

**Aaron Marcus
Anxo Cereijo Roibás
Riccardo Sala (Eds.)**

Mobile TV: Customizing Content and Experience



Springer

Mobile Tv Customizing Content And Experience Human Computer Interaction Series

David Baud

Mobile Tv Customizing Content And Experience Human Computer Interaction Series:

Mobile TV: Customizing Content and Experience Aaron Marcus, Anxo Cereijo Roibás, Riccardo Sala, 2009-12-01

Developing usable useful and appealing solutions for the customer or user experience requires customization according to specific users needs amidst frequently changing physical and social environments Complex design problems like these require interdisciplinary perspectives that cover software functionality human interaction and communication experiences and perceived value After defining and summarizing current research and development this book focuses on Mobile TV experience in everyday life innovative conceptual and participatory design methods contextual analysis methods social context for interactive multimedia systems advanced interaction with mobile digital content and future trends for the wide range of products and services that will be offered in the decade to come The Editors have carefully balanced the theoretical and empirical approaches providing a valuable insight into principles and methods as well as actionable guidelines and recommendations for all those interested in exploring how to achieve the core objectives of usability usefulness and social appeal of this new mobile video technology The book answers many questions and raises some new ones that only future technology development and deployment in mobile human computer interaction and communication can answer [**Mobile TV: Customizing Content and Experience**](#) Aaron Marcus, Anxo Cereijo Roibás, Riccardo Sala, 2010-05-06

Developing usable useful and appealing solutions for the customer or user experience requires customization according to specific users needs amidst frequently changing physical and social environments Complex design problems like these require interdisciplinary perspectives that cover software functionality human interaction and communication experiences and perceived value After defining and summarizing current research and development this book focuses on Mobile TV experience in everyday life innovative conceptual and participatory design methods contextual analysis methods social context for interactive multimedia systems advanced interaction with mobile digital content and future trends for the wide range of products and services that will be offered in the decade to come The Editors have carefully balanced the theoretical and empirical approaches providing a valuable insight into principles and methods as well as actionable guidelines and recommendations for all those interested in exploring how to achieve the core objectives of usability usefulness and social appeal of this new mobile video technology The book answers many questions and raises some new ones that only future technology development and deployment in mobile human computer interaction and communication can answer [**Emerging**](#)

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perspectives techniques and implementations of multimedia technologies Including a comprehensive range of topics such as interactive media mobile technology and data management this multi volume book is an ideal reference source for engineers professionals students academics and researchers seeking emerging information on digital multimedia *Design, User Experience, and Usability: Novel User Experiences* Aaron Marcus,2016-07-04 The three volume set LNCS 9746 9747 and 9748 constitutes the proceedings of the 5th International Conference on Design User Experience and Usability DUXU 2016 held as part of the 18th International Conference on Human Computer Interaction HCII 2016 in Toronto Canada in July 2016 jointly with 13 other thematically similar conferences The total of 1287 papers presented at the HCII 2016 conferences were carefully reviewed and selected from 4354 submissions These papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems The papers accepted for presentation thoroughly cover the entire field of Human Computer Interaction addressing major advances in knowledge and effective use of computers in a variety of application areas The total of 157 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in this three volume set The 67 papers included in this volume are organized in topical sections on emotion motivation and persuasion design DUXU in learning and education games and gamification culture language and DUXU DUXU for social innovation and sustainability usability and user experience studies Neue Bücher und Aufsätze in der Bibliothek Germany. Bundestag. Bibliothek,2010 *Eye* ,2004 **Convene** ,2008

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