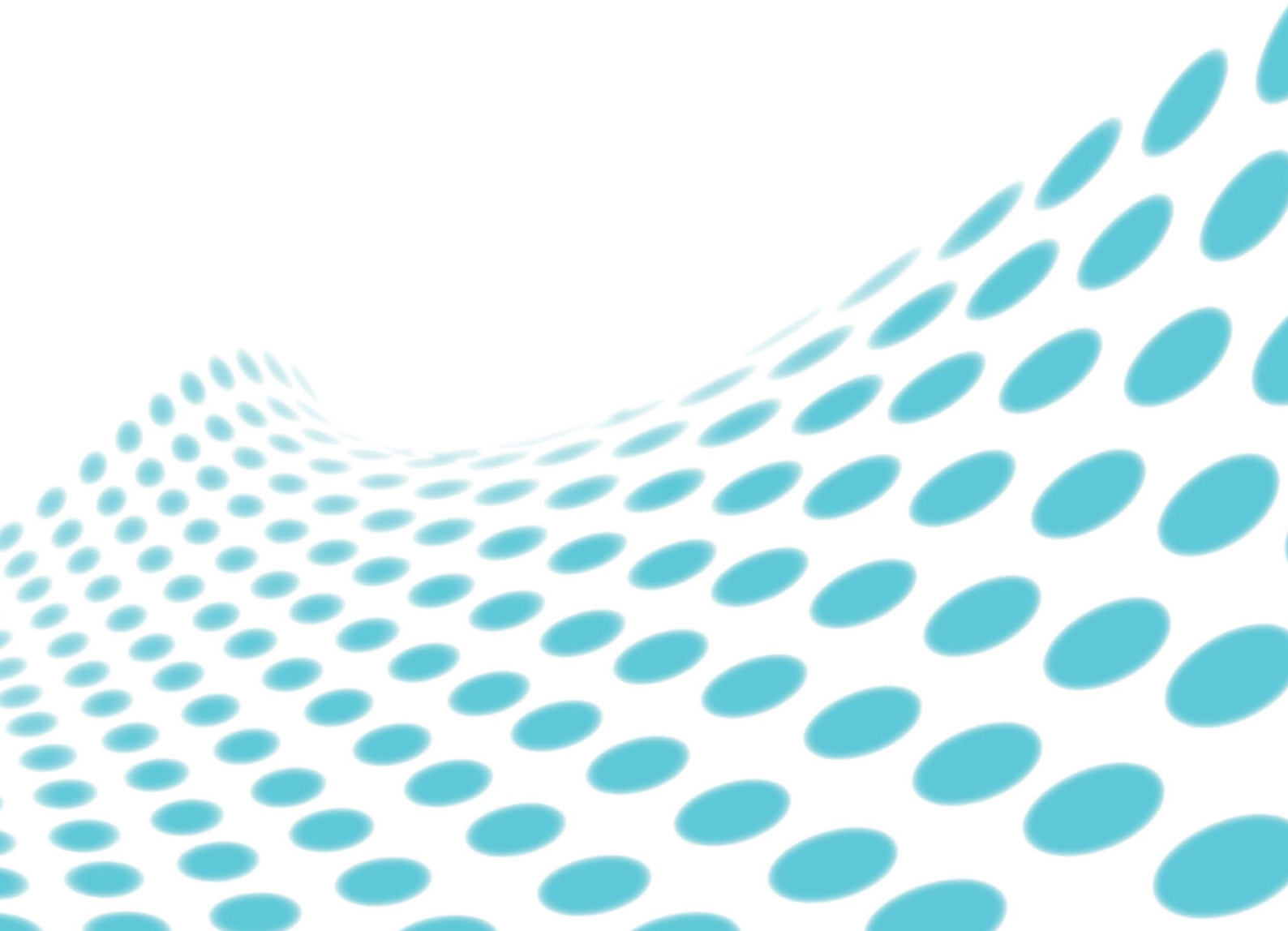




# dreamoc<sup>TM</sup> *POP*

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Content manual  
version 1.0



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## **DreamocÔ POP Content Philosophy.**

The Dreamoc POP 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 POP 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**

The Dreamoc POP plays a WMV9 or MPEG2 type file. Other file formats might also work, but are not described here. As a help we have made the “DreamocPOP\_Template”, which is a project for Adobe After Effects with the correct settings.

Basically:

- Mirrored image (everything will be mirrored in the display)
- Resolution 1024 x 576 square pixels (16:9).
- 30 fps non-interlaced is recommended.
- A standard Dreamoc POP display does not have built-in speakers, and will therefore not need sound, but it is possible to connect external speakers.

## **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 glass chamber.

To get the best possible 3D feeling it is recommended to:

- Apply a lot movement to all graphical elements. Everything static becomes flat.
- Apply some sort of rotation to objects and text to enhance the 3D feeling.
- 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 to avoid a skewed perspective.
- All text and logos should have some 3D depth.
- Avoid filling up the entire screen with video. It becomes a “full screen” format to look at, and is no longer transparent and interesting to look at.

## **Light**

Black is invisible in movies shown in a Dreamoc POP (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

- NEVER show a full screen image!
- The content must NEVER exceed the borders of the image. This will cause the illusion to fail, because the viewer then immediately spots the flat video format and loose the 3D feeling. So 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.

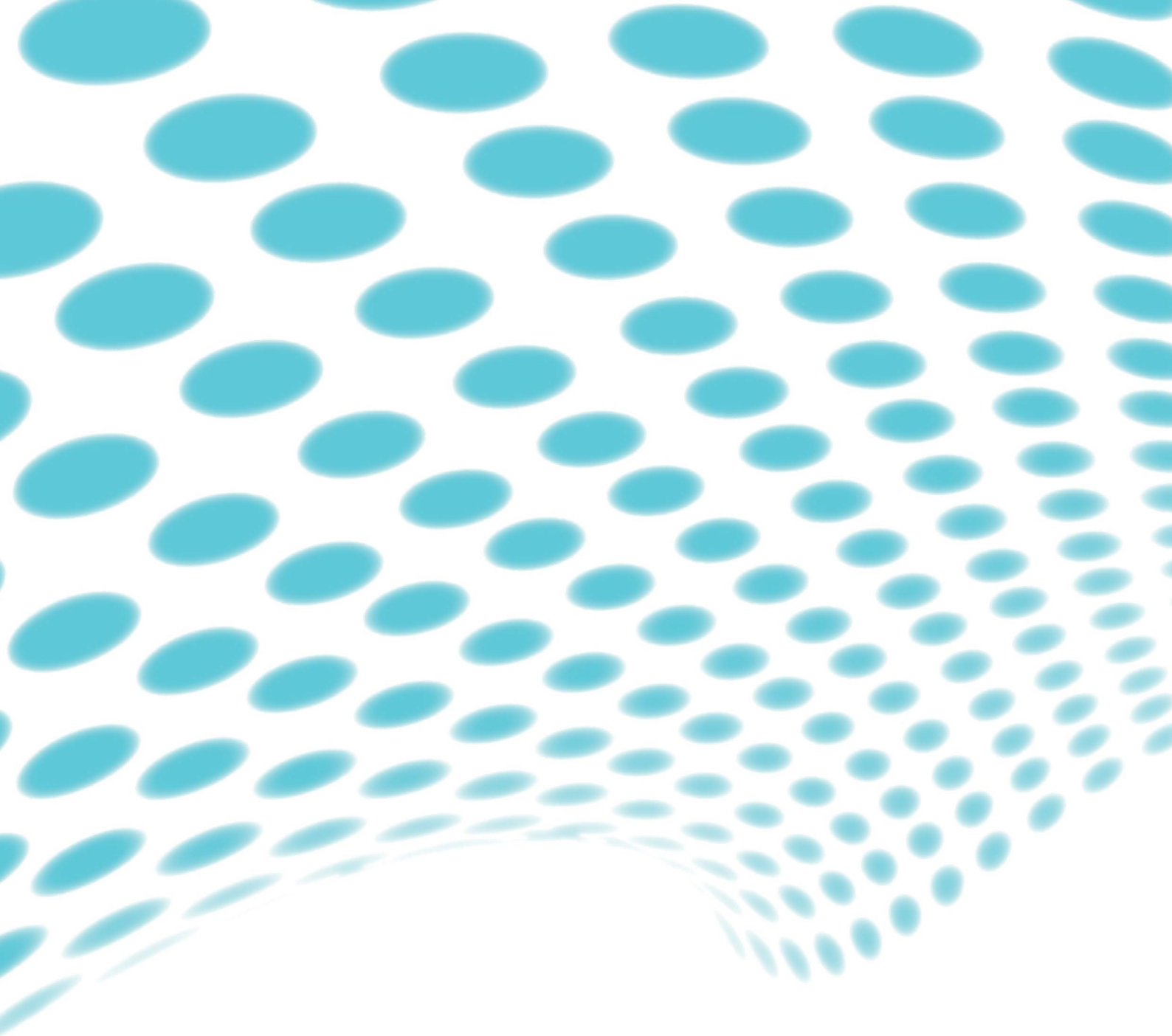


- Avoid static objects. Make sure to add movement and/or rotation to all objects including text.

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

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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