

THE MEDIA INNOVATION LAB (MILAB) OF THE SAMMY OFER SCHOOL OF COMMUNICATIONS



Dr. Oren Zuckerman Dr. Guy Hoffman

THE MEDIA INNOVATION LAB PRESENTS AT THE DLD TEL-AVIV FESTIVAL



DLD – the international Digital Life Design conference - was held in Tel Aviv for the first time during the first week of November. IDC's Media Innovation Lab (miLAB) was represented in the event in several ways. Dr. **Guy Hoffman**, miLAB's co-director, presented a robot that he designed and built over

the past month with two lab graduates, Orr Gotlieb and Assaf Mashiah, in collaboration with the Georgia Tech Research Center for Music Technology. The robot serves as a docking station for mobile devices, plays music and, after identifying its beat, dances to it. It was completed just in time to make a successful debut performance on the DLD stage. Two additional projects were presented in the "Innovation and Creativity Showcase" by 2011 lab graduates. These were **STUI**, a children's game connecting between the physical and virtual worlds that encourages children to shift their focus from screens back to the exploration of physical objects in their environment, and **PBI**, a prototype that transfers the experience of viewing objects from the natural environment to the digital world using a tablet device. Drawing closer reveals more details and moving away provides a wider context.

TRAVIS



What would it be like to share your music collection.... with a robot? Dr. **Guy Hoffman** of the IDC Media Innovation Lab has developed a new kind of media-aware personal robot in collaboration with Dr. **Gil Weinberg** from the Georgia Tech Center for Music Technology in Atlanta, GA. The robot, named Travis, can not only play back the songs on your smartphone music player, but can listen to and analyze them as well. Travis is capable of detecting the

genre and beat of the currently playing song, and as a result moves its aluminum head along to the music, on beat. Travis looks like a robotic smartphone dock, charging the Android-powered mobile device and amplifying the music at the same time through stereo speakers and a subwoofer. However, in contrast to any such dock developed in the past, the robot also has the capability to move in 5 degrees-of-freedom, using animation techniques to create a unique physical-social experience for the user, and redefining what it means to not listen to music alone. The robot's intelligence, which also runs on the smartphone, uses music analysis algorithms to detect the genre and beat of songs, and sends this information to the robot controller, to match the movement to the song

currently playing. The researchers hope that the project may shed new light on the social parameters of media consumption, and the relationship between media, nonverbal communication, timing, and robotics.

Dr. **Oren Zuckerman**, miLAB's founder and co-director, spoke at one of the festival's events, hosted by **Jeff Pulver**, about the role of social media in the work of a government committee. Dr. Zuckerman led the social media initiative for Prof. **Manuel Trajtenberg's** committee that was appointed this past summer to address the issues raised by the civil protests that began in July with tents on Rothchild Ave. The government-appointed committee used a variety of social media channels to promote participatory democracy, including Youtube, Facebook, Twitter and a Blog.

ASPER IDC RADIO OF THE SAMMY OFER SCHOOL OF COMMUNICATIONS



Asper IDC Radio includes in its broadcasting unique English content, produced mainly by the international students, which gives a different image to what is Israeli. Its target audience is English speakers in the country and people throughout the world. IDC Radio aims to be professional and light yet to qualify

IDC's international students with genuine radio experience from technical to broadcasting using the most advanced technologies in the country. The product has come to be known as "International Weekend," consisting of different shows that deal with Israeli culture, lifestyle, music and politics, with an expanding English website promoting the Israeli perspective to an English speaking audience worldwide. International Weekend is as strong as it has ever been now, with cultural shows such as "The Lounge" - a magazine style show that keeps listeners up to date on the latest current events with an Israeli twist; "The Last Supper," "Travelling Blues" and "Reggae Cure" are a home away from home for music that would most likely not find its way to other stations in Israel; "No Borders" is a musical journey that takes listeners around the world with ethnic music that transcends and bridges the gap between nationalities; and "The Ambassadors," offering interviews by Tommy Steiner with different ambassadors that give an intriguing look into the international arena and relations.

Collaboration with the British Council is in effect weekly - "The Selector" is a two-hour show that introduces the newest in British music. Such collaboration is welcomed and in the works currently is

