SeniorChannel

An Interactive Digital Television Channel for Promoting Entertainment and Social Interaction amongst Elderly People

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European Health Forum Gastein
October 2012
**SENIORCHANNEL PROJECT**

**INTRODUCTION**

- **Funding**
  - European project under call 2 of Ambient Assisted Living program.
  - Enterprises and research centers from Spain, Italy, France and United Kingdom.
  - 3 year project, starting in 2010 and ending in 2013.

- **Objective**
  - Development of Interactive Internet Television Channel (IPTV).
  - Integrate innovative technologies and high added value content to enable seniors to:
    - Interact
    - Share knowledge, opinions, etc.
    - Enjoy the experience
    - On-demand and live programs.

- **Vision**
  - Television channel for and about elderly people.
  - Programs selected from users likes based on research done at senior centre Asociacion Parque Galicia (Alicante).
  - Users will be able to produce the programs easily from their elderly centre.
  - Seniors at home will be able to participate in the programs using the interactive features.
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INTRODUCTION

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Elements

- **3D Virtual Studio**, easy to use and of low cost to allow the installation in senior centres, elderly universities and institutions.
- **Set Top Box (STB)**, developed specifically for the project and easy to be used by seniors.
- **Interaction Server**, receives and aggregates the information sent by the users generating results. This results will be available to the user.
- **Video Server**, stores the on demand programs and streams the content to the STBs.

Next Steps

- Live programs tests.
- **Evaluation** with users in Spain, France and Italy.
Consortium Members

Indra Software Labs (Spain)
- Project coordination
- Funding management
- Dissemination
- Interaction Server development
- STB software development

University of Padova (Italy)
- User requirements
- Pilot and usability evaluations

Brainstorm Multimedia (Spain)
- Low cost 3D Virtual Studio.
- System integration.
Consortium Members

M31 Spa (Italy)
- Socio-economic and organizational assessment
- Edition tool development

Audemat (France)
- STB hardware development

Asociación Parque Galicia (Spain)
- User centre
Subcontractors

InnovaTec (Spain)
- Pilot and usability assessment

WhiteLoop (United Kingdom)
- Contents and programs
- Socioeconomic and organizational assessment

LaBRI (France)
- Content database and streaming server development
OBJECTIVE

Engage Seniors

• Elderly Care and Entertainment Centres promote socialisation but do not engage active seniors in exciting projects.
• By producing their own TV, seniors are engaged in a complex activity that promotes teamwork and the application of their experience and knowledge to create a tangible asset for other people.
OBJECTIVE

- People with reduced mobility are very isolated at home
- SeniorChannel will provide elderly people with an opportunity to interact and share their knowledge, opinions and aspirations with the wider community and derive enjoyment from the experience
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Architecture

- **Set Top Box**
  - Installed at users’ home
  - Shows contents and allows interactions

- **Video Server**
  - Stores on demand programs
  - Video streaming

- **Virtual TV Studio**
  - Installed at elderly centre
  - 3D Virtual Studio

- **Interaction Server**
  - Centralizes the interactions in the system
  - Stores the interactions and computes aggregated results
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CONTENTS - RESEARCH

Methodology
- Development of protocols and tools to obtain information:
  - Interaction options preferences
  - Programs to be produced
  - Led by the psychology department of the University of Padova (Italy)

Consultation
- Took place at “Asociación Parque Galicia” (Alicante)
- During two sessions with:
  - Elderly people with an average age of 72 years old.
  - Elderly care professionals.

Results
- Obtained from the consultation
- Useful to define:
  - Programs
  - Functionality
- Led by White Loop Limited (United Kingdom)
Personal Stories

- Interview to elderly people
- Explore interesting stories in their lives
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CONTENTS – INITIAL PROPOSAL

Documentary of the Centre

- Show activities of the centre
- Encourage other people to participate in the activities

ANGELES BALLESTER
Directora CEAM Parque Galicia
News Review

- Address local news that don’t appear on the general media:
  - Cultural activities
  - Local festivities
  - Gastronomy
Cooking program

- Guests cook their favorite dishes
- While cooking they talk of their likes and life matters.
Quiz Show

- General question program
- Users interact from home
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Contents – Initial Proposal

Debates

- Live debates
- Users can participate from home
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INNOVATION

3D Virtual Studio

- Design to be easy to use by seniors
- Low cost
- Production of programs
INNOVATION

Set Top Box

- Developed specifically for the project
- Design to be easy to use by seniors
- Interaction by remote control
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INNOVATION
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APPROACH TO MARKET

Low Cost
- Entire infrastructure selected to keep price as low as possible
- Reach a wider market

Elderly Centres
- Elderly centres, universities and other organization will be able to acquire the technology
- Make their activities and courses available to senior with mobility difficulties

Sponsors
- Senior centres, universities and other organization will be able to introduce advertisements
- Produce revenues to help return the investment in a first stage
- Addition income for the centre afterwards
- Sponsor will exactly the consumers they are targeting
For further information
http://innovation-labs.com/seniorchannel/

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