Proposed requirements for live video streming and additional use cases for R7 in web-based signage

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Proposal 1. Addition of two use cases into R7

[Investment information]

Lily is in the bank planning to withdrawal money from her savings account which has matured. As she waits for her turn, she goes to the digital signage terminal to get information on the new savings plan, investment tips, exchange rates, and stock quotation to find out if there is any good plan that she could invest. As her turn comes up, she goes to the teller with the next investment plan for the money from her savings account.

[Live news feeding]

Michael woke up late in the morning and did not have time to check the morning news. On his way to his office, he sees the digital signage display installed on the exterior side of the bus. The display shows weather forecast, headline news, local news, and various events in form of a simplified text.
In the subway train, Michael watches the signage display installed inside the train which shows the news in the morning rush hour. Michael can get live news and information from various signage devices on his way to his office.

Proposal 2. Addition of new requirements for live video streaming

RXX: Live video streaming

Digital signage can be used to provide live video streaming as well as advertisement contents. If digital signage terminal provide live video streaming, it can achieve more increased effect of advertisement.

Use cases

[Live sports]

Michael is a big fan of national soccer game, and there was a big match yesterday evening. On his way home, he found a digital signage terminal that was installed in the square plaza. Many people were gathered already to watch the game. The digital signage terminal display not only live sports streaming but also some advertisements

like beer and chips. Michael had no choice but to buy a bunch of beers for cheering up the victory of his team.

Motivation

Live streaming video is an quite effective method for getting an end-user's attentions. It is a good strategy to provide advertisement that is related to the content of live streaming. This makes it possible to increase the effect of advertisement and may leads to immediate purchase of products.

Gap Analysis

For live video streaming, HTML5 video tag can be used. HTML5 video tag does not specify any particular real-time streaming protocol, but it allows the use of any protocols such as RTSP(Real-time Streaming Protocol, RFC2326), HLS(HTTP Live Streaming, <https://developer.apple.com/library/ios/#documentation/NetworkingInternet/Conceptual/StreamingMediaGuide/StreamingMediaGuide.pdf>), and MPEG-DASH.