



#### SMART INFOTAINMENT

The SELVIE project aims to increase the involvement of audiences at large-scale events. SELVIE wants to tap into the rising trend of increasing smartphone use on events.

The project's goal is to stream visitor-made smartphone videos (so-called SELVIEs: a video-based selfie) in real-time to the event's screens to increase their interactive nature. SELVIE wants to build scalable, reliable networks which make it possible to stream high-quality videos, combined with professionally recorded video content and UGC.

The outcome of the project will be a PoC implementation which will be rolled out on a series of Studio 100 live events, which will include an iOS and Android app. The first trial took place on December 6th, 2015, during De Grote Sinterklaasshow.

The second test was successfully completed during the live show of Flemish pop band K3 on February 9th.

## About SELVIE

<https://vimeo.com/164392457>

# SELVIE Closing Event

[Selvie closing event](#)

## Selvie Video

<https://vimeo.com/122526152>

## SELVIE

Scalable, Efficient, and Low-delay Video  
Interaction during Events.

SELVIE is an imec.icon research project funded  
by IWT

It ran from 01.11.2014 until 30.04.2016.

## Project information Industry

- Studio 100
- MiX
- Videohouse

## Research

- imec - IBCN - UGent
- imec - Data Science Lab - UGent
- imec - MOSAIC - UAntwerpen