrates on innovative mobile applications for mobile carriers and deals with success factors for e-business.

Related web-links:

<http://www.ieb.net>

Description of media needed:

Projector
Power-Point Installation
Notebook

