The Capstone Experience

Enhanced Program Guides for Mobile Devices

Alpha Presentation

Team Motorola

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Fall 2010
Project Overview

• Provide Additional Television Content
  ▪ Extend brand names beyond living room
  ▪ Enhance user experience

• Manage Secondary Content Lifecycle
  ▪ Create new content and new types of content
  ▪ Associate content to specific times within a show

• Mobile User Application
  ▪ Non-intrusive
  ▪ User friendly
  ▪ Multiple platforms
  ▪ For use with live or recorded content
System Architecture
Content Authoring Tool
iPhone / iPad App

Welcome to the EEPG

'Massive Attack'
Hugh Laurie
Season 1 Available on
Laurie in Family Guy
'The Oranges'
How popular is House?
Lisa Edelstein
2005 Peabody Award
'EveryBody Lies'
Sherlock Holmes References
iPhone / iPad App

Hugh Laurie

Season 1 Available on DVD
Laurie in Family Guy
'The Oranges'
How popular is House?
Lisa Edelstein
2005 Peabody Award
'Everybody Lies'
Sherlock Holmes References

Hugh Laurie

Birthday: June 11, 1959
Birth Location: Oxford, Oxfordshire, England, UK

Educated at Eaton and Cambridge. Met Emma Thompson there.
iPhone / iPad App

House Season 1 DVD


What’s left to do?

• Content authoring tool send POST requests
• Dynamic generation of new content types
• Dynamic rendering of new content types
• Filter content available based on time
• Filter content available based on selected layer
• User authentication
• User registering set-top box to account