

Speaking on the Mobile Media Panel at NATPE

Contributed by Administrator

National Association of Television Program Executives
Producer's Toolbox: The Technologies Unlocking Mobile Content

Mobile Content Targeted To A Specific Audience and Location

In this example, the fans at Angel Stadium and only within the stadium (green dots) receive an exclusive film trailer on their mobile devices. Fans within the gates (yellow dots), but not yet in the stands receive mobile ads for merchandise. People outside the stadium grounds (red dots) get no exclusive content.

Click the CONTACT button on the panel to the left to contact me.

Locative Media: Audio And Video Content Triggered By Location.

Mobile Gaming with GPS and Phone

This is a game I am working on with a European partner that will be available on GPS enabled mobile phones. It uses movement in urban space rather than pushing buttons to deliver the gaming experience. In other words you have to walk around to play the game. This example (a public plaza) has to be remain a bit generic for obvious reasons. Click the CONTACT button on the panel to the left to contact me.