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**NBA 6120**  
**Disruptive Technologies**  
Spring 2014

Assignment #3

Assigned: March 5, 2014

Due: Friday, March 14, 2014

**Entertainment on Mobile Devices**

New opportunities for personalized interactive entertainment offerings are now possible based on the convergence of three related technologies.

The first is the exponential growth of the mobile internet (cell phones, smart phones, tablets) combined with their increased computing and display capabilities. Not only have these devices become the dominant "on-ramps" to the Internet, but the market size has now increased to five billion people. The second technological advance, originally stimulated by the game industry, has been the development of low cost sensing devices capable of allowing gesture input. This change in user interface options provided by Leap, Microsoft's Kinect, and now Apple with its purchase of PrimeSense will soon allow much greater interactivity on smart devices. The third emerging capability is the ease in which geometric information can be captured. With only photographic information from multiple camera positions it is possible to capture very detailed 3D geometric representations from objects to faces. This capability will surely be rapidly improved with higher resolution cameras combined with time-of-flight, low power lasers and infrared technology.

As these technological advances are occurring, the entertainment industry is searching for new ways to monetize their valuable content. Theater box office revenues have been relatively flat. Piracy is rampant and reducing their aftermarket revenues. New products are a necessity. The size of the potential mobile device market is obvious. The current generation of young users is not satisfied with passive viewing and far more addicted to interactive offerings. Clearly being a participant in a "virtual world" is far more creative and challenging.

Based on the above, you are to design a product for the entertainment industry (Hollywood, et al.) which can be deployed on smart mobile devices. In addition to the product definition, you must also present your business plan to receive revenue.

Specifically, the following should be included in your proposals:

1. A description of your product and how it will be used.
2. The general hardware/software requirements which must be contained within the device.
3. A definition of where the computer operations take place, in the cloud or on the device, as well as the bandwidth constraints.
4. A brief business plan and means for monetization.
5. Two PowerPoint slides with one illustrating your entertainment product and the second showing the hardware components.

Submission requirements:

- 4 pages (max) and 2 PowerPoint slides. You may work in pairs, if you wish.

Evaluations will primarily be based on the originality, creativity and technical feasibility of your product.