

The future of mediascapes

Phil Stenton

#mscapefest09

Since mscapefest08 (Belfast)

- HP closed 3 of its 5 labs in Bristol plus Tokyo
- Bristol Pervasive Media (PM) group has formed a startup:



The Future

- Technology Strategy Board funds PM project
- Calvium wins contract to build on-line PM services (context-based mobile apps)
- HP to switch off mscapers.com servers – working with Calvium to cause least disruption

The Future

- What will happen to mscapes ?
- What capabilities will the new company create ?
- Will developers be able to create commercial applications ?
- Will the PM services be free for non-commercial use?



mscapers.com migration

- mscapers.com available till end of Jan latest
- Tools to be available on the HP Labs website
- Links from Calvium.com and Createascape.org websites
- Mapping service [support from Calvium]
- Forum reset (FAQ) and uploads
- Commercial pilot ends Dec 2009



Calvium services

- On-line authoring services
 - Context-based mobile applications
 - iPhone, Android,...
 - Broader range of sensors
- On-line delivery services
- Consultancy



Timescales

- Iterative design
- ~3 month cycles (programmers -> rest of us)
 - Are you willing to help test robust releases?
- Authoring, Back End, Delivery, Commerce, Clients
- Exemplars

Calvium Ltd

Location: PM Studio, Anchor Sq, Bristol

- Phil Stenton
- Richard Hull
- Jo Reid
- Tom Melamed
- Ben Clayton



[First name]@calvium.com
www.calvium.com