

DO YOU SEE WHAT I SEE? NOW IT'S POSSIBLE

Filmmaker Chris Oben streams live video¹ from his HP iPAQ Mobile Messenger using Livecast to speed production



"I have to be able to quickly show people exactly what I'm talking about, instead of trying to describe it in words. With Livecast on my HP iPAQ Mobile Messenger, I can stream video to clients and co-workers in a few minutes and get immediate feedback."

—Chris Oben, Cinematographer and Independent Producer



HP customer case study: Filmmaker boosts productivity, speeds production with HP iPAQ Mobile Messenger, Livecast video streaming application

Industry:
Entertainment

Objective:

Use live video streaming to facilitate location scouting and relay other visual information for TV and motion picture production and related projects.

Approach:

Filmmaker Chris Oben chose the HP iPAQ hw6945 Mobile Messenger running the Livecast application.

IT improvements:

- iPAQ's built-in GPS capability enables location data to be embedded in streamed video.²
- iPAQ's WiFi capability provides greater bandwidth for live streaming and can reduce costs compared to using dedicated wireless service.¹
- MS Windows Mobile on the iPAQ provides compatibility with a full range of productivity applications in a Pocket PC-compatible format.

Business benefits:

- Easy to use user interface encourages rapid adoption of new Livecast application.
- Flexible viewing options, including live streaming or later retrieval from server using Windows Media, QuickTime or Real players.
- Handheld iPAQ replaces traditional multiple media products for video streaming.
- No need for advance planning – the iPAQ and Livecast software are always available, right in your pocket.

Like many filmmakers, Chris Oben has his hands in a lot of projects at once: working as a cameraman on television series and feature films, acting as an independent producer for public service announcements, and more. So when a new tool helps him do his job better and faster, he takes advantage of it.

Enter Livecast, a new application for streaming live video from high-end camera phones such as the HP iPAQ hw6945 Mobile Messenger. Oben is using them together to facilitate location scouting, communicate the "look" of a scene, and other project tasks that have typically required shooting and sharing digital images.

"I have to be able to quickly show people exactly what I'm talking about, instead of trying to describe it in words," he says. "With my HP iPAQ Mobile Messenger and Livecast, I can stream video to clients and co-workers in a few minutes and get immediate feedback."

"If a picture is worth 1,000 words, then 1,000 pictures is worth even more," he continues. "It's just easier to turn on the camera in my iPAQ and show people



Customer solution at a glance

Primary application
Video streaming and sharing

Primary hardware
• HP iPAQ hw6945 Mobile Messenger

Primary software
• Livecast

About the customer

Name: Chris Oben
Occupation: Cinematographer and Independent Producer
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Contact the HP Reference2Win Program, 281-514-5755, for more information.

exactly what I'm looking at. The combination of sound and video is so much more powerful than words alone."

Technology enables new type of communication

The HP iPAQ Mobile Messenger has a built-in camera to capture and wirelessly share photos or video. Streaming video isn't new. But doing it quickly, easily and sharing it either live or at the user's convenience is. With an HP iPAQ Mobile Messenger and Livecast software, literally anyone can stream video with the push of a button. Video streams are simultaneously archived on a server, so anyone can watch live or whenever it's convenient, on a PC or mobile phone.

By utilizing streaming, Livecast overcomes the limitations of Multimedia Messaging Service (MMS). Livecast is a one-to-many broadcasting service. It lets users notify contacts quickly and easily that you're live on air. "I like the fact that you're using SMS (Short Message Service) to notify contacts, which is more instantaneous than email," Oben notes. Even if recipients can't view it live, the SMS notification gives them everything they need to retrieve the feed later from the server. So there's no need to follow-up with an email.

Next-generation devices like the HP iPAQ Mobile Messenger are an important piece of the puzzle that will make Livecast successful, notes Livecast Marketing Manager Jennifer Blome. "Livecast is only as useful as the signal it's streaming," she notes. "The new HP iPAQs offer the robust processing power, camera quality and bandwidth to support our application effectively."

Oben chose the iPAQ from among several smart phones compatible with Livecast because he wanted the functionality of a Pocket PC that runs the Microsoft Windows Mobile operating system. The HP iPAQ enables Oben to browse the internet, send and receive email, and run a variety of Windows-based productivity applications — all with a user interface that's intuitive to him.

WiFi, GPS capabilities complement streaming

HP's built-in WiFi capability adds to the iPAQ's functionality for streaming video, Oben says, and is

likely to save him money. "Using WiFi on the HP iPAQ to stream video could save me a good deal of money over a couple of months," he says.

The iPAQ's GPS sensor also integrates with Livecast to provide location data for every moment of video. "Users can pull up the video on their PC and see in an accompanying window the GPS location on a map," Oben says. "So you see exactly where the video was shot. That's going to prove incredibly powerful for location scouting."

For those who want pure GPS functionality, the HP iPAQ can provide turn-by-turn directions while driving or walking and quick access to street maps.

With Livecast's "location awareness" it is proving useful in other applications, such as breaking news coverage, and emergency first responders' communications.

Oben says that Livecast on the HP iPAQ is far easier to use than many other streaming applications. "When first booting the application, the iPAQ camera is immediately active. There's a big red button to start sending; you push it, and a few seconds later, it starts streaming. To stop, you press 'stop' and it's done," Oben explains. "It's so easy to use that anyone can do it."

For a busy professional, that ease of use is important. It also saves him time. In the past, he would have taken still images, compressed them and sent them directly to his intended audience. Now, he specifies recipients, pushes the "start" button, and captures video with his HP iPAQ. As soon as he pushes the "stop" button, he's done and the notification is done, too. There are no extra steps. "I think the HP iPAQ and Livecast solution saves me about an hour every time I use it," he says.

Looking ahead, Oben says he anticipates using the HP iPAQ and Livecast solution more and more. "It's like any tool — with familiarity comes increased use," he says. "I'm already thinking ahead to a trip I'm taking next month when we'll be shooting aials in Tokyo. I think my HP iPAQ and Livecast are going to make that trip a whole lot easier."

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¹ A standard GSM/GPRS/EDGE or WiFi infrastructure, other Bluetooth-enabled devices, separately purchased equipment, and a service contract with a wireless airtime provider may be required for applicable wireless communication. GSM/GPRS/EDGE Wireless Internet access requires separately purchased Internet service contract. Check with service provider for availability and coverage in your area. Not all web content available. GPRS/EDGE transmission speeds may vary based upon network capabilities and other conditions. Establishment and continuation of a GPRS/EDGE connection depends on network availability, provider support and signal strength.

² GPS Navigation software is included in select countries. Purchase of additional maps and/or software may be required to enable some features or allow navigation in certain areas. Availability of maps is limited. Map coverage may vary and is not guaranteed. In order to perform GPS navigation, a software application and maps must be used. These can be downloaded or purchased separately at www.hp.com/go/gpsnavigation.

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