



Innovation at RAI CRITS

(Centro Ricerche Innovazione Tecnologica e Sperimentazione)

Main activities – Innovation themes



Production & Archives area

- Beyond HD: **Full-HD** and **UHD** (4k) with **High Dynamic Range** (HDR)
- **Next Generation Audio** (object audio)
- TV Production: **file-based e full-IP**
- **Archives digitalisation**
- **Artificial Intelligence (AI), Data Journalism** (deep-learning and big-data)
- **3D-scan** modeling for **AR/VR** applications

Fixed and Mobile Networks area

- Broadcasting platforms evolution: **DVB-T2 / S2**
- Broadband mobile networks: **5G broadcast**
- Broadband fixed networks: fast zapping, low latency

Delivery & Services area

- **Interactivity on Connected TVs** (HbbTV): RAI-Telecomando (red-button), **RaiPlay**
- **Accessibility** of Rai contents for disabled people
- **New radio services: personalisation, interactivity and voice-controlled digital assistants**

Mediaroad project

Innovazione in media



MEDIAROAD

European media Ecosystem for Innovation

www.mediaroad.eu



@mediaroad_eu



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 761412

Which «Sandbox» for Rai

Within the activities of the MediaRoad project we identified a declination of the Sandbox model compatible with our company reality

"Open Innovation Days" have been created as first step towards the development of a collaboration model tailored to Rai's needs.

Objectives

- Share research and innovation issues in Rai with external parties
- Discover new topics of possible interest for Rai
- Start collaborations in a path of continuity between research, innovation and product

Targets

- Start-ups, innovative companies in the media sector e related technologies
- Incubators, Start-up Associations, Institutional Bodies (Chambers of Commerce, University and Polytechnic)
- Editorial (not only technical) departments in Rai



Thanks for your participation

We also thank:

ITW: <https://italiantechweek.org/>

I3P www.i3p.it

Italia Startup www.italiastartup.it

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The Rai Research Centre



The Rai R&D labs are born in Turin in 1930

It's ' one of the main research centers in the broadcasting sector in Italy

From 1961 until 2014 the headquarters was in Corso Giambone 68, since November 2014 in Via Cavalli 6

It currently employs around 50 people, of which 44 are researchers

It has always supported the Company's Engineering departments in introducing technological innovations:

- Radio: AM → FM → DAB+
- TV: B&W → Colour → HD
- Teletext
- Satellite Transmissions
- Analogue TV → Digital (DTT)
- Interactivity / Connected TV / Second screens

