



Center for Digital Technology and Management (CDTM)

Realizing Digital Convergence

30.10.2004

Inken Nonnenmann

TV Guides promote SMS reminders for your favorite movie !

1. Choose your program
2. Send an SMS with selected program code
3. Receive an SMS shortly before the program starts

National Geographic

Time	Program	Description	SMS
08:00	Explorations	Advances in the field of brain research.	[SMS]
09:00	Changing Tombs	The activities of Kingston firm Necropolis as they face the daily task of moving the dead, including relocating 2,000 corpses to make room for a church.	[SMS]
10:00	The Sea Hunters	An 1845 search for the Northwest Passage.	[SMS]
11:00	Stalking Leopards	The leopards of the Mala Mala Game Reserve.	[SMS]
12:00	Snake Wranglers	Profiling Cape Town snake expert Sean Thomas, whose daily duties involve the most fearsome reptiles in the world, and who is constantly hunting for the deadly black mamba.	[SMS]

Monday 25 October

Time	Program	Description	SMS
12:30	Totally Wild	Footage showing the intelligence of different species, including elephants mourning their dead and an amelotopus saving itself by going out on a limb - literally.	[SMS]
13:00	Atlantic Britain	Les Minquiers, Britain's most southern island.	[SMS]
13:30	Atlantic Britain	Adam Nicholson travels to St Ives Bay.	[SMS]
14:00	D-Day: Men and Machines	Part one of two. The transport and weaponry used on D-Day.	[SMS]
15:00	D-Day: Men and Machines	Part two of two. The inventors who designed the Allies' weapons.	[SMS]
16:00	Stalking Leopards	The leopards of the Mala Mala Game Reserve.	[SMS]
17:00	Battlefront	The German campaign against Poland.	[SMS]
17:30	Battlefront	Bombing raids over Germany.	[SMS]
18:00	Snake Wranglers	Profiling Cape Town snake expert Sean Thomas, whose daily duties involve the most fearsome reptiles in the world, and who is constantly hunting for the deadly black mamba.	[SMS]



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7 DAY * TV LISTINGS *

SELECT CHANNEL: RTE ONE, RTE TWO, TV3, RTÉ4, RTÉ2, RTÉ3, CHANNEL 4, CHANNEL 5, DISCOVERY, SKY ONE, SKY NEWS, SKY MOVIES 1, SKY MOVIES 2, SKY CINEMA, SKY SPORTS 1, SKY SPORTS 2, SKY SPORTS 3, MTV, NICKLEODEON, EUROSPORT, DISNEY, E4, CNBC, NAT GEO, SHOW ALL

SELECT DAY: TODAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY

SELECT CATEGORY: NEWS / FACTUAL, CHAT SHOW, CHILDREN'S, MUSIC, SOAP, ADULT, SPORT, ARTS, COMEDY, ANIMATION, DRAMA, ENTERTAINMENT

Monday / National Geographic / all categories

www.entertainment.ie

KEYWORD SEARCH

KEYWORD SEARCH

GO

Use your mobile phone as a remote control



1. The consumer is reading a newspaper

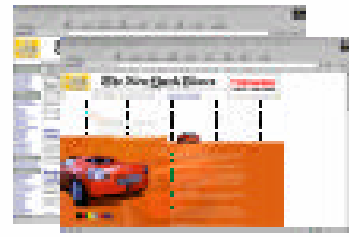
2. He is interested in an article or advertisement



3. Enter the Q-Code into your mobile



4. And receive additional information via Mobile or Internet



Mock up I – “Rent a flat” – Project idea

- Did you know that there's no need to do your own research to find your ideal property - let your ideal property find you with our free email & text messaging service. Tell us what you want and we'll email/ text you when it arrives- it's as simple as that.



- Did you know that your own offerings can be presented right here. You can even provide our readers with additional information via MMS e.g. virtual tours, maps ...

Have a vacancy ?



(C) CDTM 2004



The screenshot shows a mobile website interface for Oktoberfest.de. At the top, there are logos for CDTM and SIMS, and the text "HOLIDAY & LIVING". A "NEWS" section is visible, followed by a main banner for "Oktoberfest.de". Below the banner, there is a "Wien-Dictionary" section and a "PAULANER" advertisement. At the bottom, there are two columns: "HOLIDAY" and "LIVING". The "HOLIDAY" section contains text about staying in Munich and a "Have a vacancy?" link. The "LIVING" section contains text about a temporary place to stay and another "Have a vacancy?" link. A red arrow points from the "SMS ME" icon to the "Have a vacancy?" link in the "HOLIDAY" section. Another red arrow points from the house icon to the "Have a vacancy?" link in the "LIVING" section. A mobile phone icon is shown at the bottom right.