

Automatic Generation Tool for Web-ready Content

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Multimedia Trends

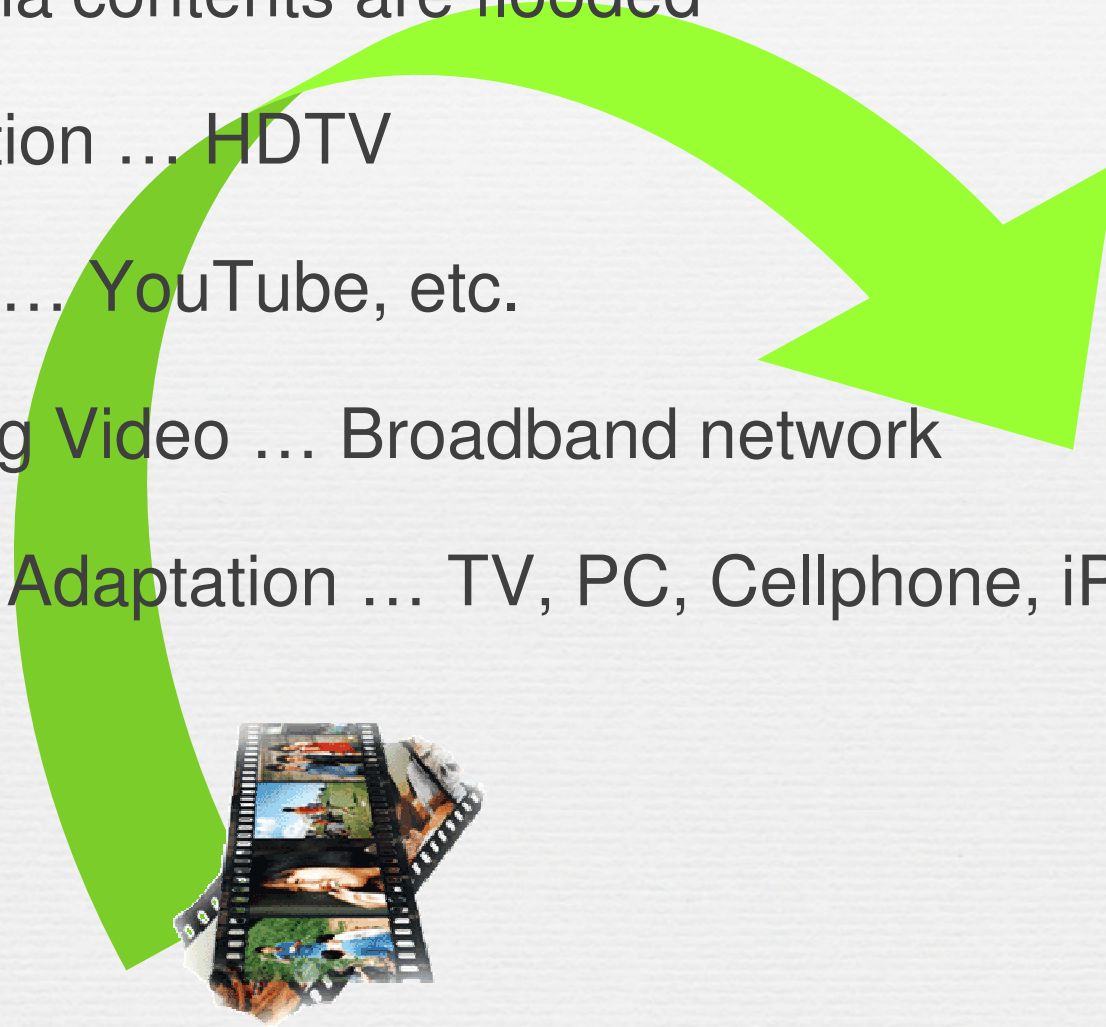
Multimedia contents are flooded

Hi-Definition ... HDTV

Long tail ... YouTube, etc.

Streaming Video ... Broadband network

Terminal Adaptation ... TV, PC, Cellphone, iPod



Global Standards and Meta info.

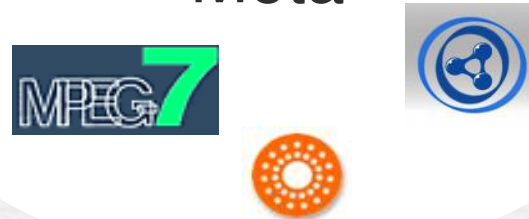
Media



Video Audio Format



Meta



Codec



Organization



Killer Applications

Consumer

entertainment

TV, Movie, DVD, etc.

education

Distance learning



Business

What is Multimedia Document ?

surveillance

Web-Cam

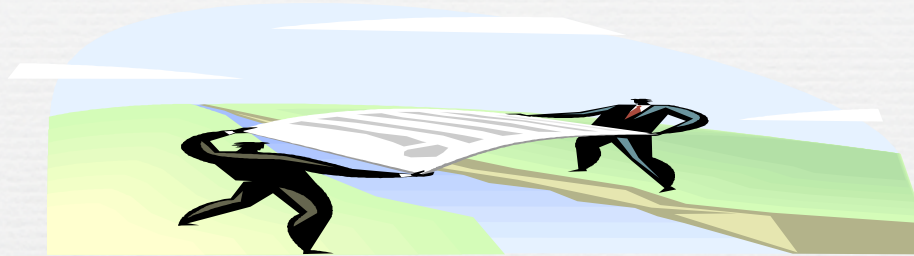
document

? **Multimedia Document**



Automatic Generation Tool -MPMeister-

Ricoh concentrates to develop Multimedia application in Office

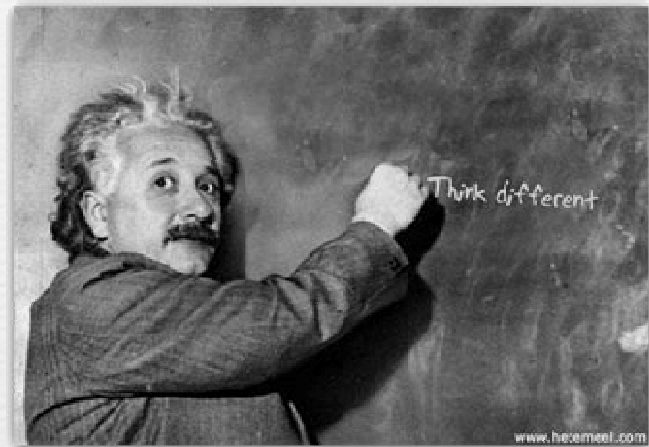


We provide MPMeister to make web-ready content by paying attention to “**Presentation**”

Requirements and Concept:

- ◆ Simple
- ◆ Easy to use
- ◆ Speedy

Progress of Presentation Way



Description
Text, Figure
Fomula

Text



- Video (Motion, Expression)
- Audio (Speech, Music)

Analog

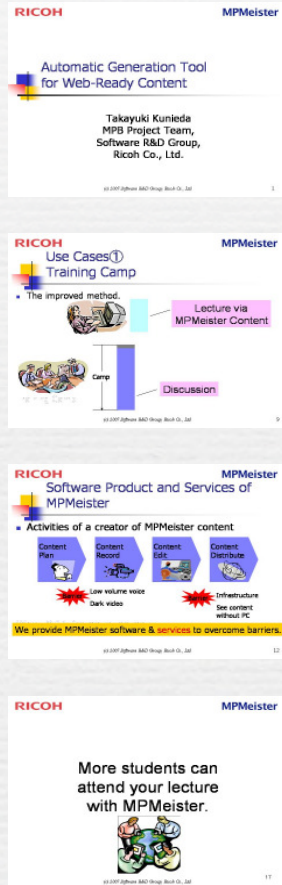


Digital

What is Web-ready Content ?

Video

Slide

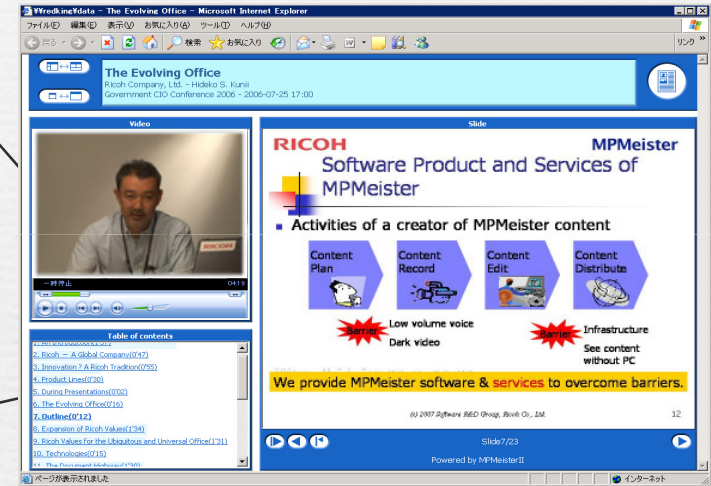


This is one of Multimedia Document

Video



Described by MPEG-7 ToC



Slide Image



Convert into HTML and streaming Video

MPMeister

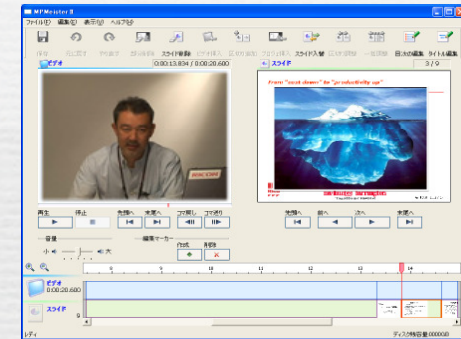
- ◆ Simple configuration



- ◆ Easy to use

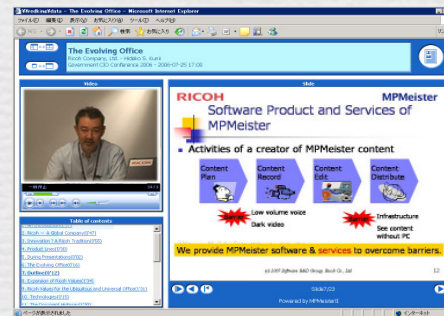


Just click the recoding Button



Intuitive Editing I/F

- ◆ Quick distribution



Distribute via inter(intra)net

Internship life in RICOH (for internet <http://www.ricoh.co.jp/src/about/movie.html>)

Multimedia Document in the office

Various use-cases exist in Business



Common knowledge notification

business policy, vision to all staff



Lecture, seminar

sharing information to all staff



Training course

anytime, anywhere and repetition



Product education

product information for sales staff

Toward the Multimedia Office

Multimedia documents:



We started to promote Multimedia Document by providing MPMeister which could generate Web-ready Contents simply.

In the Office, there exists the following issues;

- ◆ Filming video and recording audio are complicated.
- ◆ Multimedia document must be managed as same as current business documents.
- ◆ Multimedia Document must be kept securely.
- ◆ New meta standards which can control all related materials and communication devices will be established.