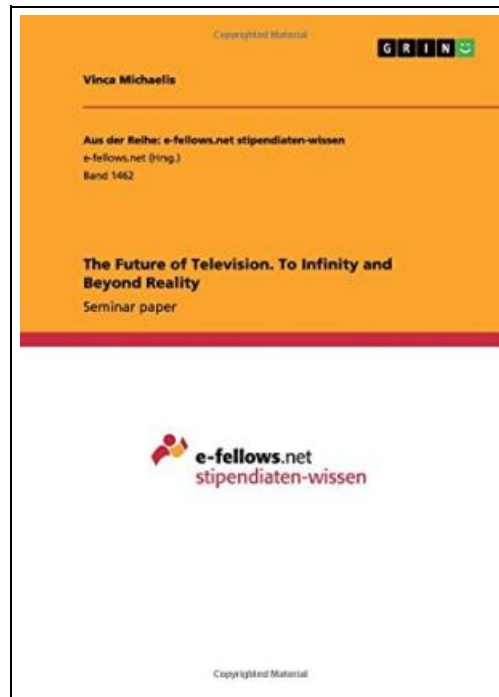


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GRIN Verlag GmbH Jun 2015, 2015. Taschenbuch. Book Condition: Neu. 211x149x3 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2014 in the subject Communications - Movies and Television, grade: 1,0, University of Applied Sciences Hamburg, language: English, abstract: The media sector is changing and TV is right at the centre of this development. Everybody is or wants to be 'connected' with their friend, so TV has to be too. The world is moving fast and people want to watch TV when and where they have time for it. The flood of information swamps the audience. For TV to become more targeted it has to be personalized. Finally, TV should not just be an 'incidental medium' as is common to-day. TV should be an experience, so it has to be more interactive (Neef, Schroll & Hirsch, 2011). But what will happen in 20 years There has to be an innovation that combines all these needs. Time to take a look at a science fictional future: Star Trek - and their one idea that combines all these aspects - the holodeck. 'A holodeck is a room that creates objects, people and images on the fly and has no restriction on time and space' (Rhodes, 2008, p. 1) Going first a couple of steps back, the following paragraphs will then explain the hypothesis: 'holodeck, the ultimate idea of future television in 20 years' by looking at the four main innovations in the television industry, the reasons for their use and their connection to the ultimate idea of future television - the holodeck. Finally, taking into consideration how advanced the technology is and what lies ahead to create the holodeck The voyage starts by looking at the current developments and what lies ahead...

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