Xaudio: Field trial results

Reinhard Sefelin,
Verena Seibert-Giller,
Manfred Tscheligi
Xaudio Partners

- European Dynamics
- Central Research Laboratories
- E-ONE S.A.
- STET Hellas Telecommunications S.A
- Pro-Eco D.O.O
- R Domzale D.O.O (Radio Hit)
- DEBITEL TELEKOMUNIKACIJE D.D.
- CURE
- Team Teichenberg

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What’s Xaudio

Active service entailing the insertion of inaudible codes (watermarks) into the broadcasted audio
Decoder Interface

Main screen of the decoder interface

Options dialog of the decoder interface
Xaudio Applications
Field Trial

- 10 young “Radio Hit” listeners in Ljubljana
- Duration: 13 days
- Participants were equipped with O2-Xda II
- Methods
  - Focus groups (start and end of the trials)
  - Log files
  - Daily diaries
  - Help desk analysis
Field Trial Results 1/3

Distribution of the Xaudio applications visited by the trial participants (log files)

Most interesting Xaudio application since the last diary was completed as stated by the trial participants (diaries)
Field Trial Results 2/3

Average relevance of the last visited Xaudio application as stated by the trial participants (diaries; 1: not relevant – 5: very relevant)
Field Trial Results 3/3

- 3 successful applications:
  - Traffic (Pull); Music & Commercials (Push)
- 2 Less successful applications
  - News, Weather
- -> Xaudio-Push-Services have to offer more information than the broadcasted content
- -> Xaudio may function as a tool to popularise pull services like traffic news
- LBS: No added value for the trial participants
- Technical problems (background noise, position of the device, too “sophisticated” speakers)
Thank you!!!

Reinhard Sefelin

CURE Center for Usability Research & Engineering
Hauffgasse 3-5, 1110 Wien, AUSTRIA
Tel: +43/ 1/ 743 54 51 / 46
Fax: +43/ 1/ 743 54 51 / 30
Email: sefelin@cure.at
Web: www.cure.at