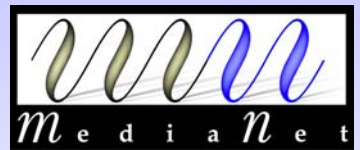
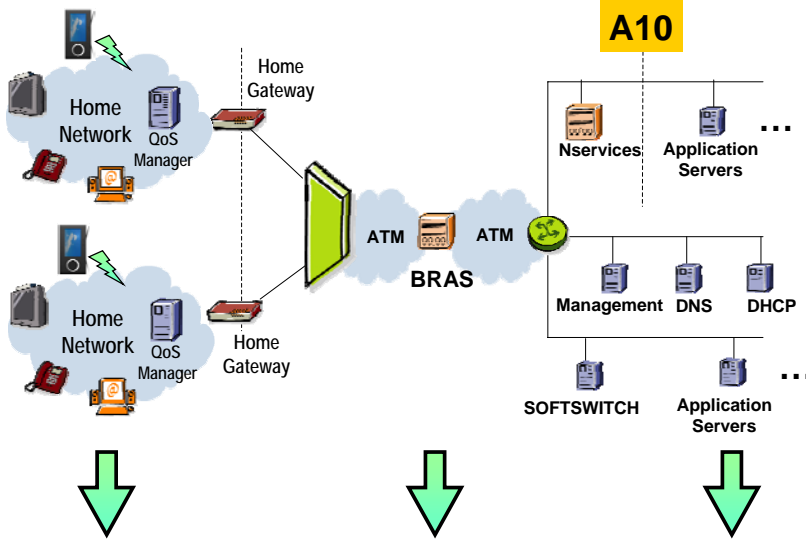


# Multi-Platform Content



Filip HENDRICKX – Imec



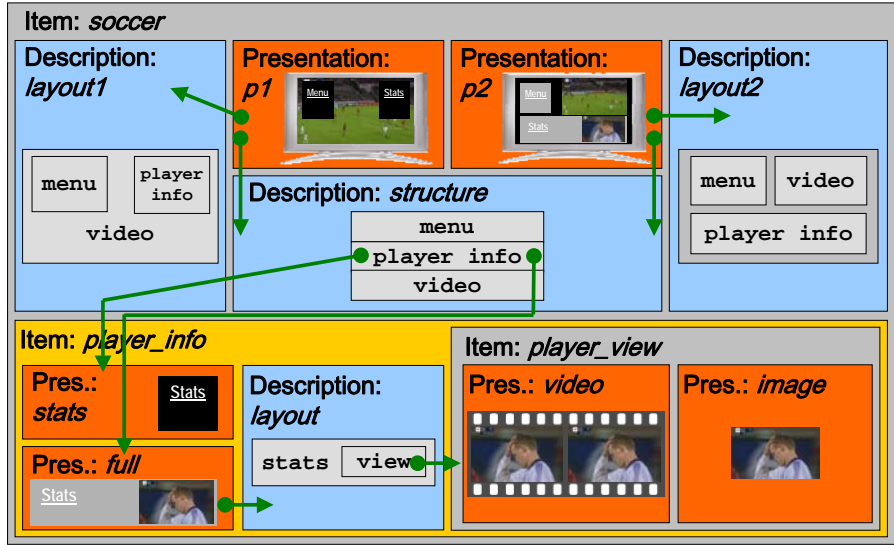
**Application Area:**  
 Publish the same rich multimedia content on any device through any channel.

**Challenges:**

- Presentation optimization
- Maximize content reuse
- Author control

Many different platforms      Varying connection properties      Many content providers and adaptation services

Data model & format



- Rigorous separation of concerns
- Set of semantically high description languages
- Hierarchically structured content
- Version / variant management

Publication engine

