



# What to build it on?

Intersections, People, Technology

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11 October 2005

**we could start with the  
technology...**



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Trinitron



# Now Playing on TiVo

◀	● The Apprentice	Thu 3/25	▶	NBC
▼	● Alias	Sun 3/28		
	● Survivor	Mon 3/29		CBS
	● Stanford vs. Arizona	Tue 3/30		FOX
	● The Real World	Tue 3/30		
	📁 American Idol (2)	Wed 3/31		FOX
	⚠ Six Feet Under	Sun 4/4		
	📁 Emeril Live (4)	Wed 4/7		

TiVo SERIES 2 Digital Video Recorder



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**...but that's a bad idea**

# **don't start with the tech**

- technology can lock you in

# don't start with the tech

- technology can lock you in
- technology can date you

# don't start with the tech

- technology can lock you in
- technology can date you
- *technology*, the band



# don't start with the tech

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- technology can date you
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**technology is usually irrelevant**

**let's take a different  
approach**

# the approach

- create your stories and your interactions independently of technology

# the approach

- create your stories and your interactions independently of technology
- analyze and keep up to date with the world

# **tech analysis 101**

what's out there : mediums and technologies

# audio

- over the air radio
- HD-radio
- satellite radio
- streaming internet radio
- podcasting

# video

- over the air television
- cable television
- satellite television
- google video, akimbo, etc.
- bittorrent



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## Guide

Favorites

AsiaMovieChannel.com

IFILM

**Adult Swim**

All Favorites

Find By

 Channel

 Category

 Search

AKIMED

**[adult swim]**

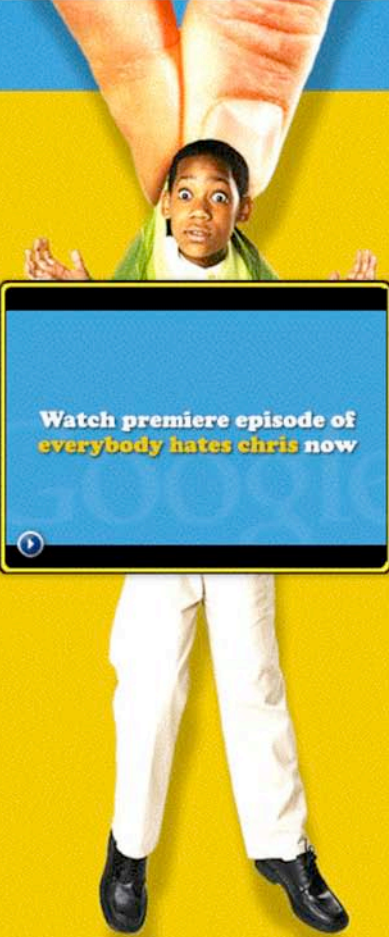
Rap with Space Ghost,  
laugh with the Aqua Team.  
Everybody into the pool!

UPN and Google Video

http://video.google.com/chris.html

Getting Started Latest Headlines

UPN and Google Video



UPN and Google Video Offer:  
the online viewing of the entire  
first episode of

**everybody  
hates  
chris**

Inspired by Chris Rock's life... as a kid.  
If he wasn't picked on, he'd have no material.

**Thursdays 8pm et/pt**

Watch premiere episode of  
**everybody hates chris** now

For more information about  
your favorite Fall shows, visit

**CBS.com**

and

**UPN.com**

Done

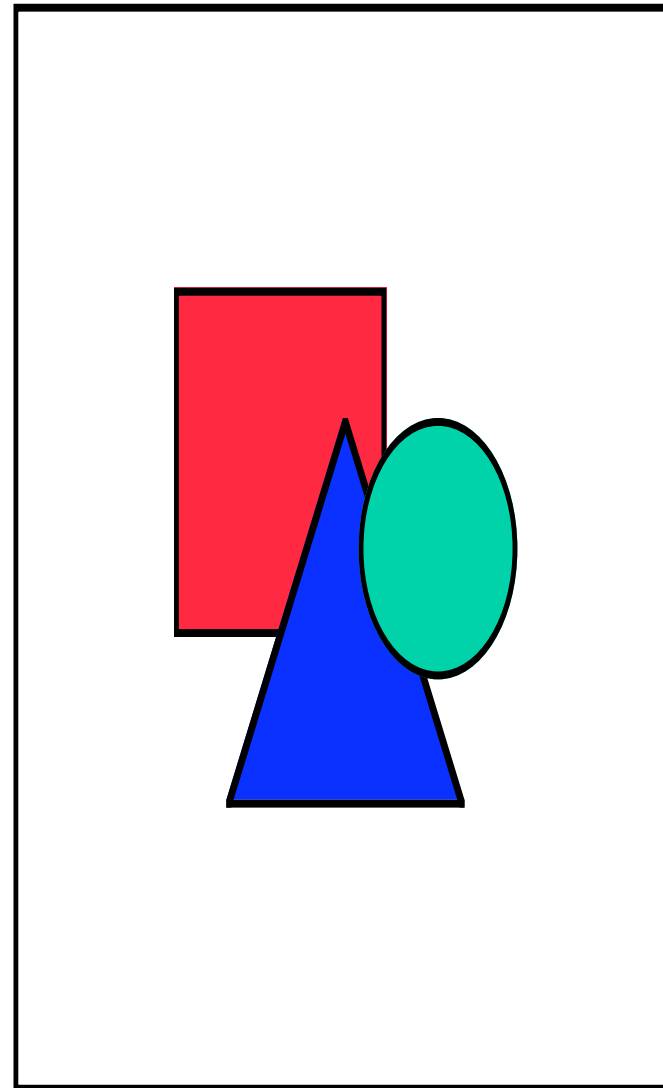
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# the web

- massive and global distribution
- personalization
- allows “broadcasting” from the viewer

# mobile

- ubiquitous and “in pocket”
- small and poor quality screens
- currently very specific input mechanisms
- the poorer cousin to the computer



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# convergence

- lots of computation in previously unusual places
- Xbox, Playstation, etc.
- Home Media Centers
- OCAP enabled televisions

10:27 PM

MediaCenter 

start

Online Spotlight

My Videos

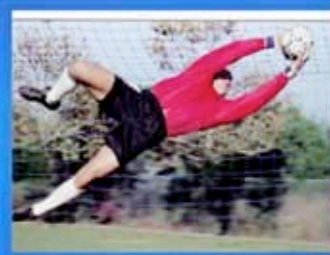
My Pictures

**My TV**

My Music

More Programs

Settings





# TiVo Central

Now Playing on TiVo

Watch Live TV

Music & Photos

Showcases & TV Guide<sup>®</sup>

Pick Programs to Record

 Read New TiVo Messages & Setup

 See great TV the networks cancelled





# Now Playing on TiVo

	Training Day	Sun	6/15	
	Punk'd	Sun	6/15	
	The Simpsons (3)	Fri	6/13	
	SPACEY, KEVIN & Movies (1)	Fri	6/13	
	The Wire	Wed	6/11	
	Demolition Man	Tue	5/27	
	TiVo Suggestions (6)			
	TiVo DVR: Den			

Groups sorted by date (press ENTER to change)



# Choose Title Keywords

LAW ORDER\_

CLR	SP	DEL	
A	B	C	D
E	F	G	H
I	J	K	L
M	N	O	P
Q	R	S	T
U	V	W	X
Y	Z	0	1
2	3	4	5
6	7	8	9

Done creating Title

When finished entering keywords, press RIGHT until "Done creating Title" is highlighted and then press SELECT.

**what was the point?**

# framework

- figure out what a medium can or cannot do
- figure out what a medium discourages or encourages
- figure out how people use a medium

# the internet has changed the game

- an equalizing way for global communication and distribution
- personalized delivery
- personalized broadcasting
- end-around the television providers

# mixing and remixing

- rich interaction will make use of multiple media
- find the technologies that enable the interactions you want
- tie things together in unexpected ways

# ownership

- people want stuff
- people want something they can protect, show off, display...
- people want something they can call their own

# opportunities

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# taking PVRs and DVRs into account

- time shifted video
- management of information
- pre-positioned content
- targeted advertising

# media centers

- tying together internet, video, software all at the destination
- no longer controlled by the cable operator
- freedom

**?????**