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MUSA PROJECT AND PRIZE OVERVIEW

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1 Musa Project Rational and Objectives

The project has one main goal: to develop the MultiMedia Production in the field of Art (in Italy and Germany) in a way that involves not only the industrial actors but also the museums and the research institutions stressing and exploiting the synergy between them. The project wants to analyse the complete process that goes from the painting to the CD product working to the appropriate tools and interfaces, monitoring the market and harmonising the market needs with the museum objectives: conservation and dissemination of the cultural heritage.

Final deliverables will be, among others, the installation of image processing laboratory systems at the involved Museums and a MultiMedia Application concerning the Italian Renaissance produced by the consortium. Those main deliverables will not be intended as separated objects but all the possible connections and synergy among them will be analysed.
One of the main connection is the image quality issue. The solution to this problem is a concept that we call Quality Certification. This means that the museum will have acquisition tools able to produce images of certified quality and, once solved any administrative and right protection problem, to use them as a source of revenue.

2. Approach

Following this main goal, the project is adopting a double track approach:

-In the *Museum environment* we take advantage of the results of a number of ESPRIT Projects and particularly we had a special technology transfer from the VASARI project. On that basis the project developed the analysis relative to the quality certification. The German partners developed a very interesting Mobile high resolution Scanning System. A connection will be established between the two activities for making possible at least an exchange of data between the two systems.
The project is also proposing a data base system containing all those information relevant to the cataloguing of the museum heritage (position of the art work, preservation intervention, etc.), along with the information needed to produce the "museum publication".

-In the *Publishing environment*, all the production steps were addressed. The implementation of an actual CD application is the best way to test the developed and/or selected tools. Also in this area the project is taking advantage of the results of other CEC funded projects (HYTEA and MINERS mainly).
Three main phases are envisaged: Data acquisition, Authoring and Production. Data acquisition tools will be chosen among those commercially available. As the museum will be able to provide high resolution images using the internal laboratory, methods and tools to treat those kind of images will be designed and implemented. The Authoring phase will allow the general design of final multimedia applications. During this phase the authors will enrich the image catalogue coming from the museum with any related information, text from books and

studies, other images (still or in motion), audio. The authoring tools will be able to create every possible (hyper)link between the mentioned objects. Let's call the authoring phase "Authoring in the large" phase meaning that in this context the Authoring tools must support the author mainly by providing a methodological approach to design multimedia applications. Conversely, we define "Authoring in the small" the authoring activities which will be necessary on the target environment to personalise the final applications (e.g. customisation of the user interface). The above classification of the authoring phase has been largely studied and supported in the ESPRIT projects HYTEA and MINERS, whose results will be incorporated into MUSA. After the authoring in the large phase has been carried out the, resulting application must migrate toward a production environment in which, once the target delivery environment (CD-I, CD-ROM.....) is chosen, the production of the "publication" for the final user is manufactured. The migration from the authoring in the large environment to the production environment will be supported by a set of tools which we call "Delivery tools"·

This part of the project is very close to the market and so a specific action line is devoted to the market analysis. In this new multimedia market, the old roles of the publishing market need to be re-interpreted. The project is analysing in detail the role of the distributors, publishers and authors.

A particular action called the "Musa Prize 1994" was launched in Italy for the promotion of new young multimedia authors. The initiative was quite a success. A mailing of 600 addresses was delivered in March. We received more than 100 request for the participants guide and 25 projects have been submitted. Two winners were selected by a Commission formed with E.U. and Italian Government representative.
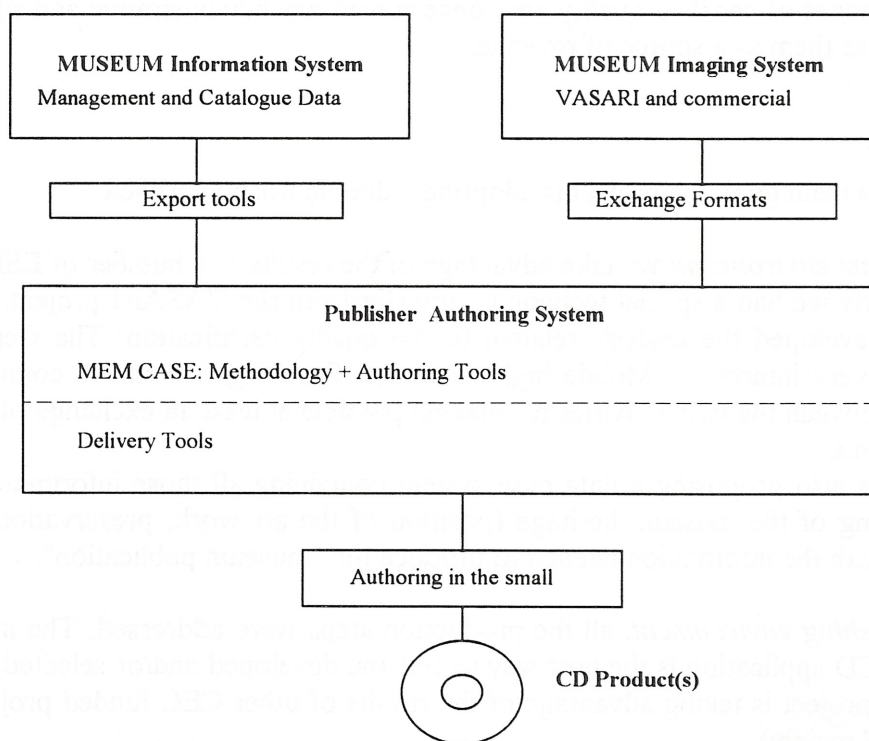
Museum and Publisher Environment: the products and their interconnections.

3. The Consortium

SIDAC SpA	I
SYSTEMS& MANAGEMENT	I
UNIVERSITA' DI FIRENZE	I
MARSILIO EDITORI	I
GFaI	D
IIEF	D
CompART	D
RHEINMETAL	D
(SMB	D)