Evaluation Summary Report

Proposal :   213983

Acronym :   SemaPhoto

Program :   FP7

Call :   FP7-ICT-2007-1

Funding scheme : Small or medium-scale focused research project -STREP - CP-FP-INFSO

Duration :   36 months

Activity :   ICT-1-4.2 - Intelligent content & semantics

SemaPhoto
Emergent content from media, context, metadata and knowledge in personal media content

Proposal submitted by :

N°	Proposer name	Country	Total cost (€)	%	Grant requested (€)	%
1	OFFIS e.V.	Germany	1,188,680	26.66	940,760	29.25
2	Dublin City University	Ireland	672,274	15.08	505,455	15.72
3	Stiching Centrum voor Wiskunde en Informatica	Netherlands	930,159	20.86	698,369	21.71
4	CeWe Color AG & Co OHG	Germany	732,588	16.43	368,794	11.47
5	SEraja Technologies Pvt. Ltd.	India	252,759	5.67	189,569	5.89
6	Fratelli Alinari Istituto Edizioni Artistiche SpA	Italy	682,549	15.31	513,162	15.96
	Total		**4,459,009**	**100%**	**3,216,109**	**100%**

Abstract :

Personal digital media collections are a key facet of life with digital cameras, capturing hundreds of millions of photos in Europe annually. These are being captured, collected and shared in increasing numbers amongst users. The semantic understanding of these collections with current media analysis technology, however, remains limited. The power and potential of these collections to enhance our lives and enrich our relations with others thus remains untapped. In SemaPhoto, we will develop methods and tools for the intelligent creation, enhancement and usage of photo collections, exploiting an understanding of the media content and its user context as well as links to external sources, such as professional collections or the Web. The user interaction and usage of the media play a central role for this process. We take a holistic approach, where the creation, enhancement, aggregation, authoring and sharing of user content are activities that inform each other iteratively and contribute to a continuously growing repository of semantically enriched content. We will achieve our aims by exploiting an innovative combination of content and context analysis (e.g., time, date, location), along with capturing user interactions with the content, and making connections with external resources. We will develop methods and tools for facilitating users to add to, manage and publish from their personal photo collections. An emergent content framework will provide the basis for a personal media collection to evolve with the user in the loop We will validate our results using an innovative digital photo album application in a real end-user consumer application. This will be made public by our industrial partner CeWe Color and integrated both within Alinari Photo Archives' services for professional photographers and the SEraja EventWeb, a collaborative content sharing and social networking site.

Evaluation :

1.Scientific and/or technological excellence (relevant to the topics addressed by the call) (Threshold 3.0/5 ; Weight 1)	Mark :

The proposal aims to improve the automatic selection of items from personal digital media collections and to advance the authoring into an intelligent, personal book software for the end user. The market in this field is however moving rapidly ahead and commercial products are about to enter the market. The concept is sound, with credible and justified objectives, but the approach lacks dynamics from the value chain perspective, especially concerning user involvement. Progress is foreseen both at the first product level as well as in intermediate modules, such as content capturing, authoring and enrichment. The methodology lacks concretism: different areas of the fusion framework are well expressed, but the description of how to realise it all is not presented thoroughly enough. The work packages are not described in detail.	3.50

2.Quality and efficiency of the implementation and the management *(Threshold 3.0/5 ; Weight 1)*	*Mark :*
The management structure is in line with best practices of STREPS. The consortium consists of renowned partners who demonstrate adequate quality and expertise to carry out the project. OFFIS has extensive experience in coordinating European projects. The Consortium is balanced but would benefit from the addition of one partner from the creative industry representing an end user. In order to meet time-to-market, a project duration of 24 months would be better than the proposed 36 months. With regard to the development work, some trimming of the estimated resources could be made by better exploring to what extent they could build on already available open source solutions .	4.00

3.The potential impact through the development, dissemination and use of project results *(Threshold 3.0/5 ; Weight 1)*	*Mark :*
No clear examples of the expected impact are given. Impact could certainly be increased by a closer involvement of professional communities. The industrial partners are well positioned to exploit the project results but more attention to market leaders should be given when planning and executing the dissemination and exploitation activities.	3.50

4.Remarks *(Threshold 10.0/15)*	*TOTAL :*
The proposal meets all individual criteria and is above threshold.	11.00

Does this proposal have ethical issues that need further attention? *(If yes, please complete an ethical issues report form (EIR))*	N

0 -The proposal fails to address the criterion under examination or cannot be judged due to missing or incomplete information 1 -Very poor. The criterion is addressed in a cursory and unsatisfactory manner. 2 -Poor. There are serious inherent weaknesses in relation to the criterion in question. 3 -Fair. While the proposal broadly addresses the criterion, there are significant weaknesses that would need correcting. 4 -Good. The proposal addresses the criterion well, although certain improvements are possible. 5 -Excellent. The proposal successfully addresses all relevant aspects of the criterion in question. Any shortcomings are minor.