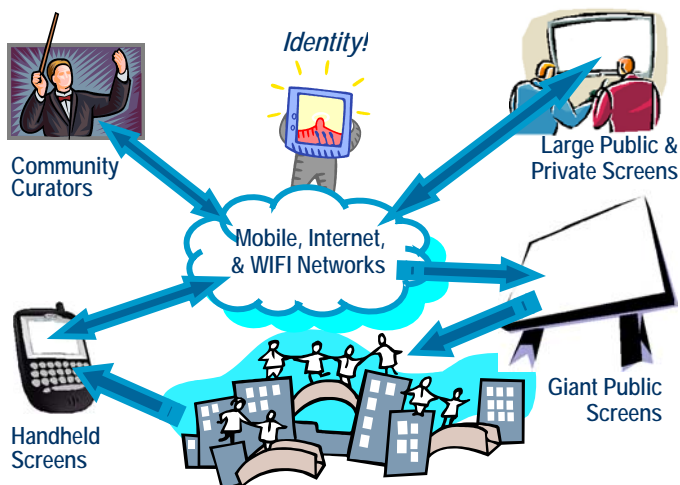


## MUSE3 Open Call :: “Community Generated Media”

Mobile MUSE is an applied research network, hosted by New Media BC (NMBC), that drives innovation and builds capacity for an emerging mobile media industry in BC and Canada. The third phase of Mobile MUSE (MUSE3), anticipating the 2010 Olympics, focuses on enlivening open public spaces with collectively created mobile media (“Community Generated Media (CGM)”). MUSE3 will launch original CGM ventures using unique wireless technologies (the “MUSE3 Platform”). We seek teams of community, cultural, media, technology, and research visionaries to co-create the future with us in the form of world-leading, street-wise CGM installations.

### CGM Projects



*Communities Generating Media That Generate Community*

CGM is the ‘user generated content’ phenomenon spilling into the streets. Interactive public displays will soon be everywhere. Wireless networks will link giant screens in public places with large screens in nearby pubs, malls and homes, as well as tiny screens in every hand. This dynamic screen ecology will host new hyperlocal media experiences and unprecedentedly participative public events. The message of this new medium is about where I’m at, whom I’m with, and who I am. Mobile MUSE cares about how these emergent media can support valuable new forms of social interaction and cultural expression that enhance urban lifestyles and build communities.

### Project Requirements

MUSE3 is seeking projects with following characteristics (equally weighted):

- **Innovation:** World-class, original CGM event concepts with exceptional showcase and venture potential.
- **Partnerships:** Engaged, committed community-level partners for audiences, ideas and implementation.
- **Impact:** Broad citizen engagement and participation, with solid options for scalability and sustainability.
- **Feasibility:** Sound planning essentials, great collective competencies, and a crisp shared vision.
- **Platform Use:** Imaginative and dedicated application of the MUSE3 Platform in open public spaces.

### Collaborative Process

This is a complex area for innovation. MUSE3 offers a highly collaborative proposal and project development environment, including experts, partners, technologies, and know-how. We’ll help! Join a group design session (next is: Great Northern Way Campus Boardroom, October 23, 9-11 am). Individual meetings also welcome.

### MUSE3 Platform

Earlier MUSE phases have created robust foundation technologies for rapid prototyping of mobile media experiences, including bi-directional SMS, bi-directional MMS, voice-XML, video transcoding, web application integration, mobile scheduling, etc. The MUSE3 Platform will extend these functionalities to enable the creative staging of CGM events with media streaming to, from, and between handheld screens and public displays.

### Funding

MUSE3 can fund up to 75% of eligible CGM prototype costs. Projects identified on November 15<sup>th</sup> will proceed to a final selection round in February 2008, with contracting in March 2008. Prototype demonstrations must occur before March 31, 2009. All projects, funded or not, will have ongoing free access to the MUSE3 Platform.

### Ownership

All original intellectual property (IP) produced by project teams will be owned exclusively by those project teams.

### Application

Submit a proposal of no more than five (5) pages (extra pages ignored) by November 15, 2007 at midnight. An Innovation Council comprised of arms-length experts has been convened for adjudication and guidance.

### Contact

Please send proposals and refer all questions to David Vogt – [david@mobilemuse.ca](mailto:david@mobilemuse.ca) 604-230-4154