

Profile Noterik

Noterik is an internet company that specialises in developing multiscreen applications. We transform any smartphone into a 'remote control' of a larger screen, at locations such as a presentation area or public square (billboard). Applications of this technology include digital art exhibitions and (group) presentations. In both cases we closely evaluate the interaction between people and technology, in order to create engaging user experiences.

Our tools are being used in a wide range of areas such as education, broadcasting, research and cultural heritage. Based in Amsterdam, we are internationally oriented and often play a pioneering role, looking for novel ways to tell a story. We always use up-to-date technologies and standards. Our latest multiscreen products are **QANDR** and **MuPop**.

In addition to building software, we offer **workshops and hackathons**, where concepts, ideas and use-cases for specific fields of interest can be developed, with our **multiscreen toolkit** serving as development platform for prototyping.

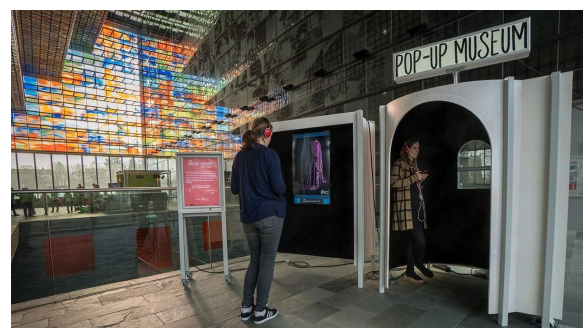
QANDR

QANDR is a tool that spices up presentations by allowing the audience to interact with the visualisations in the slides. The interaction creates an inspiring group experience allowing presenter to really engage the audience in the content on the screen. Instead of being a nuisance and a distraction, the smartphones in the audience make for increased synergy and focus.



MuPop

The **Pop-Up Museum** is an online service that allows cultural institutions to showcase digital collections in an affordable and innovative exposition format. It can be used in museum-like spaces but at atypical locations such as public squares, waiting rooms and entry halls as well, which may also serve as a way to find new audiences.



Innovative technology

QANDR and MuPop were built with our **Multiscreen Toolkit** that facilitates a wide range of browser-based interactions between mobile devices and larger screens. Since virtually everyone nowadays carries a smartphone or tablet with them, in most social settings the presence of such devices is a given.

Multiscreen applications are not unfamiliar to most people, albeit in a limited form. The most common multiscreen interaction is using a smartphone to send content to a larger screen (TV or beamer). This type of interaction is found in solutions such as **Chromecast** en **Airplay**, technology mainly aimed at streaming music, videos or photos from a phone to a TV screen or audio system.

Our **Multiscreen Toolkit** is unique in that phones and screens can be linked via any ordinary internet connection. **Chromecast** en **Airplay** are much more limited because:

- a) they always require a proprietary hardware match (Apple or Google hardware)
- b) the connections between devices are at the OS level (instead of via the browsers)
- c) both technologies only work when phone and big screen are in the same WiFi network
- d) in both cases the software is not easy to reuse the software in customised solutions.

Applications built with our multiscreen toolkit do not share these limitations. The only requirement is that all devices, mobile devices as well as main screens, are equipped with an internet browser. Another benefit is that users do not have to download any apps. A mobile device and internet are all it takes. Users join a session by simply typing in an internet address in their phone's browser. The application is accessible, easy to customise and versatile.

Shift of focus from online video to multiscreen applications

As multimedia company, Noterik has always focused on the distribution and searchability of online video, often synchronised with other sources (slides or measurement data). The company has been in business for 15 years and derives part of its exposure to state-of-the-art technology from participation in European research projects (such as **H2020**). In these projects, the **Noterik team** is usually the one to translate academically developed technology to concrete use-cases that cater to market requirements.

In 2014, as part of European research project **LinkedTV**, Noterik first developed a toolkit that allowed for rapid development of prototypes of multiscreen interactions, notably between mobile devices and a main screen (Smart TV). The huge potential of this multiscreen toolkit prompted us in 2016 to relinquish the mantra of online video and steer the company towards the multiscreen highway.