About the Contributors

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Konstantinos Chorianopoulos is a European Commission Marie Curie fellow at the Department of Architecture at the Bauhaus University of Weimar. He is also an adjunct lecturer at the Department of Product and System Design Engineering at the University of the Aegean. He holds an MEng (electronics and computer engineering, 1999), an MSc (marketing and communication, 2001), and a PhD (human-computer interaction, 2004). During his studies and research, he has been affiliated with engineering, business, and applied arts universities. Since 1997, he has worked in four academic research labs (Greece, UK, Germany), which specialize in the areas
of multimedia, e-commerce, intelligent systems and interaction design. He has participated in many EC-funded research projects in the field of human-computer interaction for information, communication and entertainment applications in TV, mobile, and situated computing devices. In 2002, he founded UITV.INFO (http://uitv.info), which is a newsletter and Web portal for interactive television research resources (papers, theses), news and events. He is the main author of more than 10 journal papers and he has lectured internationally (conferences, tutorials, seminars, guest lectures) on several aspects (design, engineering, evaluation, management) of interactive TV. He is serving on the editorial boards of ACM Computers in Entertainment and of the Journal of Virtual Reality and Broadcasting.

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Ari Ahonen (MSc, Tech; MPsyCh) has worked 5 years in developing media and mobile services. He has been involved in various projects regarding interactive broadcast services. On the design side, his work ranges from concept design and requirements engineering to interaction design. Another line of work comprises market research and the analysis of novel technology products and services. Currently, Ahonen focuses on applying the human-centered design approach to software development for business-to-business (B2B) markets.

Monica Badella received her degree in computer engineering at Politecnico di Torino in 2001. From March 2001 to June 2005 she worked as an associate researcher inside Applied Pervasive Architecture Lab (ApPeAL) at Politecnico di Torino. She worked on projects related to analysis, evaluation, and design of indoor positioning systems based on Bluetooth technology; service discovery protocols in domestic
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**Keith Baker** is currently working for Philips Applied Technologies. Royal Philips Electronics is eighth on Fortune’s list of global top 30 electronics corporations. Philips is active in about 80 businesses, varying from consumer electronics to medical systems and from security systems to semiconductors. Philips is a world leader in digital technologies for television and display, wireless communications, speech recognition, video compression, storage, and optical products as well as the underlying semiconductor technology that makes these breakthroughs possible.

**Andrea Belli** was born in Modena, Italy. He graduated in computer engineering from the University of Modena e Reggio Emilia in 2001 with a thesis on content management system based on extensible markup language (XML) technologies. He immediately joined the Telecommunication Research Center for the Telecom Italia Group (formerly CSELT) in Torino, focusing on Internet platforms and cross-media services. Currently, he is involved in a research project which exploits innovative service models about TV consumption over broadcast and broadband connections.

**Yolanda Blanco-Fernández** was born in Orense, Spain in 1980. She received the Telecommunications Engineering degree from the University of Vigo in 2003. She is currently a PhD student at the Department of Telematics Engineering from the same university, and a student member of the Networking and Software Engineering Research Group. Her major research interests are the design and implementation of services for interactive digital TV (IDTV).

**Dick Bulterman** is a senior researcher at CWI in Amsterdam, where since 2004 he has led the Distributed Multimedia Languages and Interfaces Theme. From 1988-1994 (and briefly in 2002), he led CWI’s Department of Computer Systems and Telematics, and from 1994-1998 he was head of the Multimedia and Human Computer Theme. In 1999, he and two other “brave souls” started Oratrix Development BV, a CWI spin-off company that transferred the group’s SMIL-based GRiNS software to many parts of the civilized world. In 2002, after handing the responsibilities of CEO over to Mario Wildvanck, he returned to CWI and started up a new research activity at CWI on distributed multimedia systems. Prior to joining CWI in 1988, he was on the faculty of the Division of Engineering at Brown, where he was part of the Laboratory for Engineering Man/Machine Systems. Other academic appoint-
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Verolien Cauberghe is a PhD student at the University of Antwerp, Belgium. Her research focuses on IDTV and advertising effectiveness. The impact of interactivity embedded in TV formats on advertising effectiveness is the main angle of her PhD. In this light she set up several experimental studies, whereby she tries to measure advertising effects in an interactive context. Besides this research stream, she looks at the adoption behavior of advertisers on a longitudinal base. Overall, her interest is grasped by new media and new advertising possibilities.

Pablo Cesar is a postdoctoral researcher at the CWI (The National Research Institute for Mathematics and Computer Science in the Netherlands) in Amsterdam. He received a Dr. Tech. degree (December 2005) from Helsinki University of Technology (Finland) and an MSc degree (February 2002) from Universidad Politecnica de Madrid (Spain). The name of his doctoral dissertation is “A Graphics Software Architecture for High-End Interactive TV Terminals.” He joined CWI in November 2005 and, currently, he is working on the Passepartout and the BRICKS PD-3 projects, which concentrate on advanced user interaction for digital television. Before joining CWI, he worked on the Future TV (about software architecture for digital television receivers), Otadigi (setting up a digital television broadcast system for the Otaniemi region, Finland), and Brocom (about graphics architecture for multimedia platforms) projects. His research interests include interactive digital media and usability.

Robin Cohen is a professor in the David R. Cheriton School of Computer Science at the University of Waterloo, where she has been a faculty member since 1984. She conducts research in artificial intelligence, in the areas of user modeling, intelligent interaction, and multi-agent systems. She has served on the Advisory Board of User Modeling Inc., has acted as the program chair for UM92 and AI02 (the Canadian AI Conference), and has been on the program committees of numerous conferences and workshops in the artificial intelligence community.

Samuel Cruz-Lara earned a masters degree in computer science in 1984 (University Henri Poincare, Nancy 1) and a PhD in computer science in 1988 (National Polytechnic Institute of Lorraine). The central topic of his PhD thesis was the gen-
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Kristof Demeyere was born in Roeselare, Belgium on November 11, 1983. He has a degree in electrical engineering at Ghent University. In September 2005 he started his final year dissertation on live-event broadcasting and videoconferencing for the multimedia home platform (MHP) at the Department of Information Technology (INTEC), Ghent University (Belgium).

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Marina Geymonat was born in Torino, Italy. She graduated in computer science from the University of Torino in 1993 with a work on network management. In 1994
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Alberto Gil-Solla was born in Domayo, Spain in 1968. He is an associate professor in the Department of Telematics Engineering at the University of Vigo, and a member of the Networking and Software Engineering Research Group. He received his PhD in computer science from the same university in 2000. Nowadays, he is involved with different aspects of middleware design and interactive multimedia services.

Richard N. Griffiths is a chartered information technology professional and member of the British Computer Society. He has a degree in sociology from Brunel University and a masters in cognitive studies from Sussex University. He first worked for John Hoskins and Company implementing accounting software, then Racal-Hyperon Ltd as a project leader/analyst working on microcomputer applications, systems, and communications software. Subsequently, he taught computing in further education at Brighton College of Technology before joining Brighton Polytechnic, now the University of Brighton as a computing lecturer where he researches and teaches HCI and interactive television topics.

Christoph Haffner has a degree as an archaeologist from the University of Hamburg and worked as an educator in museums. He participated in the development of multimedia productions for archaeological museums and other cultural institutions. He also has a degree in multimedia management. Currently, he is working on IDTV productions and teaches video technologies and iTV as a member of the HCI Research Group at Multimedia Campus Kiel. He is also engaged in multimedia and augmented reality projects for archaeological museums.

Shang Hwa Hsu is a professor in the Department of Industrial Engineering and Management at National Chiao Tung University, Taiwan. He received his PhD degrees in experimental psychology from the University of Georgia in 1980. He has worked as a user interface specialist for Xerox Corporation and Unisys Corporation. His present research interests include HCI, product innovation, and interface design for large-scale complex systems.

Arianna Iatrino received a degree in communication science from the University of Turin in 2005. The title of her thesis was “From Web to Digital Terrestrial Television: The Re-Design of a Tourist Service Called UbiquTO.” It concerned the
re-design of a Web interface in order to adapt it to the digital terrestrial television context. She was also involved in the UbiquiTO Project in collaboration with the University of Turin. Iatrino is currently working in the CSP Research Centre as expert in design and analysis of MHP applications and interfaces. In particular, she works for the applicative platform area for the development of MHP interfaces for local public administrations.

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**Jan Kallenbach** is currently perusing his PhD at the Helsinki University of Technology (HUT) within the Laboratory of Media Technology. He originated from Ilmenau Technical University in Germany, where he focused on the concepts for the print media-based access to DVB/MHP environment and implementation of a reference application. He is currently part of the Digi-TVtoPrint project at HUT.

**Annelies Kaptein** works for Stoneroos Interactive Television, a full solution provider for interactive television in the Netherlands. Stoneroos works in close collaboration with programm makers on the one hand and digital TV distribution companies on the other. On a national level Stoneroos, together with her client NCRV, was awarded the Golden SpinAward 2002 for “Best iMedia and iTV concept” for the news show Stand.nl. On an international level Stoneroos is also well-known. In the spring of 2003 Stoneroos won at the MIP/MILIA the Afdesi iTV award for “Best
interactive information program,” also for Stand.nl. Stoneroos not only won an award in Cannes, but was also nominated for the MoodTV concept in the category “Best un-published iTV concept.” Both the award and the nomination emphasize that Stoneroos has struck the right cord in her iTV concepts.

Georgia K. Kastidou is a PhD candidate in the David R. Cheriton School of Computer Science at the University of Waterloo, working under the supervision of Dr. Robin Cohen. She received her MSc degree in 2004 and her BSc degree in 2002 from the University of Ioannina, Greece, both in computer science. Areas of research in which she is interested include multiagent systems, ubiquitous computing, and mobile computing. The research presented in this chapter was developed as part of the course CS785 Intelligent Computer Interfaces, taught by Professor Robin Cohen in the fall of 2005.

Hendrik Knoche received his diploma in computer science from the University of Hamburg in 1999. He has been working in the field of networked multimedia for 8 years. Currently he is pursuing a PhD in computer science at University College London, researching user experience in mobile multimedia applications with a specific focus on mobile TV and multimedia quality perception.

Heidi Krömker has been a full professor in media production at the Technical University Ilmenau, Germany, since 2002; previously, she was head of the User Interface Design Center of Corporate Technology at Siemens AG. Her team developed innovative user interface designs for industry, energy, communication, information, and medical technology, including research and development projects on augmented reality, intelligent agents, and e-commerce. Working for a global market, the international team runs usability laboratories in China (Beijing), USA (New York/Princeton), and Germany (Munich). After her study of social science she earned her PhD in human factors at the University of Bamberg, Germany.

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Martín López-Nores was born in Pontevedra, Spain in 1980. He received the Telecommunications Engineering Degree from the University of Vigo in 2003. He is currently a PhD student in the Department of Telematics Engineering. His major research interests are the design and development of interactive services for digital TV.

Artur Lugmayr’s interest is situated between art and science, where his vision is to create consumer-centered media experiences. He is perusing his second PhD at the School of Motion Picture, TV and Production Design, Helsinki. He is heading the new ambient multimedia (NAMU) research group at the Tampere University of Technology (Finland). He chaired the ISO/IEC ad hoc group “MPEG-21 in Broadcasting”; won the NOKIA Award of 2003; is country representative of the Swan Lake Moving Image & Music Award; and has contributed numerous publications (including a book). He is the inventor of bio-multimedia—integrated human capacity. His passion is filmmaking.

Luc Martens was born in Gent, Belgium on May 14, 1963. He received the MSc degree in electrical engineering and a PhD degree in development of a multi-channel hyperthermia system: electromagnetic modeling of applicators, generator design, and estimation algorithms for thermometry from Ghent University (Belgium), in July 1986 and December 1990, respectively. From September 1986 to December 1990, he was a research assistant at the Department of Information Technology (INTEC), Ghent University. Since January 1991, he has been a member of the permanent staff of the Interuniversity MicroElectronics Center (IMEC), Ghent and is
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**Sonia Modeo** is a PhD student in communication science and design at the University of Turin. She is now working on her PhD thesis concerning the design of an adaptive media center. She is also currently working in the CSP Research Centre as a usability expert. In particular, she is a member of the permanent research group at the W3Lab (http://www.w3lab.csp.it). She received a degree in communication science at the University of Turin in 2003. Her thesis was about the design of an intelligent agent in mobile office application. In 2002 she took a master in Web career at the University of Turin in association with the Getronys society.

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**Margherita Pagani** is an assistant professor of management at Bocconi University (Milan) and head researcher for New Media&Tv-lab at the I-LAB Centre for Research on the Digital Economy. She is associate editor for the *Journal of Information Science and Technology* (USA). She was visiting scholar at Sloan-MIT (Massachusetts Institute of Technology) and visiting professor at Redlands University (California). She worked with RAI Radiotelevisione Italiana and as a member of the workgroup Digital Terrestrial for the Ministry of Communications in Italy. She is the author of *La Tv nell’era digitale* (EGEA, 2000), *Multimedia and Interactive Digital TV: Managing the Opportunities Created by Digital Convergence* (IRM Press—USA, 2003 and Communication Books—Korea, 2006), *Wireless Technologies in a 3G-4G mobile environment: Exploring new business paradigms*. She has edited the book *Mobile and Wireless Systems Beyond 3G: Managing New Business Opportunities* (IRM Press, 2005) and *Encyclopedia of Multimedia Technology and Networking* (IPG, 2005).
José J. Pazos-Arias was born in Bayona, Spain in 1964. He received his degree in telecommunications engineering from the Polytechnic University of Madrid in 1987 and his PhD in computer science from the Department of Telematics Engineering at the same university in 1995. He is the director of the Networking and Software Engineering Group at the University of Vigo, which is currently involved with projects on middleware and applications for IDTV, receiving funds from both public institutions and industry.

Patrick De Pelsmacker is professor of marketing at the University of Antwerp and the University of Ghent (Belgium). He teaches marketing communications and marketing research. His research focuses on the impact of marketing communications in general and of advertising in particular, and covers issues such as medium context effects; new product strategies and advertising; interactive advertising and nonprofit marketing communications; and consumer behavior. He has co-authored books on marketing communications and marketing research, and published articles in, among others, Journal of Advertising, International Journal of Research in Marketing, International Marketing Review, Journal of Marketing Communication, and International Journal of Advertising.

Lyn Pemberton is reader in human computer interaction in the School of Computing at the University of Brighton on the English south coast. She has worked for over 15 years in educational software development, particularly on language-related projects. She researches and teaches in HCI, most recently in the use of iTV for learning and teaching. The University of Brighton was responsible for the first EuroITV conference and runs a successful MSc programme in Digital TV Management and Production.

Monica Perrero was born in Chivasso (Torino), Italy. She graduated in communication in ICT Society at University of Torino in 2004 with a thesis on an adaptive location-based service. In 2005 she joined the telecommunication research center for the Telecom Italia Group, where she is working on a research project for designing future iTV, exploiting both the digital terrestrial channel and the broadband connection.

Alexandra Pohl obtained her BA in political science from the Freie Universität Berlin and graduated in 2000 in Audio-Visual Media Studies at the University of Film and Television “Konrad Wolf.” Before joining RBB she worked for echtzeit AG and CanalWeb, a French Internet-TV provider where she was responsible for the development and coordination of several interactive live programs. She has been working for RBB’s Innovation Projects, contributing to different European funded
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Roel Puijk is professor in media studies at Lillehammer University College in Norway. He has mainly written on media events and television production. He was the leader of an international project that studied the mediation of the 1994 Winter Olympics and edited the book *Global Spotlights on Lillehammer* (Luton University Press 1997). Puijk has previously worked at the University of Bergen and the University of Oslo where he conducted an ethnographic study of the Enlightenment Department of the Norwegian Broadcasting Corporation during the 1980s. In 2003 he revisited the corporation to study new production forms. He is currently leader of the research project Television in a Digital Environment (TiDE.hil.no), which is funded by The Research Council of Norway.

Manuel Ramos-Cabrer was born in Lugo, Spain in 1966. He received his degree in telecommunications engineering from Polytechnic University of Madrid (Spain) in 1991, and his PhD degree in Telematics from the University of Vigo (Spain) in 2000. Since 2001, he has been an associate professor in Telematics Engineering at the University of Vigo. His research topics are IDTV concentrating on recommender systems, integration with smart home environments, and interactive applications design and development.

Marjukka Saarijärvi (MSocSc) has worked 10 years in the Research Unit and in the Media Policy Unit of the Ministry of Transport and Communications Finland. Her expertise ranges from information society concepts to service development of public administration. During the years 2004-2005, she was responsible for the Ministry’s Digital TV cluster program ArviD. Currently, Saarijärvi works in the local government IT unit of the Ministry of the Interior.

M. Angela Sasse is the professor of human-centered technology in the Department of Computer Science at University College London. Since joining UCL in 1990, she has participated in or led more than a dozen projects on design and usability issues in networked multimedia systems, with a particular focus on assessing media quality and user experience. She has co-authored around 50 peer-reviewed publications in this area. In recent years, her research has focused on quality of experience (QoE) in mobile applications and services. In 2004 and 2005, she chaired the working group on Human Perspective and Service Concepts of the Wireless World Research Forum (http://www.wireless-world-research.org).
Rossana Simeoni was born in Ivrea, Italy. She graduated in computer science at the University of Torino in 1991 with a work on logic programming. In 1992 she joined the Telecommunications Research Center for the Telecom Italia Group. Since then she has been working in different areas, including service management, particularly CRM and service personalization, process engineering, and lately started a research project for designing future iTV, exploiting both the digital terrestrial channel and the broadband connection.

Luiz Fernando Gomes Soares received a DSc in computer science from PUC-Rio (Brazil) in 1983. He also holds an MSc in computer science and an electronic engineering degree from PUC-Rio (1976 and 1979). Soares is a full professor in the Informatics Department in the Catholic University of Rio de Janeiro (PUC-Rio), where since 1990 he heads the TeleMidia Lab. He is a board member of the Brazilian Internet Steering Committee; counselor of the Brazilian Computer Society, and chair of the Media Synchronization Brazilian Consortium for the Brazilian Digital TV System. Prior to joining PUC-Rio he was a researcher at the Brazilian Computer Company. Other academic appointments include visiting professorships in computer science at École Nationale Superieure de Télécommunications (France), Université Blaise Pascal (France), and Universidad Federico Santa Maria (Chile). He also spent 2 years at the IBM Scientific Center in Rio.

Mark V. Springett is a senior lecturer at Middlesex University, UK. He teaches HCI design at postgraduate level and is responsible for the development of distance-learning provision for postgraduate courses. He is a member of the Interaction Design Centre and the Design-for-All research group at Middlesex. He is a member of the BCS/HCI. He is on the management committee of MAUSE COST action 194, ‘Towards the Maturation of Information Technology Usability Evaluation’. Springett gained his PhD in HCI design at City University, then he took a lectureship at the University of North London (now London Metropolitan University). He worked as a Usability Consultant with Openwave Systems before taking his current post.

Raivo Suni holds an MA (1976) in media studies from the University of Oslo (Norway). Currently he is a PhD student of journalism and communication at the University of Tartu (Estonia). In his recent research, Suni has focused on audience studies of Internet protocol television (IPTV). In addition to his studies, Suni works as an audience analyst and program consultant for the Estonian Public Broadcasting Television Channel (ETV). Suni is also a member of the Baltic Association for Media Research (BAMR) and Estonian Press Council.
Laura Turkki (MSc, Tech) has worked in all phases of user-centered product development with a wide variety of products, ranging from medical equipment to online games and digital television services. She has previously worked for Helsinki University of Technology; Adage, a usability consulting company; and she currently works at Nordea Netbanks.

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Thorsten Völkel received a diploma degree in computer science from the Christian-Albrechts University of Kiel. After his study he joined the Human-Centered Interfaces Research Group of Professor Gerhard Weber at the Multimedia Campus Kiel, where he currently works as a research and teaching assistant. His main research interests include the design process of multimodal fusion in conjunction with aspects of accessibility. Völkel is author and co-author of several conference papers in the areas of formal modeling of multimodal fusion as well as accessibility of mobile devices.

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