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# PARTNER SEARCH PMI7-EU-BSGSME-22

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Oggetto: PARTNER SEARCH PMI7-EU-BSGSME-22

Richiesta di una Università Irlandese alla ricerca di partner da includere in un loro progetto.

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<Reference n.: PMI7-EU-BSGSME-22>

<Deadline: 29/08/2007>

<Programme: >

<Project Title: PACMAN >

<Financial Scheme: >

<Description: Abstract:

The lack of cross-platform support for mobile content leads to suboptimal use of the mobile media substrate and hence to reduced competitiveness of businesses in the mobile content space, especially when compared to content-providers that are mainly Internet-based. It is also likely that these problems can at least partially explain the simplistic nature of the majority of mobile content compared to that of content for fixed platforms. The objective of the project is to develop and prototype an approach to general-purpose middleware support that will allow media content on mobile devices to become significantly more portable and interoperable than the current generation of content. The consortium consists of three media partners (SMEs) and three technology partners (universities) for this purpose.

Main Objectives and Research Results Sought:

The PACMAN project will produce know-how and prototype for a general-purpose middleware and toolkit solution that allows mobile content (graphics, audio, video and code) to be adapted automatically across three of the four main platforms currently used by mobile handsets. The solution will also allow adaptation within each platform to support intra-platform fragmentation. The PACMAN platform will also allow better interoperability between applications running on different handsets, for example to allow viral distribution of content and support multi-user content. In this fashion, the proposed work improves portability as well as interoperability.

Innovative Aspects:

A comprehensive approach to addressing the platform fragmentation problem on mobile handsets.

Main Advantages (Impact):

Dramatically reduced development cost for multi-platform mobile content.

<Organisation Type: Università>

<Partner Sought: SME: The required skills and facilities are technical expertise in the relation to development of content for mobile platforms (one or more of Java ME, BREW, Symbian and Windows Mobile) and desire to increase the availability of contents across platforms as well as the interoperability of such content. The intended role for this partner is to help drive the drive the research and development by offering technical expertise about the problem, such that it can be solved with the technical expertise of the researchers. The partner will also be expected to help evaluate the technology produced and, if successful, integrate it into their own product lines.>