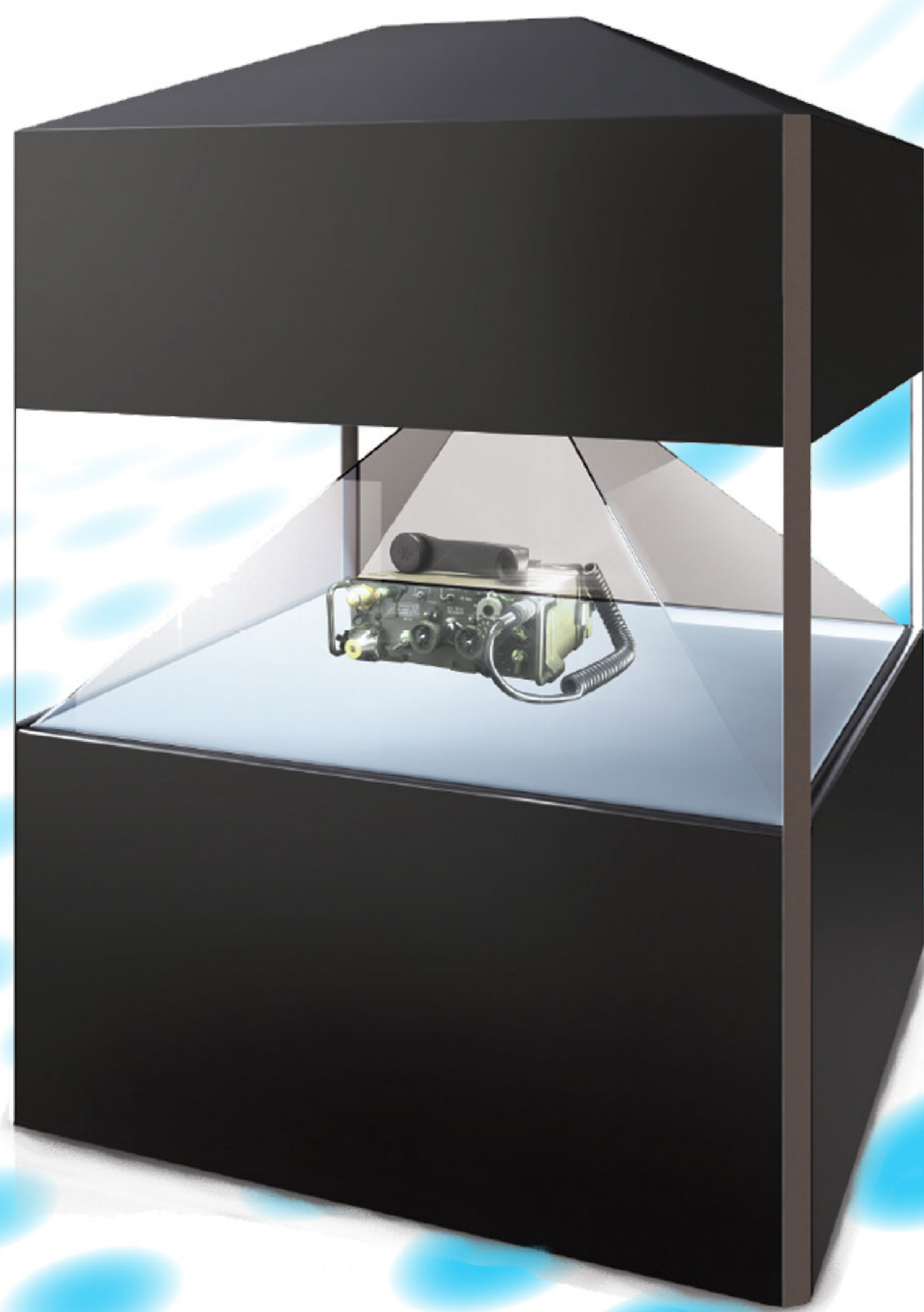


# dreamoc<sup>TM</sup>

## Scandinavia 360 XXL

Content Manual

version 1.1





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## **Dreamoc® Scandinavia 360 XXL Content Philosophy.**

The Dreamoc Scandinavia 360 XXL gives an illusion of the science fiction hologram, known from movies like Star Wars and Star Trek.

It is important to try, in all parts of a Dreamoc production, to support this experience/illusion. For example by working with more simple objects, having a 60% maximum picture surface, so that the object is still very much cut out on the black background.

Also please avoid using standard video production effects such as simple cuts (change of angle), wipes, dissolves (unless to/from black) etc.

“We borrow the veracity of the physical world, by setting our video pixels up in an actual space. This is the secret behind the attention that we attract when we show pictures in the Dreamoc.” says Peter Simonsen.

The Dreamoc Scandinavia 360 XXL shows films based on the Cut Out Video philosophy; in other words, the format is free and unframed, as the idea is to break out of the frameworks and instead use actual space as the framework for narration and the video image.

A perfect Dreamoc experience will exist, when you experience that reality becomes a scene for the virtual object, and thereby emphasizes the presence of some isolated 3D. It is the real physical room that gives the third dimension.

“We simply use physical space to create a three-dimensional feeling, as though the object was actually present in the space.” says Peter Simonsen.

This manual is intended for clients and partners who want to make their own computer animated content for the Dreamoc system.

To achieve a good result, it is very important during production, to have samples of the content evaluated by Realfiction or an authorised Realfiction partner.

## **Delivery Standards**

We recommend rendering a master file in the following way. By doing so it will be a lot easier to finalise the movie for other Dreamoc sizes now or in the near future.

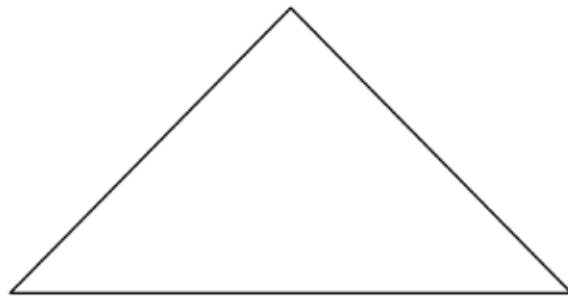
Should you choose not to do this, you should skip this step and go straight to the finalising section for the final delivery standards.

- Content (one side of the pyramid) should be in either 1920x1080 or 1360x768 resolution square pixels.
- Frame rate should be 30 fps non-interlaced.
- The ideal file format is a sequence of compressed TGA single frames. JPG sequence will also do.
- Soundtrack (if used) should be in a separate 16 bit, 48.000 kHz, stereo Wave file.

## **Animation Guidelines**

First of all it's important to remember, that content for the Dreamoc systems will be seen as floating holographic objects inside a pyramid shaped glass chamber.

The pyramid shaped chamber consists of 4 triangular sides. The content displayed in each side of a Dreamoc Scandinavia 360 XXL is normally identical at all times (unless you wish to experiment with different content, that do not mix on the corners). This means that making content for the Dreamoc is making one side only! It also means that the content basically is shown inside a triangle.



It is recommended to:

- Apply rotation to all objects including text.
- Give objects a “floating” movement to enhance the illusion of a free-floating holographic object.
- Place the camera according to the centre of the object.
- All text should have 3D depth. A good idea is to make it rotate in a circle around the objects.

## LED Light

Black is invisible in movies shown in a Dreamoc Scandinavia 360 XXL (or 100% transparent), and gradients close to black are hard to see. A dark shadow on the object might therefore be seen as a hole in the object.

It is recommended to:

- Give the object(s) a more even light than you normally would, avoiding too many and too hard shadows.
- Give the object(s) a bit more light than you normally would, allowing the holographic object to appear more vivid and clear.

## What NOT to do

- The content must NEVER exceed the 4:3 image. Be sure that no part of the object(s) goes beyond the boundaries of the image. Pay extra attention to light beams, glow, particles etc.



- Avoid static objects. Make sure to add movement and/or rotation to all objects including text.

All content for the Dreamoc Scandinavia 360, should be made in dialogue with either Realfiction or an authorised Realfiction partner.

## Finalising Content for Dreamoc Scandinavia 360

In most other Dreamoc displays, finalising is the process from your “one side” master animation, to the multi-sided Dreamoc movie that is compressed and ready to be inserted into (or uploaded via internet to) a Dreamoc unit with a player supplied by Realfiction.

For the Dreamoc Scandinavia 360 XXL though, it is simpler, as your one side animation is all you have to render. Through a video splitter, that same image will be automatically looped to all 4 sides of the display. So for this display it is just a matter of using the correct resolution, positioning and scaling the animation so it fits the pyramid format, and rendering a video file that is supported by the built in player.

Finalising can be done in different types of compositing software, but for this description we use Adobe After Effects.

- Open the Dreamoc Scandianvia 360 After Effects template.
- Import your master animation.
- Place it in the “Edit & render here” composition.
- Turn on the layer called “Guide” to check how your animation fits the Dreamoc Scandinavia 360 XXL format.
- Adjust scaling or position so the full animation fits inside the guide.
- Once you are happy with scaling and positioning, turn off the guide layer.
- Match your Work Area to the length of the animation, and choose “Make movie”.
- Render an WMV file (other formats are supported as well) file with the following settings:

Resolution: 1360x768

Frame Rate: 30 fps (unless you have changed it through all your compositions)

Field Order: None (Progressive)

Pixel Aspect Ratio: Square Pixels (1,000)

Remember to check the Audio output option if you have audio in your composition.

Should you use another piece of software simply do this:

Create a composition with the resolution 1360x768, square pixels, 30 fps progressive.

Import the file “1360x768\_Guide.png” into your composition (found in the template folder under “(Footage)”). The file contains an alpha channel. Make sure your animation fits inside this guide. Render a windows media file with similar settings as shown in the image “Suggested\_render\_settings.jpg”.

Best Regards

Clas Dyrholm  
Realfiction



For further information and pricing  
please contact RealFiction  
phone number: +45 7020 6490  
email: [contact@realfiction.com](mailto:contact@realfiction.com)



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