

## media-challenge(s)

### media – challenge(s)

design / attitude(s) / change(s) / human(s) / experience(s)

- 3DLife – Sport Camera Networks
- CeWe – Photo Set Theme Identification
- Google – Personal Diaries
- Google – Video Genre Classification
- HP – Visual Communication
- Nokia – Photo Location & Orientation
- Radvision – Content Adaptation
- Radvision – VideoConf Experience
- Yahoo! – Novel Image Understanding
- Yahoo! – Video Segmentation

[www.multimediasgrandchallenge.com](http://www.multimediasgrandchallenge.com) / cycle(s)

## media-layer(s)

### media – track(s) / [adapt/inscreen]: game layer(s)

design / attitude(s) / change(s) / human(s) / experience(s)

number

time

decoration(s)

context

goals(s)

persuasive / game(s) / dynamic(s) / science(s) / guide(s)  
/ play / mechanic(s) / flow(s) / game(s) / screen(s) / cycle(s)

## media-math(s)

iframe scrolling=”yes” width=80

life(s) / closure(s) / reflect(s) / fight(s) / extensions of man []

## media-science(s)

design / attitude(s) / change(s) / human(s) / experience(s)

# 1 what science?

media-tool(s)

Wilson Miner:  
when we build

...

... **we shape our tools and our tools shape us** ...

...

life(s) / closure(s) / reflect(s) / fight(s) / extensions of man []