



Europeana TV

Open up culture, enrich television.

The creators of the EuropeanaTV pilot passionately support Europeana's mission to:

- Unlock Europe's cultural heritage
- Harness new technology
- Inspire people to create

In other Europeana projects wonderful demonstrative applications have been created that promote the use of audiovisual heritage in many different and exciting ways.

The EuropeanaTV pilot will take creative re-use of archival content **one step further** by not just creating demo apps for inspiration, but by building a user-friendly **toolkit** directly usable during 2-3 day hackathons for creative thinkers to tinker and experiment with.

In this first year we are exploring different scenarios to help shape this toolkit. In the **broadcast scenario**, we explore building a SmartTV experience around the fall of the Berlin Wall. Within the **local scenario**, we investigate an interactive TV experience for the elderly re-living personal memories, or for pupils learning about historic events.

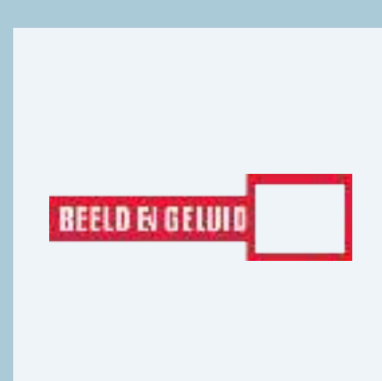
Ultimately this will lead to the production of a toolkit containing several **modules** which can be used by developers and creative thinkers alike to create new innovative television experiences.

The road to creative re-use of European culture is open; we provide the building blocks. **Allez Culture!**



www.europeana-space.eu

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