



mscape FAQ

Q: Why is HP interested in making developing platforms such as mscape publicly available?

A: The mscape website and prototype software suite (mscape player and mscape toolkit) provide an opportunity for HP to put HP Labs technologies in the hands of consumers, gamers and professional designers early on, so they can help shape the development of these technologies and create mobile location-based experiences we never could have imagined. HP will continue to use this open, collaborative model to bring new innovations to market.

Q: What is the market potential HP sees for mscape?

A: mscape has the potential to be a disruptive technology by establishing a new pervasive media platform that triggers digital media – including images, text, sounds, audio and video – in response to physical events such as location, proximity, time and movement. mscape’s context-sensitive logic, combined with digital content, GPS and mapping technology, offer consumers a new way to experience physical surroundings.

With the more than 436 million mobile phones that are estimated to have GPS capabilities, mscape not only has the potential to be disruptive but also widely used. HP also envisions potential enterprise uses for mscape, such as associating maintenance information with equipment used in a manufacturing plant or refinery.

In addition, the simple to use mscape authoring tools and website create a brand new platform for user-generated experience creation and sharing, much in the same way many Web 2.0 websites are conduits for user-generated content creation and sharing today.

Q: When did HP first develop mscape?

A: Members of HP Labs in Bristol and Palo Alto have been investigating the use of pervasive, context-aware services for several years. Earlier versions of its mscape technology have been used extensively by artists, media professionals, educators and community groups to design and create their own mediascapes. So far there have been almost 3,900 downloads of the mscape toolkit.

Q: What has the feedback on mscape been like to date?

A: Artists, game designers, educators and interactive agencies have embraced the possibilities mscape unleashes. mscape adds another dimension to any experience created. Designers can now create an experience that is relevant for “a moment”; ensuring the content is consumed where or how they meant it to be.

The mscape authoring toolkit takes the complexity out of creating an interactive location-based experience by making it as easy as building a web page or creating a digital photo scrapbook.

Q: What is the business model for mscape?

A: In May 2007, HP publicly announced the availability of this HP Labs software suite and website. HP will continue to use this open, collaborative model to bring new technology and business model innovations to market and gain user, customer and developer feedback early in the development process. We may announce a business model in the future, based on adoption and the feedback we receive from mscape users and designers.

Q: Who will have rights and ownership to mediascapes posted to the mscape website?

A: Mediascapes posted on the mscape website are covered by the Creative Commons licensing model, giving users control over how their mediascapes are shared and used.

Q: Does mscape technology only work with GPS?

A: While initially most of the early mediascapes are designed to work with GPS, the mscape plug-in architecture allows for expansion to other sensors such as infrared, Bluetooth™ wireless technology and bio sensors.

Q: How will expanding mscape to work with other sensors affect how mscape is used?

A: The employment of sensors will enable indoor use of mscape and allow for a smaller target area that triggers content. This will create a second generation of mediascapes that will enable user to take mscape to the next level.

Q: Which devices does the mscape player work on?

A: mscape has been tested extensively with HP mobile devices with GPS such as the HP iPAQ Travel Companion, but the mscape player is designed to work across a variety of Windows® Mobile devices with GPS capabilities and a headset. HP will work closely with the mscape community to further test the technology and make the necessary enhancements to ensure cross-platform compatibility.

Q: Is this release of mscape available worldwide?

A: Yes, the mscape beta software is available from the beta mscapers.com website for global release. The software and website, however, are only available in the English language at this time and some locations are not supported by maps yet.

Q: What enhancements to mscape are planned?

A: In the near term, there will be ongoing addition of maps for more locations and enhancement of the wizards that make it easier to create mediascapes.

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