

## Public screen application

*MediaLAB Amsterdam*

*Create-IT Applied Research*

*Ngage Media*

### The team

*Chiara Valerio - Product designer*

Master Student eco design from the Politecnico di Torino.

*Daan Krijnen - New Media researcher*

Bachelor student New Media at the University of Amsterdam.

*Matthijs ten Berge - Project manager*

Matthijs is in charge of guiding the team (students).

### The Concept

The public space in front of the City Theater screen becomes a new meeting point, using the screen as a portal to an alternative experience of the Leidseplein. By visualising local knowledge, users are given an alternative to the big commercial venues. Building upon different kind of existing services (e.g. Foursquare, LocalMind, Twitter), the screen visualises real-time tips, questions, pictures etc., using a interactive map or other visualisation methods. This will give the users (e.g. tourists) the opportunity to experience 'the real' Amsterdam.

### What needs to be created

A content mashup system that combines data from existing services such as Foursquare, LocalMind, Twitter, Flickr or Instagram to create a real-time database with valued data about the local area.

Many of these services have existing APIs that can provide us with content. Not only should the content be localised, it also has to be related to the current user needs, for example lunch time shows advice for restaurants etc. For that reason we need a system that is able to extract the right information according to the demand, categorize it, make it into one standard format and rate it.

## Visualisation

Using the database as a source, a visualisation system has to be created. These two systems need to be separate to provide the possibility to apply the content mashup system to different locations that require a different visualisation. The visualisation will work with the standardised data that the other system provides. An interactive map has to be created that visualises the following things: the location of the venue where the message comes from, the time it's posted, the genre it belongs to (e.g. dinner/art/live music), the content itself (text or picture) and the source. This could be done with a map on one side with a column next to it with the information.

## Summary

Giving the virtual locative knowledge back to the physical, public space for all to benefit from. While all the existing locative media are aimed to benefit the local community, they are still all separate institutions that are difficult to share to the public at that specific location. Our project gives the possibility to bring the knowledge to the physical place, instead of keeping it floating in the virtual.

Do you think you have the skills to develop the database or the visualisation, or both? Do you know how to tackle APIs? Do you want to be part of the next step of locative media and urban screens?

Please send an e-mail to [interactivescreen@gmail.com](mailto:interactivescreen@gmail.com) and we will get in touch.

