

**ISO/IEC JTC 1
Information Technology**

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Document Title: Proposal for a New Work Item, Information technology – Rich media user interfaces [SC29/WG11 N 10814]

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Reference:

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DATE: 2009-07-19

ISO/IEC JTC 1/SC 29
Coding of Audio, Picture, Multimedia and Hypermedia
Information
Secretariat: [Japan \(JISC\)](#)

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| DOC. TYPE | | Text for NP ballot |
| TITLE | | Proposal for a New Work Item, Information technology -- Rich media user interfaces [SC 29/WG 11 N 10814] |
| SOURCE | | ISO/IEC JTC 1/SC 29/WG 11 |
| PROJECT | | |
| STATUS | | In accordance with Resolution 10.1.1 taken at the 89th SC 29/WG 11 meeting, 2009-06-29/07-03, London, UK, the SC 29 Secretariat issued NP ballot (simultaneous NP and CD ballots). [Requested action: For ballot by SC 29 P-members] |
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Secretariat, ISO/IEC JTC 1/SC 29

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New Work Item Proposal

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NP ballot form

- file name: [29n10560b.doc](#)
 - Web balloting (http://lucia.itscj.ipsj.or.jp/servlets/ScmBl10?Com_Id=29).
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PROPOSAL FOR A NEW WORK ITEM

| | |
|---|--|
| Date of presentation of proposal: 2009-07-19 | Proposer: SC 29 (WG 11) |
| Secretariat: National Body of Japan | ISO/IEC JTC 1 N XXXX ISO/IEC JTC 1/SC 29 N 10560 (WG 11 N 10814) |

A proposal for a new work item shall be submitted to the secretariat of the ISO/IEC joint technical committee concerned with a copy to the ISO Central Secretariat.

Presentation of the proposal - to be completed by the proposer. .

| |
|--|
| Title Information technology – Rich media user interfaces |
| Scope MPEG-U defines a framework for the exchange, the display, the control and the communication of widgets with other entities, a widget being a self-contained living entity, with an interactive and dynamic visualization. |
| Purpose and justification - The purpose of the MPEG-U standard is to enable the design of widgets supporting a broad range of possible exploitation domains such as home network, broadcast, web and mobile domains; providing the possibility to update the User Interface in a continuous manner; and, integrating a wide variety of media type (audio, video, text, 2D and 3D graphics). MPEG-U ensures that the widget packaging format and configuration documents are compatible with the MPEG media types which can be used to describe widgets (e.g. 2D or 3D content, MPEG-4 BIFS or MPEG-4 LSeR). For restricted profiles of these languages, this implies in particular the ability to create meaningful widgets which do not rely on scripting languages. MPEG- U also ensures that widgets can be transported on any existing transport mechanisms, in particular those defined by MPEG (e.g. ISO base media file format and the MPEG-2 Transport Stream). |
| Programme of work If the proposed new work item is approved, which of the following document(s) is (are) expected to be developed? <input type="checkbox"/> a single International Standard [For the time being this International Standard consists of 1 part.] <input type="checkbox"/> more than one International Standard (expected number:) <input checked="" type="checkbox"/> a multi-part International Standard consisting of2..... parts <input type="checkbox"/> an amendment or amendments to the following International Standard(s) <input type="checkbox"/> a technical report , type And which standard development track is recommended for the approved new work item? <input checked="" type="checkbox"/> a. Default Timeframe <input type="checkbox"/> b. Accelerated Timeframe <input type="checkbox"/> c. Extended Timeframe |
| Relevant documents to be considered |
| Co-operation and liaison |
| Preparatory work offered with target date(s) NP/CD: 2009-07 FCD: 2009-10 FDIS: 2010-04 IS: 2010-07 |
| Signature: |

Will the service of a maintenance agency or registration authority be required? No

- If yes, have you identified a potential candidate?

- If yes, indicate name

Are there any known requirements for coding? No

-If yes, please specify on a separate page

Does the proposed standard concern known patented items? No

- If yes, please provide full information in an annex

Are there any known accessibility requirements and/or dependencies (see:

<http://www.jtc1access.org>)? No

-If yes, please specify on a separate page

Are there any known requirements for cultural and linguistic adaptability? No

-If yes, please specify on a separate page

Comments and recommendations of the JTC 1 or SC 29 Secretariat - attach a separate page as an annex, if necessary

Comments with respect to the proposal in general, and recommendations thereon:

It is proposed to assign this new item to JTC 1/SC 29

Voting on the proposal - Each P-member of the ISO/IEC joint technical committee has an obligation to vote within the time limits laid down (normally three months after the date of circulation).

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|---|---|--------------------------------|
| Date of circulation: 2009-07-19 | Closing date for voting: 2009-10-18 | Signature of Secretary: |
|---|---|--------------------------------|

| NEW WORK ITEM PROPOSAL - PROJECT ACCEPTANCE CRITERIA | | |
|---|-----------------|--------------------|
| Criterion | Validity | Explanation |
| A. Business Requirement | | |

| | | |
|---|--|--|
| A.1 Market Requirement | Essential X Desirable ____ Supportive ____ | <p>The MPEG-U standard will enable operators and manufacturers to consistently deliver a rich experience across consumer electronics and mobile devices, and beyond, consequently promoting the creation of a global market of:</p> <ul style="list-style-type: none"> * Rich Media applications addressing a broad range of possible exploitation domains such as home network, broadcast, web and mobile domains, with a resulting impact on all the actors of the value chain, from content providers, to distributors and service providers; * Compliant devices and software platforms supporting MPEG-U Widget execution; * Innovative business models exploiting all the novel features specified by MPEG-U. |
| A.2 Regulatory Context | Essential ____ Desirable X Supportive X Not Relevant ____ | No |
| B. Related Work | | |
| B.1 Completion/Maintenance of current standards | Yes | The standard extends the functionalities specified by the W3C Widget Specification. MPEG-U Widget can be embedded into existing standard File Formats for delivery. For the representation of the user interface specified by Widgets, existing scene representation standards are supported. |
| B.2 Commitment to other organisation | No | This standard will try to be aligned as much as possible with the W3C Widgets family of specifications |
| B.3 Other Source of standards | Yes | W3C, OMTP, CEA |

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| C. Technical Status | | |
| C.1 Mature Technology | Yes | Exploiting experience gathered in the development of the other MPEG standard on scene representation |
| C.2 Prospective Technology | Yes | Reference software is being developed and already integrated into existing software platforms to show the potentials of the technology |
| C.3 Models/Tools | No | |
| D. Conformity Assessment and Interoperability | | |
| D.1 Conformity Assessment | Yes | On the syntactical elements defined in the standard and on some functional parts of the proposed standard |
| D.2 Interoperability | Yes | The core of the proposed standard |
| E. Adaptability to Culture, Language, Human Functioning and Context of Use | | |
| E.1 Cultural and Linguistic Adaptability | Yes | It is possible to design localizable widgets |
| E.2 Adaptability to Human Functioning and Context of Use | Yes | The standard enables mobility of widgets in different context of use |
| F. Other Justification | No | |

Notes to Proforma

A. Business Relevance. That which identifies market place relevance in terms of what problem is being solved and or need being addressed.

A.1 Market Requirement. When submitting a NP, the proposer shall identify the nature of the Market Requirement, assessing the extent to which it is essential, desirable or merely supportive of some other project.

A.2 Technical Regulation. If a Regulatory requirement is deemed to exist - e.g. for an area of public concern e.g. Information Security, Data protection, potentially leading to regulatory/public interest action based on the use of this voluntary international standard - the proposer shall identify this here.

B. Related Work. Aspects of the relationship of this NP to other areas of standardisation work shall be identified in this section.

B.1 Competition/Maintenance. If this NP is concerned with completing or maintaining existing standards, those concerned shall be identified here.

B.2 External Commitment. Groups, bodies, or for external to JTC 1 to which a commitment has been made by JTC for Co-operation and or collaboration on this NP shall be identified here.

B.3 External Std/Specification. If other activities creating standards or specifications in this topic area are known to exist or be planned, and which might be available to JTC 1 as PAS, they shall be identified here.

C. Technical Status. The proposer shall indicate here an assessment of the extent to which the proposed standard is supported by current technology.

C.1 Mature Technology. Indicate here the extent to which the technology is reasonably stable and ripe for standardisation.

C.2 Prospective Technology. If the NP is anticipatory in nature based on expected or forecasted need, this shall be indicated here.

C.3 Models/Tools. If the NP relates to the creation of supportive reference models or tools, this shall be indicated here.

D. Conformity Assessment and Interoperability Any other aspects of background information justifying this NP shall be indicated here.

D.1 Indicate here if Conformity Assessment is relevant to your project. If so, indicate how it is addressed in your project plan.

D.2 Indicate here if Interoperability is relevant to your project. If so, indicate how it is addressed in your project plan

E. Adaptability to Culture, Language, Human Functioning and Context of Use

NOTE: The following criteria do not mandate any feature for adaptability to culture, language, human functioning or context of use. The following criteria require that if any features are provided for adapting to culture, language, human functioning or context of use by the new Work Item proposal, then the proposer is required to identify these features.

E.1 Cultural and Linguistic Adaptability. Indicate here if cultural and natural language adaptability is applicable to your project. If so, indicate how it is addressed in your project plan.

ISO/IEC TR 19764 (Guidelines, methodology, and reference criteria for cultural and linguistic adaptability in information technology products) now defines it in a simplified way:

“ability for a product, while keeping its portability and interoperability properties, to:

- be internationalized, that is, be adapted to the special characteristics of natural languages and the commonly accepted rules for their use, or of cultures in a given geographical region;
- take into account the usual needs of any category of users, with the exception of specific needs related to physical constraints”

Examples of characteristics of natural languages are: national characters and associated elements (such as hyphens, dashes, and punctuation marks), writing systems, correct transformation of characters, dates and measures, sorting and searching rules, coding of national entities (such as country and currency codes), presentation of telephone numbers and keyboard layouts. Related terms are localization, jurisdiction and multilingualism.

E.2 Adaptability to Human Functioning and Context of Use. Indicate here whether the proposed standard takes into account diverse human functioning and diverse contexts of use. If so, indicate how it is addressed in your project plan.

NOTE:

1. Human functioning is defined by the World Health Organization at <http://www3.who.int/icf/beginners/bq.pdf> as:
<<In ICF (International Classification of Functioning, Disability and Health), the term functioning refers to all body functions, activities and participation.>>
2. Content of use is defined in ISO 9241-11:1998 (*Ergonomic requirements for office work with visual display terminals (VDTs) – Part 11: Guidance on usability*) as:
<<Users, tasks, equipment (hardware, software and materials), and the physical and societal environments in which a product is used.>>
3. Guidance for Standard Developers to address the needs of older persons and persons with disabilities).

F. Other Justification Any other aspects of background information justifying this NP shall be indicated here.