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Peripheral Displays



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Johannes Kepler University Linz
Science Park 2, S2 048

Abstract

Fueled by falling display hardware costs and rising demand, digital signage and pervasive displays are becoming ever more ubiquitous. Such systems have traditionally been used for advertising and information dissemination with digital signage commonplace in shopping malls, airports and public spaces. While advertising and broadcasting announcements remain important applications, developments in sensing and interaction technologies are enabling entirely new classes of display applications that tailor content to the situation and audience of the display. As a result, signage systems are beginning to transition from simple broadcast systems to rich platforms for communication and interaction.

In this lecture I provide an introduction to this emerging field. We will first look at different models that explain how people act in the vicinity of peripheral displays. Next, we will talk about how people can be engaged to interact with such displays. In particular, we will discuss how the attention of the audience can be captured, how the interactivity of displays can be communicated, and how people can be motivated to participate. The lecture concludes with a brief overview of different techniques suitable for interaction with large displays in public space.

Short Bio

Florian Alt is a professor in the Group for Media Informatics at the LMU Munich since October 2013. His research interests are at the crossroads of pervasive computing and HCI. He is particularly interested in ubiquitous interactive systems with a focus on interaction with large displays in public spaces, 3D displays, and usable security on mobile devices. He holds a Ph.D. in computer science from the University of Stuttgart and a diploma in media informatics from the LMU Munich. Between 2008 and 2012 he was a research associate in the group of Albrecht Schmidt at the University of Duisburg-Essen and later at the University of Stuttgart, where he finished his dissertation on "A Design Space for Pervasive Advertising on Public Displays". During his appointment in Stuttgart he had the technical lead for the EU project PD-Net, which looked into pervasive displays as a communication medium of the future. Further appointments include a job as web developer for Pinnacle Systems (Mountain View, US) and as IT specialist for Schreiner MediPharm LP (New York, US). In 2011 he was a visiting researcher at the Telekom Innovation Labs (TU Berlin). Furthermore he worked as a guest lecturer for Pervasive Computing (University of Duisburg-Essen, 2012) and Unconventional User Interaction (University of Linz, 2013).

