Imagine you enter the living room, say “hello” and your TV set knows it’s you; it recommends only those programmes in which you are interested. Later, your wife and children join you – the TV is aware of this change of audience and quickly adapts the recommendations to suit your whole family. This is just one feature with which you can become familiar at this one-day workshop presenting the essence of the impressive achievements of HBB-NEXT, a European FP7-funded project.

HBB-NEXT takes services and technologies for Internet-connected TVs to a new level. Based on the European HbbTV standard, it has implemented such innovative solutions as multi-user identification, synchronisation between media streams and devices, multi-user recommendations, user-tailored reputation scores for applications and cloud offloading. HBB-NEXT applications offer solutions for enjoying ULTRA HD extra content on your tablet perfectly synchronised with the simultaneous football match on the TV, voting via the TV screen for your favourite TV show candidate, personalising the appearance of subtitles and innovative implementations of gesture and face recognition in connected TV.

A flexible agenda links both research- and application-oriented presentations with intermittent practical hands-on demos of seven future-proof applications and a panel discussion will allow exploration of your questions and ideas. In between, there will be plenty of opportunity for bi-lateral talks and discussions with HBB-NEXT experts. The topic is opened up further by a keynote speech by Mr. Thomas Küpper of the Directorate-General for Communications Networks, Content and Technology at the European Commission. He will present the Commission’s ambitions for Converging Media and Content.

This workshop will be of great interest for content providers, broadcasters, CE manufacturers, network operators and anyone interested in the future of connected TV and HbbTV.