
**Information technology — Media context
and control —**

**Part 3:
Sensory information**

*Technologies de l'information — Contrôle et contexte de supports —
Partie 3: Information sensorielle*

Withhold

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ISO copyright office
Case postale 56 • CH-1211 Geneva 20
Tel. + 41 22 749 01 11
Fax + 41 22 749 09 47
E-mail copyright@iso.org
Web www.iso.org

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Foreword

ISO (the International Organization for Standardization) and IEC (the International Electrotechnical Commission) form the specialized system for worldwide standardization. National bodies that are members of ISO or IEC participate in the development of International Standards through technical committees established by the respective organization to deal with particular fields of technical activity. ISO and IEC technical committees collaborate in fields of mutual interest. Other international organizations, governmental and non-governmental, in liaison with ISO and IEC, also take part in the work. In the field of information technology, ISO and IEC have established a joint technical committee, ISO/IEC JTC 1.

International Standards are drafted in accordance with the rules given in the ISO/IEC Directives, Part 2.

The main task of the joint technical committee is to prepare International Standards. Draft International Standards adopted by the joint technical committee are circulated to national bodies for voting. Publication as an International Standard requires approval by at least 75 % of the national bodies casting a vote.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO and IEC shall not be held responsible for identifying any or all such patent rights.

ISO/IEC 23005-3 was prepared by Joint Technical Committee ISO/IEC JTC 1, *Information technology*, Subcommittee SC 29, *Coding of audio, picture, multimedia and hypermedia information*.

This second edition cancels and replaces the first edition (ISO/IEC 23005-3:2011), which has been technically revised.

ISO/IEC 23005 consists of the following parts, under the general title *Information technology — Media context and control*:

- *Part 1: Architecture*
- *Part 2: Control information*
- *Part 3: Sensory information*
- *Part 4: Virtual world object characteristics*
- *Part 5: Data formats for interaction devices*
- *Part 6: Common types and tools*
- *Part 7: Conformance and reference software*

Introduction

ISO/IEC 23005 (MPEG-V) provides an architecture and specifies associated information representations to enable interoperability between virtual worlds, e.g. digital content provider of a virtual world, (serious) gaming, simulation, DVD, and with the real world, e.g. sensors, actuators, vision and rendering, robotics (e.g. for revalidation), (support for) independent living, social and welfare systems, banking, insurance, travel, real estate, rights management and many others.

Virtual worlds (often referred to as 3D3C for 3D visualization & navigation and the 3C's of Community, Creation and Commerce) integrate existing and emerging (media) technologies (e.g. instant messaging, video, 3D, VR, AI, chat, voice, etc.) that allow for the support of existing, and the development of new kinds of, social networks. The emergence of virtual worlds as platforms for social networking is recognized by businesses as an important issue for at least two reasons:

- It offers the power to reshape the way companies interact with their environments (markets, customers, suppliers, creators, stakeholders, etc.) in a fashion comparable to the Internet.
- It allows for the development of new (breakthrough) business models, services, applications and devices.

Each virtual world however has a different culture and audience making use of these specific worlds for a variety of reasons. These differences in existing metaverses permit users to have unique experiences. Resistance to real-world commercial encroachment still exists in many virtual worlds, where users primarily seek an escape from real life. Hence, marketers should get to know a virtual world beforehand and the rules that govern each individual universe.

Although realistic experiences have been achieved via devices such as 3-D audio/visual devices, it is hard to realize sensory effects only with the presentation of audiovisual contents. The addition of sensory effects leads to even more realistic experiences in the consumption of audiovisual contents. This will lead to the application of new media for enhanced experiences of users in a more realistic sense.

Such new media will benefit from the standardization of control and sensory information which can include sensory effect metadata, sensory device capabilities/commands, user sensory preferences, and various delivery formats. The MPEG-V architecture can be applicable for various business models for which audiovisual contents can be associated with sensory effects that need to be rendered on appropriate sensory devices.

This part of ISO/IEC 23005 contains the sensory information which can stimulate other senses than vision or audition, e.g. olfaction, mechanoreception, equilibrioception, or thermoception. That is, in addition to the audio-visual content of, e.g., a movie, also other sense shall be stimulated giving her/him the sensation of being part of the particular media which shall result in a worthwhile, informative user experience.

The International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC) draw attention to the fact that it is claimed that compliance with this document may involve the use of patents.

ISO and the IEC take no position concerning the evidence, validity and scope of these patent rights.

The holders of these patent rights have assured ISO and the IEC that they are willing to negotiate licences under reasonable and non-discriminatory terms and conditions with applicants throughout the world. In this respect, the statements of the holders of these patent rights are registered with ISO and the IEC. Information may be obtained from the companies listed in Annex C.

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Information technology — Media context and control —

Part 3: Sensory information

1 Scope

This part of ISO/IEC 23005 specifies syntax and semantics of description schemes and descriptors that represent sensory information. This part of ISO/IEC 23005 enhances the experience of users while consuming media resources by stimulating human multi-sensor such as tactile, olfactory, light sense, temperature sense, etc.

The system architecture is depicted in Figure 1 and the scope of this part of ISO/IEC 23005 is highlighted. That is, only the information representation that acts as an input to the possible Adaptation VR – as defined in ISO/IEC 23005-1 – is specified in this part of ISO/IEC 23005.

The adaptation engine for Sensory Information is to adapt Sensory information to Device Command which is the actual signal to control multi-sensory devices as defined in ISO/IEC 23005-5. This adaptation process is not mandatory in case the sensory information may directly control the actual devices.

NOTE 1 The actual Adaptation VR is deliberately informative and left open for industry competition.

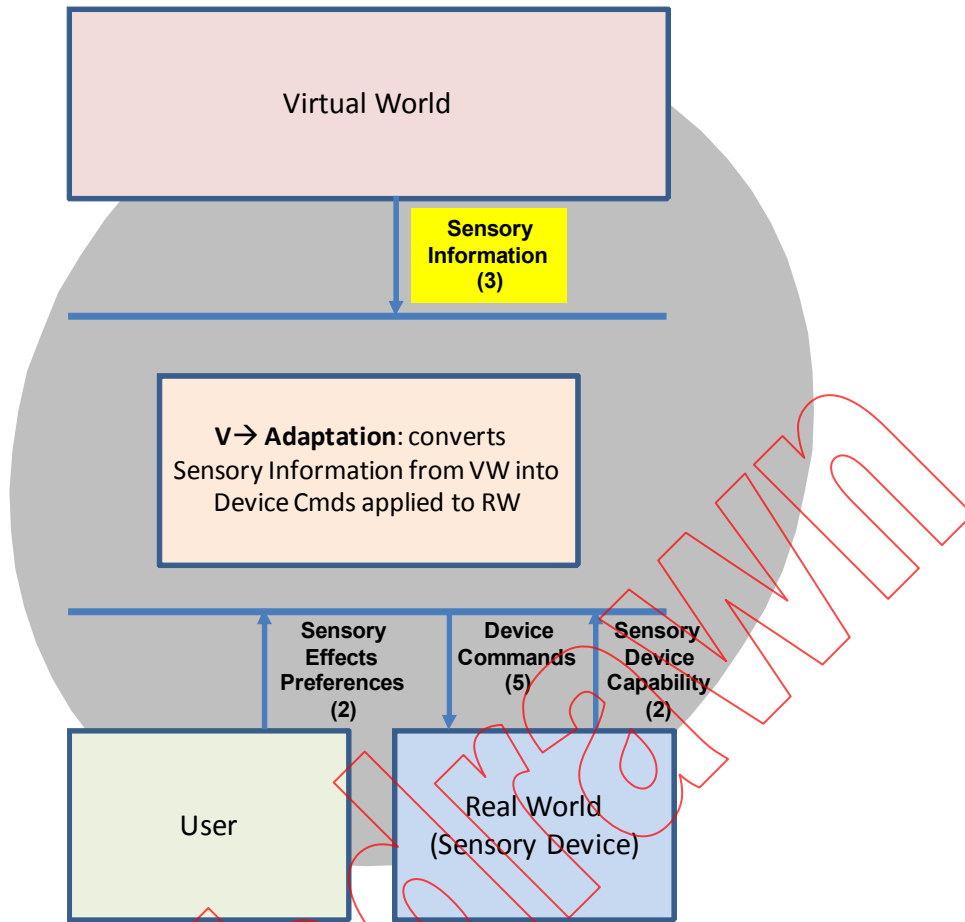


Figure 1 — System Architecture

NOTE 2 Additional informative information can be found in Annex A.

The usage scenarios are described in detail in MPEG-V Architecture (ISO/IEC 23005-1).

2 Normative references

The following documents, in whole or in part, are normatively referenced in this document and are indispensable for its application. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO/IEC 21000-7, *Information technology — Multimedia framework (MPEG-21) — Part 7: Digital Item Adaptation*

ISO/IEC 23005 (all parts), *Information technology — Media context and control*

W3C XML, *Extensible Markup Language (XML) 1.1*, Second Edition, W3C Recommendation 16 August 2006, edited in place 29 September 2006

W3C XMLSCHEMA, *XML Schema Part 1: Structures and XML Schema Part 2: Datatypes*, Second Edition W3C Recommendation, 28 October 2004