

Web-based Signage Use cases and Requirements

# R5. Discovered by personal devices

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# Web-based Signage BG

The screenshot shows a web browser window displaying the W3C Community and Business Groups website. The browser's address bar shows the URL <http://www.w3.org/community/websignage/>. The page features the W3C logo and the text "W3C Community and Business Groups" at the top. A navigation menu includes "CURRENT GROUPS", "REPORTS", and "ABOUT". On the left side, there are links for "Mailing List", "Wiki", "Chat", "RSS", and "Contact Group". The main content area is titled "Web-based Signage Business Group" and contains a description: "The Web-based Signage Business Group is aimed at companies and organizations interested in the standardization of Web based digital signage. The goal of the group is to identify use cases and system image/model for expansion of web browser based digital signage and smarter integration of existing Web standards." Below this, there is a "Reports" section with the text "No reports yet published. The Chair is responsible for publishing reports." and a "News" section with the text "Add new post →". On the right side, there is a "Get involved!" section with the text "Anyone may join this Business Group. All participants in this group have signed the W3C Community Contributor License Agreement (CLA). Please also see information about Business Group fees for non-W3C Members." and a "JOIN THIS GROUP" button. Below the button, there is a link to "learn how to join or request an account." At the bottom right, there is a "Participants" section.

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Community & Business Groups → Web-based Signage Business Group

## Web-based Signage Business Group

The Web-based Signage Business Group is aimed at companies and organizations interested in the standardization of Web based digital signage. The goal of the group is to identify use cases and system image/model for expansion of web browser based digital signage and smarter integration of existing Web standards.

### Reports

No reports yet published. The Chair is responsible for publishing reports.

### News

Add new post →

### Get involved!

Anyone may join this Business Group. All participants in this group have signed the W3C Community Contributor License Agreement (CLA). Please also see information about Business Group fees for non-W3C Members.

[JOIN THIS GROUP](#)

or learn how to join or request an account.

### Participants

<http://www.w3.org/community/websignage/>

# Use cases and Requirements

The screenshot shows a web browser window with the address bar displaying [www.w3.org/community/websignage/wiki/Web-based\\_Signage\\_Use\\_cases\\_and\\_Requirements](http://www.w3.org/community/websignage/wiki/Web-based_Signage_Use_cases_and_Requirements). The page title is "Web-based Signage Use cases and Requirements" and the subtitle is "All Signs Point to the Web Business Group Note Editor's Draft". The page is edited by Futomi Hatano and Sunghan Kim. The page content includes a copyright notice for 2012 W3C (MIT, ERCIM, Keio) and a table of contents with sections like Abstract, Status of this document, Introduction, Purpose of this draft document, Terminology, Use cases and Requirements, and their sub-sections.

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## Web-based Signage Use cases and Requirements

### All Signs Point to the Web

### Business Group Note Editor's Draft

**Editor**  
Futomi Hatano, Newphoria Corporation  
Sunghan Kim, ETRI

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[http://www.w3.org/community/websignage/wiki/Web-based\\_Signage\\_Use\\_cases\\_and\\_Requirements](http://www.w3.org/community/websignage/wiki/Web-based_Signage_Use_cases_and_Requirements)

# Requirement (R5)

- When a signage terminal communicates with a personal device, a personal devices need to discover a specified terminal at first.
- [http://www.w3.org/community/websignage/wiki/Web-based Signage Use cases and Requirements#R5](http://www.w3.org/community/websignage/wiki/Web-based_Signage_Use_cases_and_Requirements#R5). Discovered by personal devices

# Use case (scenario) 1

- Viewing the same document shown on a signage terminal at an office

- Michael is in a meeting room with colleagues. He is about to make a presentation. His presentation slide are shown in a display. The meeting room is very large and the display is too small to recognize the letters in the presentation for all attendees of the meeting.

- The colleagues run an app on their laptop or tablet. The app shows a list of some displays near the meeting room. They select a terminal which represents the display in front of them. Then, the app shows the same presentation.

# Use case (scenario) 2

- Viewing the same contents shown on a signage terminal using a personal device at a shopping center



- Monica is in a shopping center. The main hall is very crowded. Some signage terminals seems to be showing interesting movies. She can't come close to the displays. She can't know what video is being played. She can't wait to watch the videos.

- She takes out her smartphone from her pocket, runs an app. The app show a list of some terminals around her. She select one of the terminals. Then, the app plays the same video which one of the terminal is playing.

# Motivation

- Currently, a signage terminal can reach only a certain limited amount of people, because viewers have to come so close to a terminal that they can watch the display directly.
- If you want to expand the reachability, terminals have to be equipped quite high and displays have to be so wider. This means that it costs you so much.

# Benefit

- If the requirement is fulfilled, the reachability and the cost-efficiency are achieved and signage terminals will be more valuable as advertising media.

# Gap analysis

- Web Intents
  - <http://www.w3.org/TR/web-intents/>
- Network Service Discovery
  - <http://www.w3.org/TR/discovery-api/>
- Do these APIs work for the requirement?
- How about other APIs?
- Give us your advices

Thank you for listening

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