

**MICHIGAN STATE**  
**UNIVERSITY**

# Alpha Presentation

## Companion Authoring Services

### The Capstone Experience

Team Motorola Mobility

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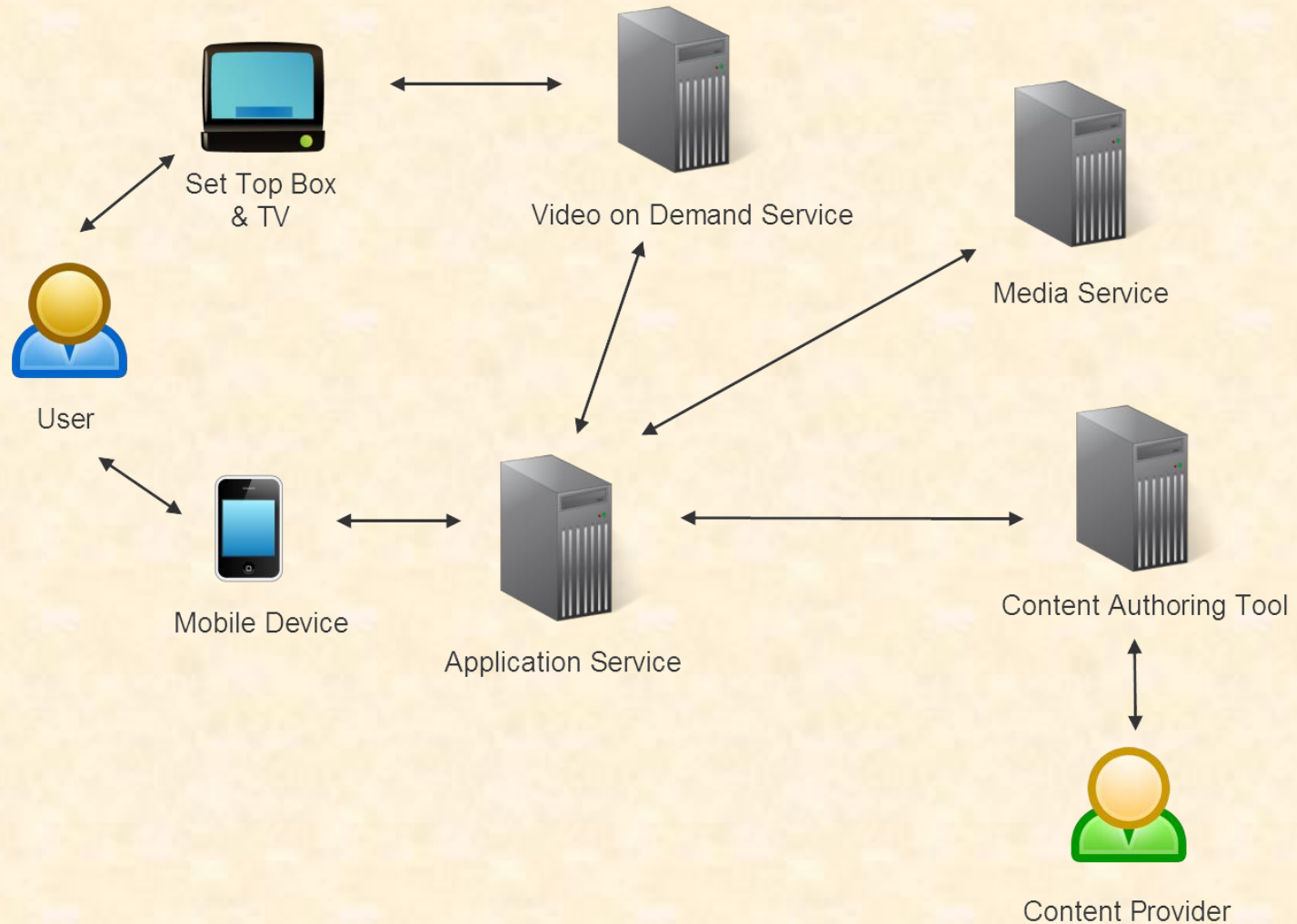
*From Students...  
...to Professionals*

# Project Overview

- Create Content Authoring Tool
  - Allow content providers to upload Secondary Content and coordinate it with Primary Content
- Develop Mobile Client
  - Create client that can be deployed to iOS and Android platforms
- Develop Content Service
  - Store information about Secondary Content and it's associations with Primary Content
- Design standard for Secondary Content
  - Similar to current standards for advertisement in cable services

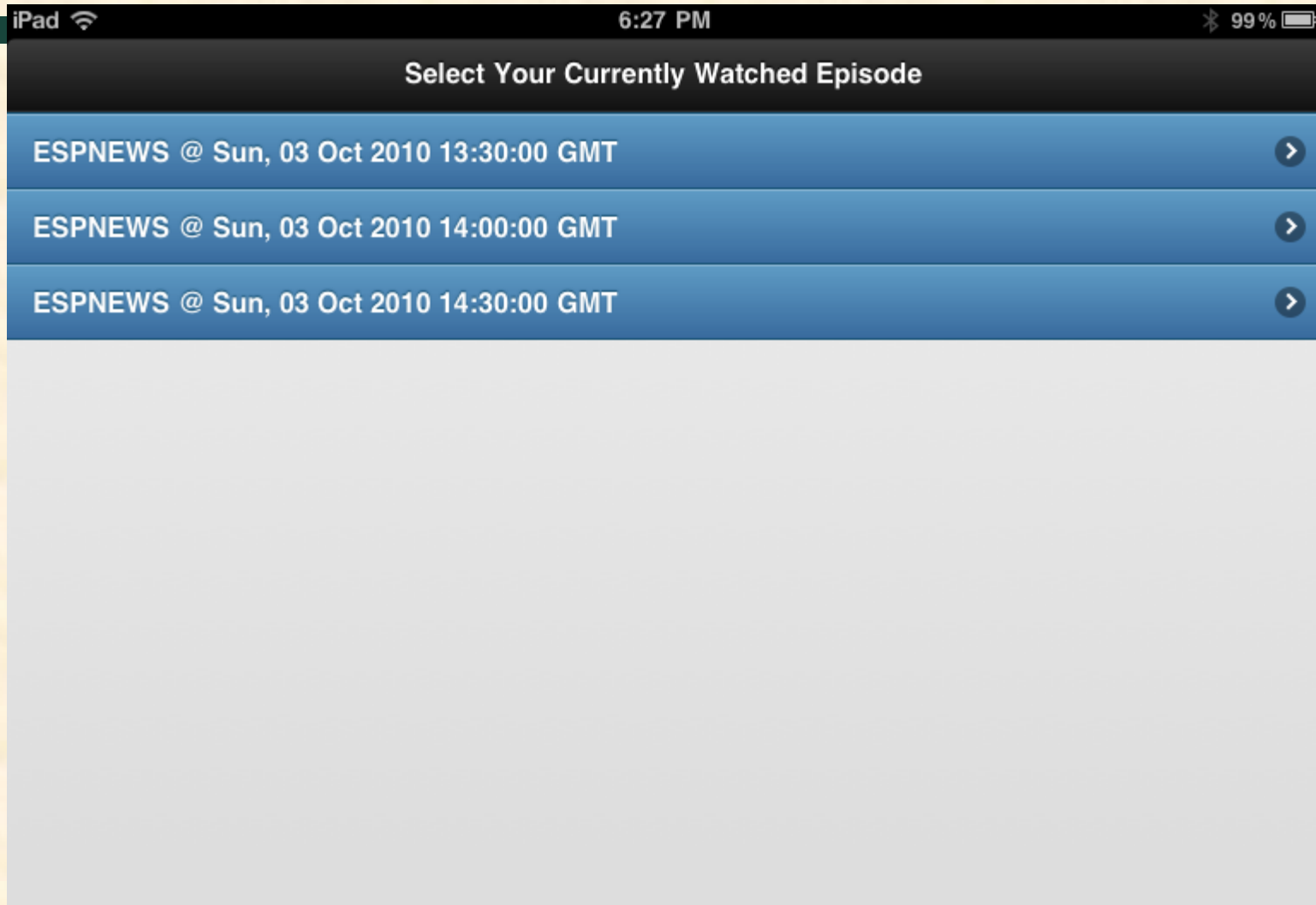


# System Architecture



# Mobile Application

- Select the program you're watching



# Mobile Application

## – View Secondary Content

The screenshot shows an iPad interface for a mobile application. At the top, the status bar displays "iPad", signal strength, "10:00 PM", and "82%" battery. Below the status bar is a dark navigation bar with a "Select Episode" button on the left and "Watching: 'Mythbusters'" in the center. The main content area is divided into three sections:

- Left Sidebar:** A vertical list of links: "MythBusters IMDB Page", "Adam Savage Wikipedia Article", "Jamie Hyneman Wikipedia Article", "MythBusters Wikipedia Article", and "MythBusters Interview - CBS News".
- Top Left:** The Wikipedia logo (a globe) and the text "WIKIPEDIA The Free Encyclopedia".
- Top Right:** Navigation tabs for "Article" (selected), "Discussion", "Read", "Edit", and "View history", along with a search box.
- Main Content:** The title "Adam Savage" and the text "From Wikipedia, the free encyclopedia". Below this is a paragraph: "Adam Whitney Savage (born July 15, 1967<sup>[citation needed]</sup>) is an American industrial design and special effects designer/fabricator, actor, educator, and co-host of the Discovery Channel television series *MythBusters*.<sup>[1]</sup>"
- Table of Contents:** A box titled "Contents [hide]" containing a numbered list: 1 Early life and education, 2 Career, 3 MythBusters, 4 Personal life, 5 References, 6 External links.
- Biography Section:** The heading "Early life and education" with an "[edit]" link. The text reads: "Born in New York City, Savage was raised in Sleepy Hollow in Westchester County.<sup>[2]</sup> His father, W. Lee Savage, was a painter, filmmaker, and animator known for his work on *Sesame Street*. His mother is a psychotherapist. His sister Kate Savage is also an artist." Below this, it says: "Adam Savage began acting as a child, and has had five years of acting school.<sup>[1]</sup> His early credits include voicing animated characters that his father produced for *Sesame Street*, Mr. Whipple's stock boy "limmy" in a *Charmin* commercial, a helper in
- Right Sidebar:** A photo of Adam Savage and a table of personal information:

<b>Born</b>	Adam Whitn July 15, 196 New York C
<b>Occupation</b>	<i>MythBusters</i> designer/fab educator
<b>Spouse</b>	Julia Savag
<b>Website</b>	http://www.adam...

At the bottom of the screen is a dark navigation bar with four buttons: "Previous Show", "Next Show", "Reset", and "Stop All".



# Content Authoring Tool – Home Page

Logout Currently Logged in as: null

Home Content Management Asset Management

Abstract Asset : 5

**That '70s Show**  
Kelso (Ashton Kutcher) persuades Eric (Topher Grace) to streak during President Ford's visit to town. With Laura Prepon, Danny Masterson and Wilmer Valderrama.

**Paid Programming**  
null

**NO NEED TO DIET! This Is a Must See!**  
Look up to 20 lbs thinner instantly! This is a must see!

**Get Ripped in 90 Days**  
Total body transformation in 90 days!

**Joyce Meyer: Enjoying Everyday Life**  
Joyce Meyer helps viewers live a life of purpose and passion.

**700 Club Interactive**  
null

**Life Today With James Robison**  
James and Betty Robison.

**That '70s Show**  
**Streaking**  
Kelso (Ashton Kutcher) persuades Eric (Topher Grace) to streak during President Ford's visit to town. With Laura Prepon, Danny Masterson and Wilmer Valderrama.

Show Type : Series  
Series ID : EP00277598  
Program ID : EP002775980003  
Original Air Date : 904953800000

Teen Nick	
START	END
Tue Sep 28 23:30:00 EDT 2010	Wed Sep 29 00:00:00 EDT 2010

**General** **Station** **Instance**

Hugh Laurie - Wikipedia Article

Will Ferrell - Wikipedia Article

Will Ferrell Interview

MythBusters - Crash and Burn Video

# Content Authoring Tool – Content Management

Logout    Currently Logged in as: null

Home    Content Management    Asset Management

### Secondary Content

Search Content

- Hugh Laurie - Wikipedia Article**
- Will Ferrell - Wikipedia Article
- Will Ferrell Interview
- Red Wings Statistics
- Flyers Statistics
- MythBusters Wikipedia Article
- Jamie Hyneman Wikipedia Article
- Adam Savage Wikipedia Article

Title: Hugh Laurie - Wikipedia Article  
Description: Hyperlink to Hugh Lauries Wikipedia Article  
Tags: wikipedia, hugh laurie, england, biography, actor, house, medical drama  
Format: Wikipedia Article  
Attributes of format:  
hyperlink http://en.wikipedia.org/wiki/Hugh\_Laurie  
date 2010-09-10  
titleDisplay <h1>Wikipedia - Hugh Laurie</h1>  
descriptionDisplay <p>View a biography and working history of British Actor Hugh Laurie</p>

Edit    Delete

Create Content  
Create Content Format



# Content Authoring Tool

## – Association Management

Logout Currently Logged in as: null

Home Content Management Asset Management

Currently Selected Primary Content Change Primary Content

**That '70s Show**  
Streaking  
Kelso (Ashton Kutcher) persuades Eric (Topher Grace) to streak during President Ford's visit to town. With Laura Prepon, Danny Masterson and Wilmer Valderrama.  
Show Type : Series    Series ID : EP00277598    Program ID : EP002775980003    Original Air Date : 904953800000

Table View Timeline View

**Title: Hugh Laurie - Wikipedia Article** Delete  
Format: Wikipedia Article  
Time: 1

**Title: Will Ferrell - Wikipedia Article** Delete  
Format: Wikipedia Article  
Time: 1543

**Title: Will Ferrell Interview** Delete  
Format: Youtube Video  
Time: 387

**Title: MythBusters - Crash and Burn Video** Delete  
Format: Youtube Video  
Time: 344

**Secondary Content**

Search Content

- Hugh Laurie - Wikipedia Article
- Will Ferrell - Wikipedia Article
- Will Ferrell Interview
- Red Wings Statistics
- Flyers Statistics



# What's left to do?

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- Backend Services
  - Increase speed of services
- Content Authoring Tool
  - Increase application performance
  - Increase ease of use
- Mobile Application
  - Deploy to Android Platform in native wrapper
  - Swiping and other gesture support

