

## Press Release - NOKIA Ubimedia MindTrek Award Results (5.10.2007)

The winners of the 1<sup>st</sup> international NOKIA Ubimedia MindTrek Award are Heartlands (Active Ingredient and Mixed Reality Lab & University of Nottingham, UK), MoO (Interactive Institute, Sweden), and SmartUS (SmartUS Ltd., Finland). Special mentions went to raksa.info (Public Side Oy, Finland) for efficient combination of city planning and ubiquitous media; the Digital Media Project (DMP) (Italy) for an international non-profit organization for improving digital media; and jogging over distance with a heartbeat (Distance Lab, Horizon, UK) for an innovative concept for ubiquitous sport over distance

The Nokia Ubimedia MindTrek Awards was an international competition arranged by MindTrek, Nokia, Tampere Region Centre of Expertise in Ubiquitous Computing, and the NAMU Lab. – Tampere University of Technology, Finland. The purpose of the competition was to encourage makers of digital media to generate ideas and develop new and innovative ubiquitous media products & services. The entries were expected to take a stand the question, how ubiquitous computing affects intelligent media environments and what the future of location- and context aware media services might look like.

“More and more technology becomes part of our daily life. Technology should be non-intrusive and support our daily activities, rather than have complex user-interfaces or require megabytes of manuals. In Ubimedia, technology intelligently adapts to human, rather than the human has to learn and adapt to technology. The NOKIA MindTrek Ubimedia is a worldwide unique award that has been given for the first time internationally in the history of Mindtrek. It brought together business, science, and practitioners,” says Artur Lugmayr (chair of the competition).

“The evaluation of the all the ambitious competition entries for the Nokia Ubimedia Award was highly exciting. We were most fascinated by the idea that ubimedia can open a new world on top of our own that we were not able to perceive before. Just like when putting on glasses suddenly territories conquered by our heartbeat, mysterious stories in the streets or game competitors from all over Europe appear. These examples show that ubiquitous media is becoming reality right now, driven by ideas as much as by technology,” says Bjorn Stockleben (head of jury).

**Heartlands** lets us discover a world on top of reality at the rhythm of our heartbeat. While running through nature or urban areas Heartlands augments our senses to perceive our body in an ingenious way. Controlling the game means controlling ourselves and thus our health. Art and technology are very rarely found to be bound to reality this tight, making an ordinary activity like running exciting task.

**Mobile Outside (MoO)** lets every tree, house or cat out there tell a story. This game turns everything into a medium revealing a mystic world around us, paving the way for a truly ubiquitous storytelling experience. With MoO the classical computer game has taken the step from virtuality to an augmented reality built right onto our own world.

**SmartUs** stands out as an ubimedia product and innovative business idea. With creativity and skill children can create their own games to compete with playmates all over Europe. The whole concept adds ubiquitous computing unobtrusively to preserve the traditional feel of a playground.

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