



Enterprise Europe Network Sachsen

(TR)

1. TECHNOLOGY DESCRIPTION

PS CIP-ICT-PSP-2013-7: Integration of Ultra High Definition Television Format into Language Courses

A German company is preparing a proposal for the actual ICT-PSP call. The goal is to develop courses for four languages with integrated pictures, animation graphics and videos in the novel Ultra High Definition Television 4K format. The courses will be made available as download apps, on DVD, Blu Ray or flashcard, Partners from education as well as from tourist associations are sought for the design of multimedia exercises preferably in English, Spanish, French, Italian and German, respectively.

Characteristics

The proposal for the actual ICT-PSP call will target on courses in four languages: English, Spanish, French and German, respectively. For each language a complete language course will be prepared including multimedia exercises in hearing, reading and speaking as well as in grammar. Pictures and animation graphics will be integrated in order to enable hands-on and diverting learning.

The most important component of the courses will be special videos targeting towards the inclusion of country and region specific aspects as well as cultural information. These videos will display everyday life situations and dialogue situations with native speakers, portraits of cities and regions as well as typical meals and drinks, local custom and habit. Identification with the cultural particularities will be helpful to step into the foreign language and to seek for continuous improvement of language skills.

The videos will be recorded using the innovative Ultra High Definition Television 4K format, which is superior to the usual HD format by a four times higher resolution. This technology allows for attractive and detailed presentation even on up-to-date TV sets.

Complete courses in each language will be arranged for beginners (EU language standard A1, A2 and B1, resp.), for advanced learners (A2, B1, B2), business language (B1, B2, C1) as well as for children (B1, B2, C1).

The courses will be offered as DVD, Blu Ray, on flashcard and as download app, respectively. For the latter purpose a special player for the replay of the novel 4K format will be developed. Due to the high technical effort to record 4K videos the making of such videos, accomplished by all partners, will be centralised in one hand.

Partners from education as well as from tourist associations are sought for the design of multimedia exercises preferably in English, Spanish, French, Italian and German, respectively.

Technical Specifications

Call under the Competitiveness and Innovation Programme (CIP): ICT Policy Support Programme (ICT-PSP)

Call identifier: CIP-ICT-PSP-2013-7

Theme 2: Digital content, open data and creativity

Objective 2.3: ICT for learning

Sub-objective: 2.3a Piloting and showcasing excellence in ICT for learning for all

Instrument: Pilot B

Deadline: 14 May 2013



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Requested EU funding: 2 MEUR
Percentage of EU funding: 50%

Partners from education as well as from tourist associations are sought for the design of multimedia exercises preferably in English, Spanish, French, Italian and German, respectively. Basic knowledge in the application of the Ultra High Definition Television 4K format would be helpful, but are not indispensable.

Contribution of partners

Partners from education as well as from tourist associations are sought.

These partners should already deal with language learning and the provision of country and region-specific information on culture, local custom and habits.

The task to be performed by these partners is the design of multimedia exercises preferably in English, Spanish, French, Italian and German, respectively.

Each partner can ultimately use the produced courses of the other partners free in his own country. All produced language courses of all partners on DVD, for internet and app, are free available to use for all of the other partners for your own country for sales or other publications.