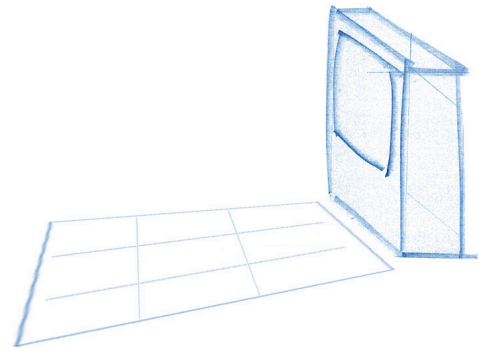


Urban Moves

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Various projects showed recently that the passers-by in public space suffer a lack of attention to the screens regardless their sizes and content. Screens in urban areas are primarily used as an advertising medium that shows short movies or only text in booked slots of different companies. Art projects haven't been recognized that much on urban screens; even provocative series didn't get the people's attention. We think that this highly depends on insufficient possibilities for interaction. To change this, we developed the concept "Urban Moves" consisting of an interactive screen, which is integrated into street furniture such as bus shelters or City Light Posters. The content of the screen is coupled to the movement and action of passers-by acting in front of it. Two cameras and a computer system track, trace, count and follow the action of people within a range of 10 square feet in a 60 degrees angle. Three different interaction areas are defined in equally sized rectangular fields. People that appear and stay within distance to the screen are attracted by the content of the screen. Mostly this will be a computer animated person (avatar) speaking directly to the person. The persons' attention is drawn to the screen. This process is traced by the software, simply measuring the arrival angle of the passers-by and the time frame he stays in front of the street furniture. Depending on the moves the person undertakes in the tracked area, the content of the screen, in this case the avatar, changes and actively responds to the action. This might be the offering of a raffle with immediate prizes or product information based on the colour the person wears. With these ways of interaction, we think people in public spaces are willing to stop for a moment and interact with the screen, making this kind of urban screen definitely interesting product for companies. The "Urban Moves" concept is based on computer-supported movie technology, cameras integrated in the street furniture and various contents. This proposal describes the concept and the possible implementation in public space. Urban Moves street furniture is going to be prototyped by a German street furniture company in 2005.

Biographies

Florian Resatsch, born in 1975, is currently working 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 the implications that arise through the widespread use of computational technology in our daily lives within urban areas. An actual project in public spaces, Mr Resatsch participated in, was the creation and conception of BlueSpot, an advertising and shopping portal system implemented in a major shopping area in Berlin with a street-furniture and outdoor advertising company. Mr Resatsch studied business administration at the University of Augsburg and worked for several major international companies in information technology departments.

Daniel Michelis, born in 1976, works as research assistant at the University of the Arts Berlin, Germany. In the past he has taken part in international conferences, such as the 6th International Browserday (Contribution: Browsing the Air) or the ISEA2004 (Contribution: hypertagging - Floating Thoughts). His research focus is the emerging field of ubiquitous computing, which he is exploring with his PhD at the Institute of Media and Communications Management at the University of St. Gallen, Switzerland.

Thomas Schildhauer is professor at the University of the Arts in Berlin and executive director of the Institute of Electronic Business (IEB).

Thomas Nicolai is research assistant at the institute of media and communication management at the University of St. Gallen, Switzerland. His major research focus is on technical aspects of ubiquitous computing and the augmented product sphere.

Links <http://www.ieb.net>, <http://www.bluespot.de>

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