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**SERIES F: NON-TELEPHONE TELECOMMUNICATION
SERVICES**

Audiovisual services

**Service description and requirements for
multimedia information access triggered by
tag-based identification**

Recommendation ITU-T F.771

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Recommendation ITU-T F.771

Service description and requirements for multimedia information access triggered by tag-based identification

Summary

Recommendation ITU-T F.771 specifies a high-level functional model, a service description and requirements for multimedia information access triggered by tag-based identification. The scope of this Recommendation is limited to those applications and services that have both multimedia and tag-based characteristics.

Source

Recommendation ITU-T F.771 was approved on 6 August 2008 by ITU-T Study Group 16 (2005-2008) under Recommendation ITU-T A.8 procedure.

Keywords

Multimedia information access, requirements, tag-based identification.

FOREWORD

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Introduction

Multimedia information access triggered by tag-based identification is a class of the generic multimedia services identified in Recommendation ITU-T F.700. Following the methodology given in Recommendation ITU-T F.701, this Recommendation specifies the functional model, service description and requirements for multimedia information access triggered by tag-based identification.

When a user's device obtains an identifier from an identification (ID) tag wherever it is attached, the device tries to find the location of associated multimedia information automatically. Each identifier is stored in an ID tag such as a barcode, a passive/active radio frequency identification (RFID), or a smart card, so as to be recognized automatically by various types of tag readers. This feature enables the user to refer to the multimedia content without typing its address on a keyboard or inputting the name of objects about which relevant information is to be retrieved. This information is stored in databases somewhere in the network and provided by several service providers.