



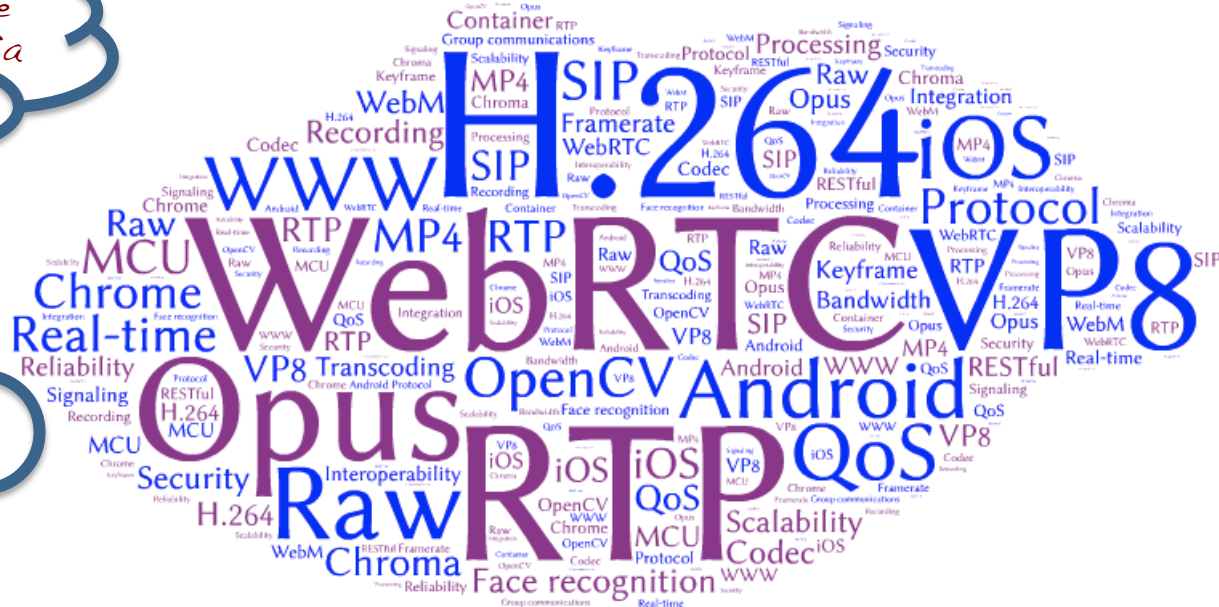
An elastic Platform as a Service (PaaS)
cloud for interactive social multimedia



<http://www.nubomedia.eu>

Problem statement: interactive multimedia development is hard

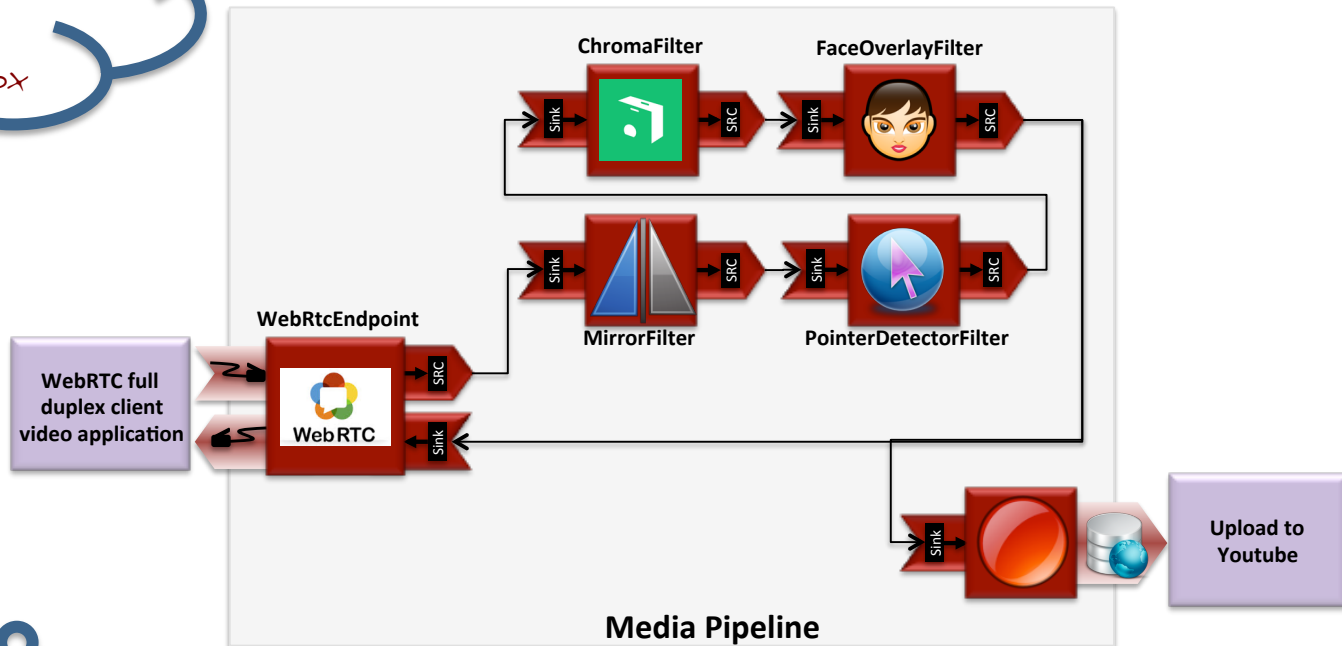
Wow, I've got an innovative idea for an interactive media app. Can I develop it?



*No way. It's too complex.
I don't have the required
time and resources.*

With NUBOMEDIA developing is just a Lego game

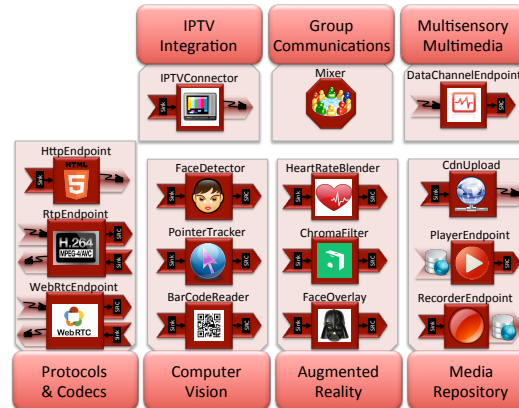
*Hey, with NUBOMEDIA
I can create applications
just connecting
pieces of a toolbox*



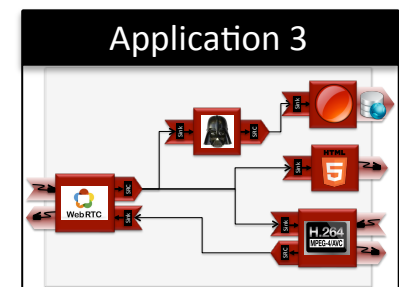
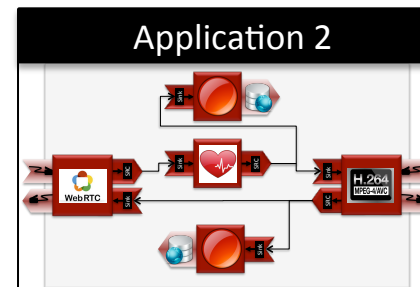
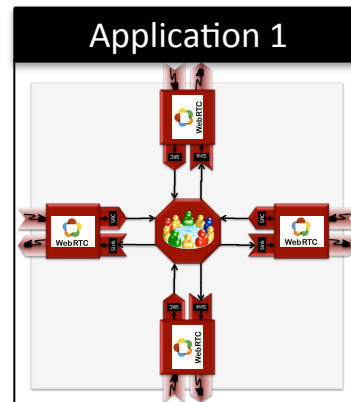
*It's simpler and faster.
I don't need to understand
the low level details.*

NUBOMEDIA applications are just pipelines of toolbox elements

I can freely choose the toolbox elements I connect to create applications



Choose the elements you want and connect them



NUBOMEDIA really shines as a scalable deployment platform

Powerful idea, I develop thinking in the small, but deploy thinking in the large.

3 Scale

NUBOMEDIA
developer portal

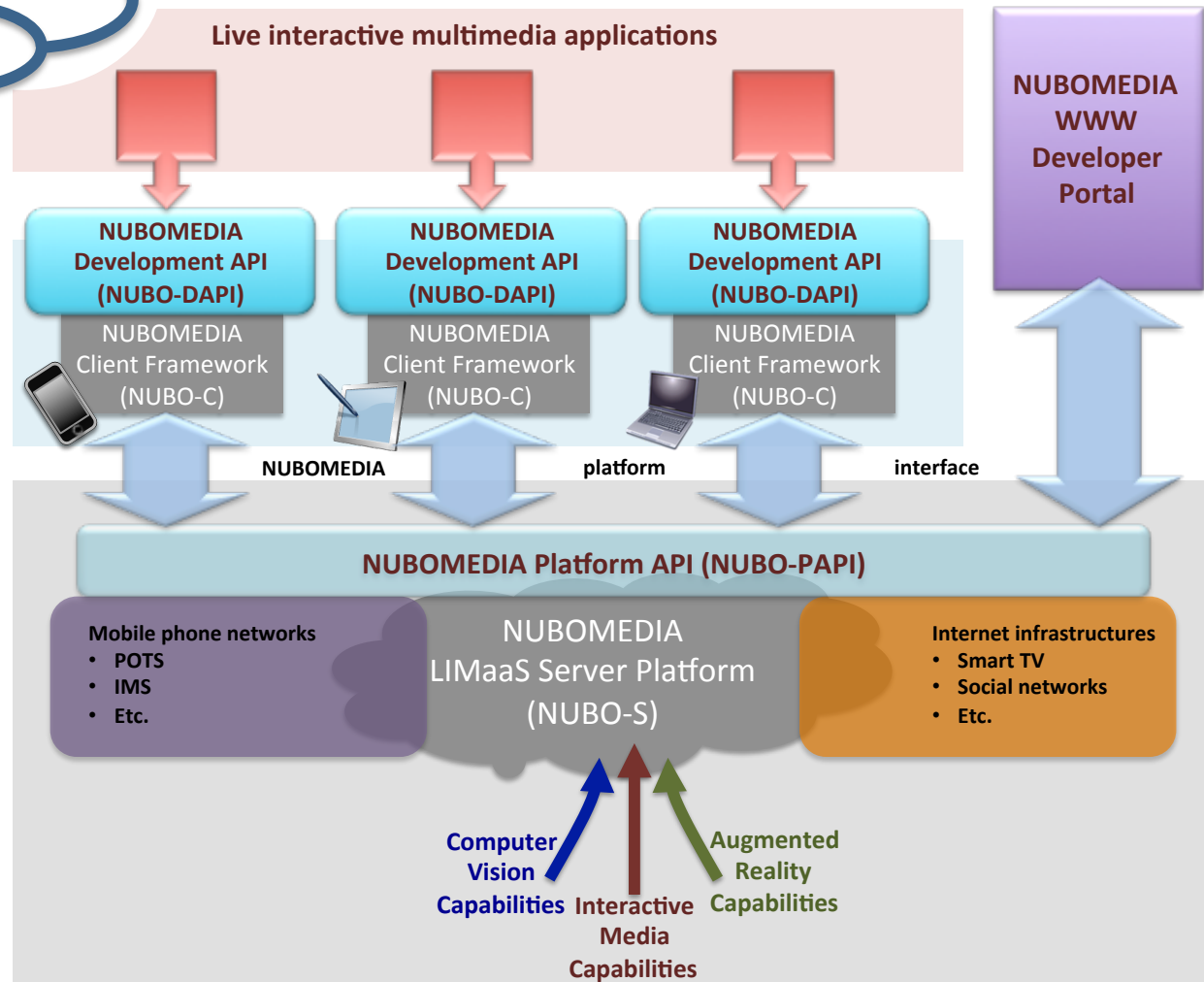
2 Deploy into the NUBOMEDIA cloud

1 Develop your app using a simple API



NUBOMEDIA: an end-to-end architecture

How do the pieces fit together?



NUBOMEDIA is Open Source Software



LGPL

Free as in Freedom

Use NUBOMEDIA freely

Fork NUBOMEDIA freely

Extend NUBOMEDIA freely

Distribute NUBOMEDIA freely

Experiment with NUBOMEDIA freely

Access NUBOMEDIA source code freely

Add your media capabilities to NUBOMEDIA
using the licensing scheme of your preference

NUBOMEDIA: research challenges

*But does NUBOMEDIA
really go beyond current
state-of-the-art?*

Research challenges on media capabilities and APIs

- Multisensory multimedia
- Really social group communications
- Computer Vision simple integration
- Augmented reality integration
- 5G ready media framework
- Structured group communications
- Multimedia communication security
- Zero documentation APIs
- Integrated multiflow synchronization
- Visual development of services
- Intelligent media mixing

Research challenges on media infrastructures.

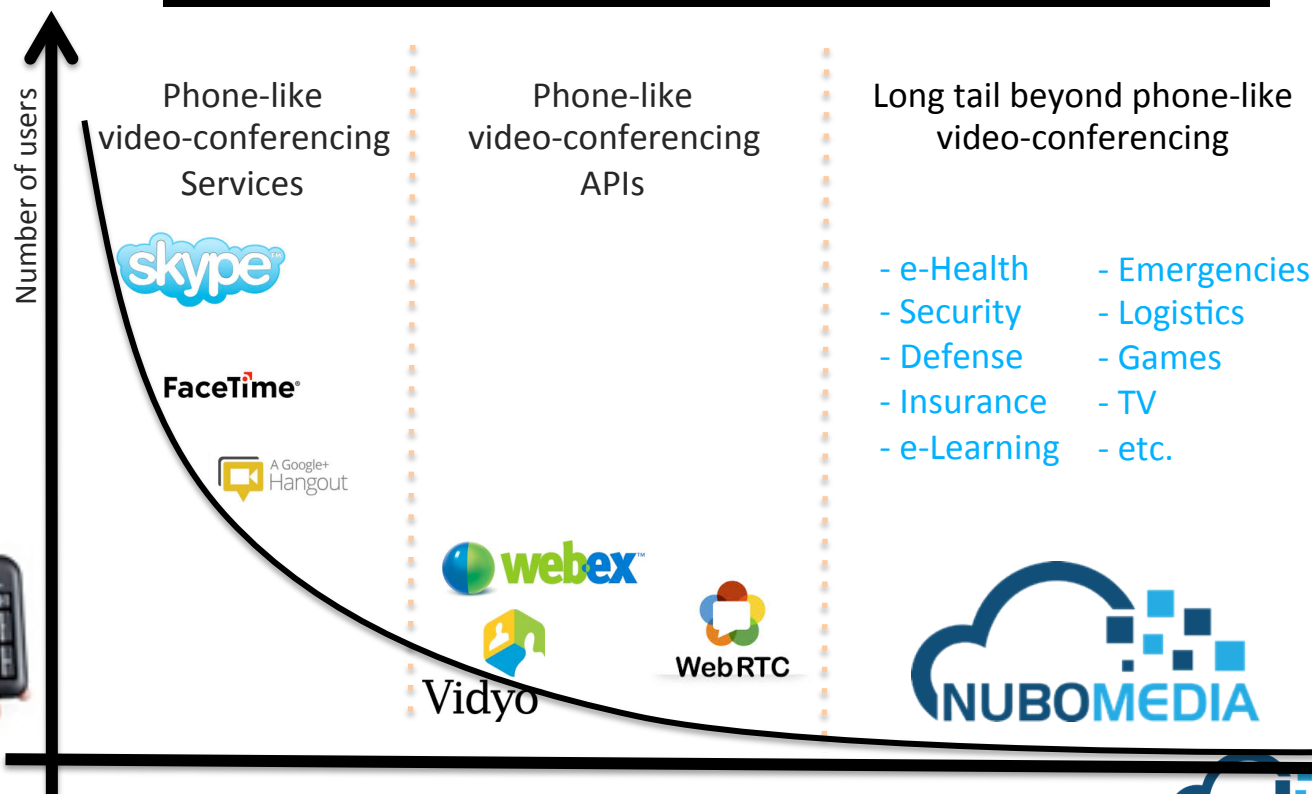
- Software defined Networks for QoS
- Social topology aware infrastructures
- Intelligent cloud placement
- Content aware networks
- Unlimited group sizes
- Seamless IMS integration
- Unlimited content storage
- Event driven architecture
- Self-reconfiguration / management
- Plug & play hardware architecture
- End-to-end infrastructure



NUBOMEDIA: interactive communications for the long tail

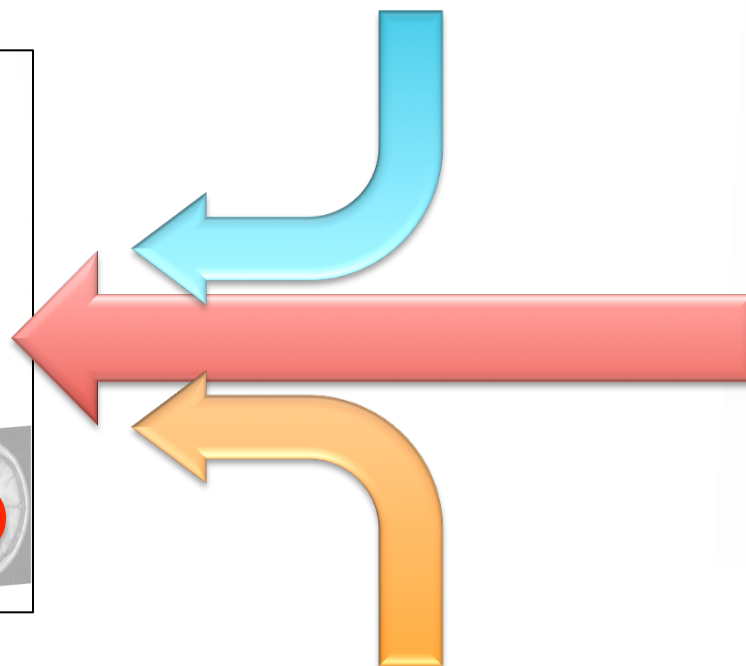
In which application areas can NUBOMEDIA be exploited?

NUBOMEDIA exploitation plan is targeted to long-tail vertical markets having special communication requirements



Why is this important?

Explicit augmentation
with target information



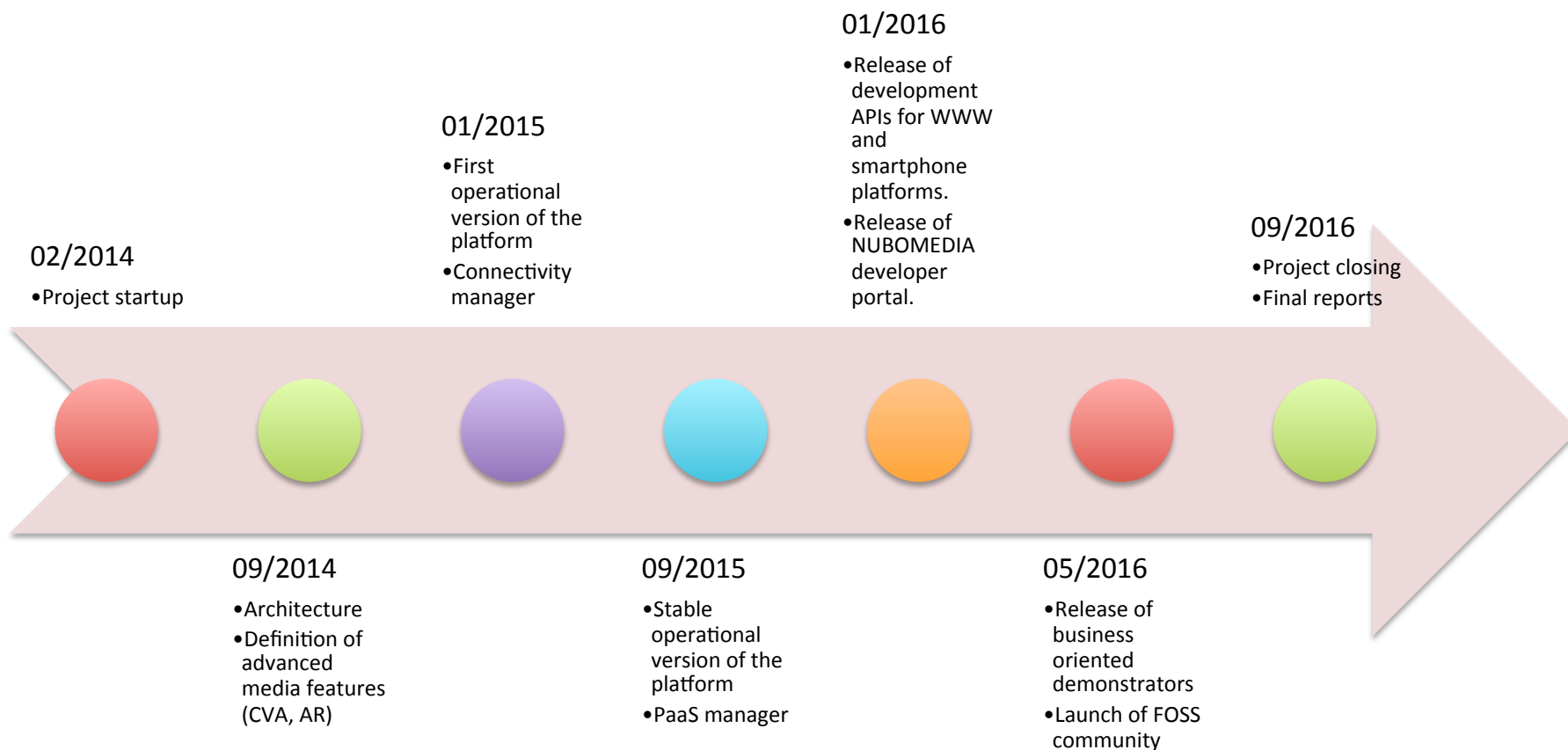
Implicit augmentation
with external knowledge



Why do you communicate?
To see other's face?

WebRTC convergence with Telco
Why don't converge with Content?

NUBOMEDIA roadmap



NUBOMEDIA: the multimedia cloud

