Celtic-Plus Event
28th April 2015, Vienna

Project Proposal
TSV – Traceable Sports Videos

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Changing the Face of Video

ViLynx Profile

Robert Scoble @Scobleizer Feb 6

I wish YouTube did what @Vilynxapp does: give a better preview of video. Video look: plus.google.com/u/0/1110910895...

Expand

- ViLynx helps viewers discover online video contents by ***providing a content preview into every online video.***
- ViLynx patented video preview provides publishers ***3X increases in click to play rates and 6X increases in time spent with the content.***
- ***Generates a new type of inventory, previews, 10X bigger because it has 42 times bigger audience***

Proposal Introduction (1)

- Vision: **Make amateur sports visible, accessible, healthier, traceable and measurable**

- Problem: **Huge growth on amateur sports and online amateur videos**
  - Too many videos available, **hard to know which one to watch**
  - **Data Plan Limitations** based on tiered pricing
  - **Latency** in waiting/downloading content
  - **Hardware limitations** due to battery life
  - **Multiple Devices**: Smartphone, Tablet, SmartTV, PC, etc.
  - **No healthy impact measure**

- Solution: **enable the current static thumbnail to become a dynamic point of Content Discovery increasing Video Views and Engagement and use Sensors and Big Data to measure, analyze and Optimize.**

Proposal Introduction (2)

Proposal Introduction (3)

- Expected Outcome: **Allow people to share their relevant videos and watch everywhere and with any device, while allowing health tracking of the activity**

- Impacts:
  - **E-health:** empowering patient role in exercise
  - **Digital City:** empowering sports users of Smart City Sensors
  - **Big Data:** Measuring, Analyzing and Optimizing Algorithms for each sport/activity

- Schedule:
  - **Project Presentation 28th April 2015**
  - **Consortium definition: 30th June 2015**
  - **Full Project Proposal: 1 month before CELTIC+ 2015 final call Closing Day**
  - **Project Starts: July 2016**

Partners

Video Recognition
Sensoring
Smart Cities
Health Org & Hospitals
Sport Clubs
STB/HDTV manufacturers
Big Data & Analytics

Contact Info

For more information and for interest to participate please contact:

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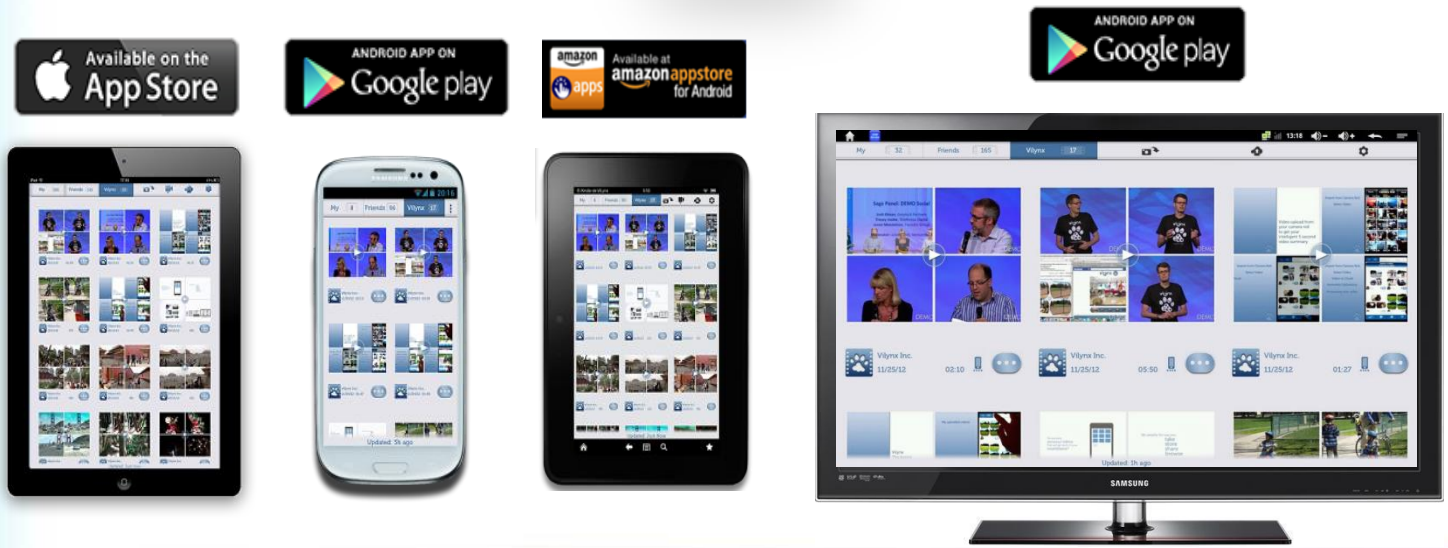
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