

**CAN**  
**CREATIVE PEOPLE**  
**AND**  
**IT BRINGS CONSIDERABLE CHALLENGES**  
**COMPUTER SCIENTISTS**  
**BUT...**  
**WORK TOGETHER?**  
**YES WE CAN!**

**FOTOINMOTION: AI-POWERED CONTENT CREATION**

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from knowledge  
generation to  
science-based  
innovation



# FOTOINMOTION

REPURPOSING AND ENRICHING IMAGES FOR IMMERSIVE VIDEO STORYTELLING



## THE PROJECT

- H2020-ICT-Research and Innovation Action
- 8 Partners (academia, users, content owners, software integrators)

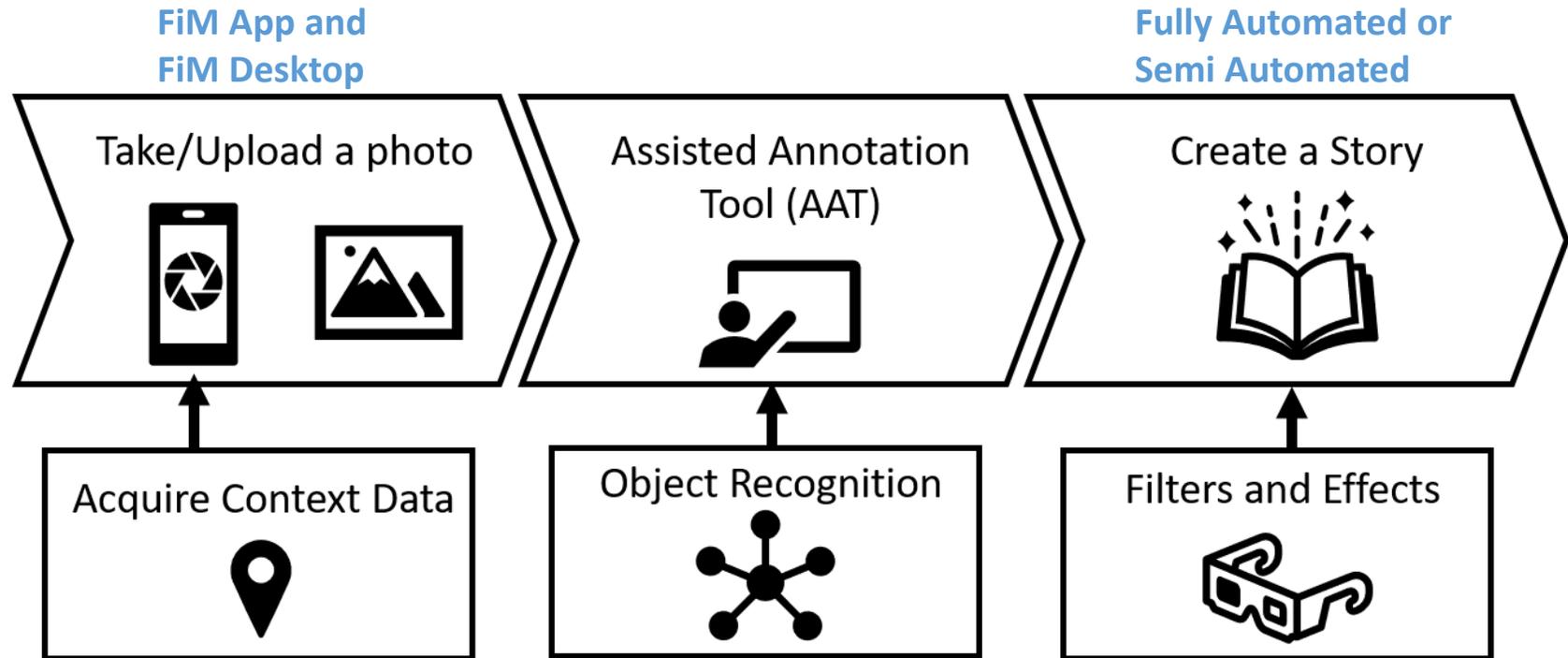
## WHAT ARE WE TRYING TO ACHIEVE?

- Turn static images - photographs - into rich, appealing and engaging multimedia stories

## HOW?

- By developing tools that can **identify the most relevant aspects of the photo** so that this information can be used to **enable automatic creation** mechanisms
  - Computer Vision
  - Machine Learning
  - Crowdsourcing

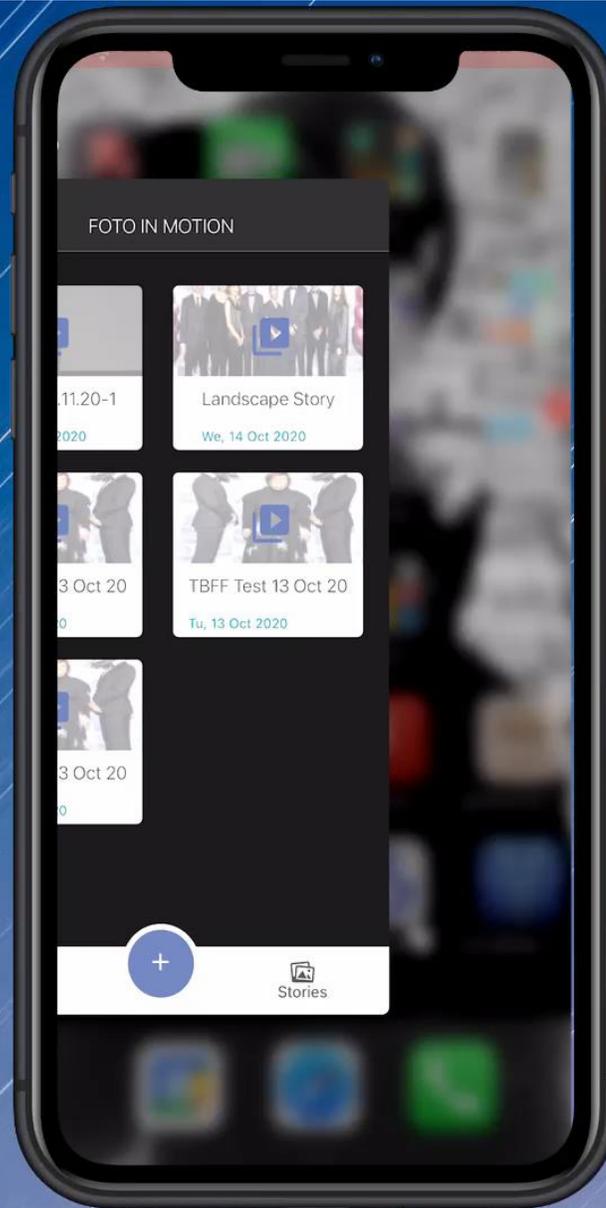
# FIM IN A NUTSHELL



## WHAT INFORMATION CAN WE PROVIDE?

- Contextual Information collected together with the photo (Location, sound classification, activity, voice recognition, weather, ...)
- Object Identification
- People Recognition
- Perceptually important areas

Launch the app  
Explore stories



**3 NOMINATIONS BY THE  
EUROPEAN  
COMMISSION  
INNOVATION RADAR**



**THANKS FOR YOUR ATTENTION!**  
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