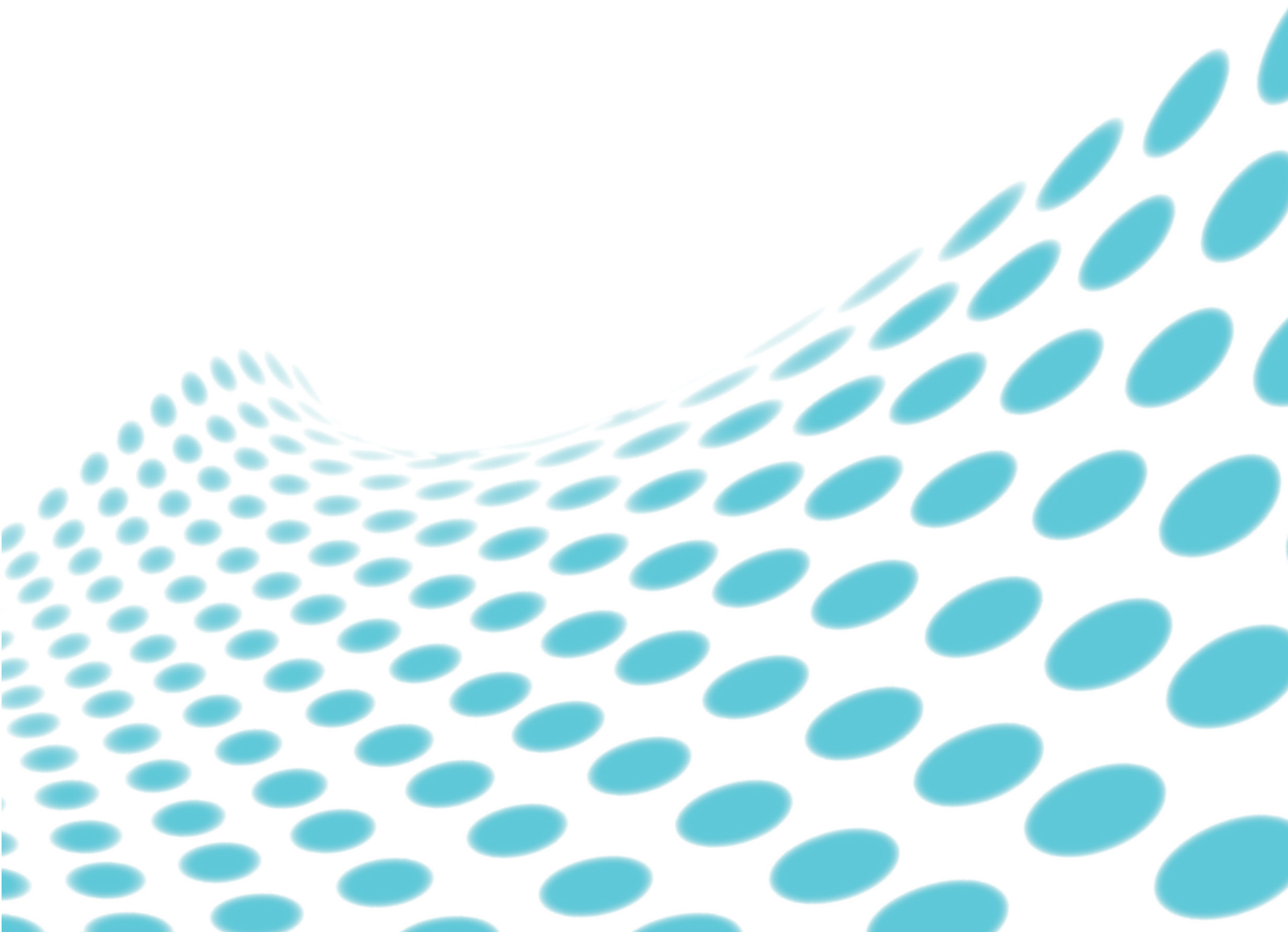




dreamocTMXL3

Content Manual v 1.0



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Dreamoc Content Philosophy.

The Dreamoc 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 show 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.

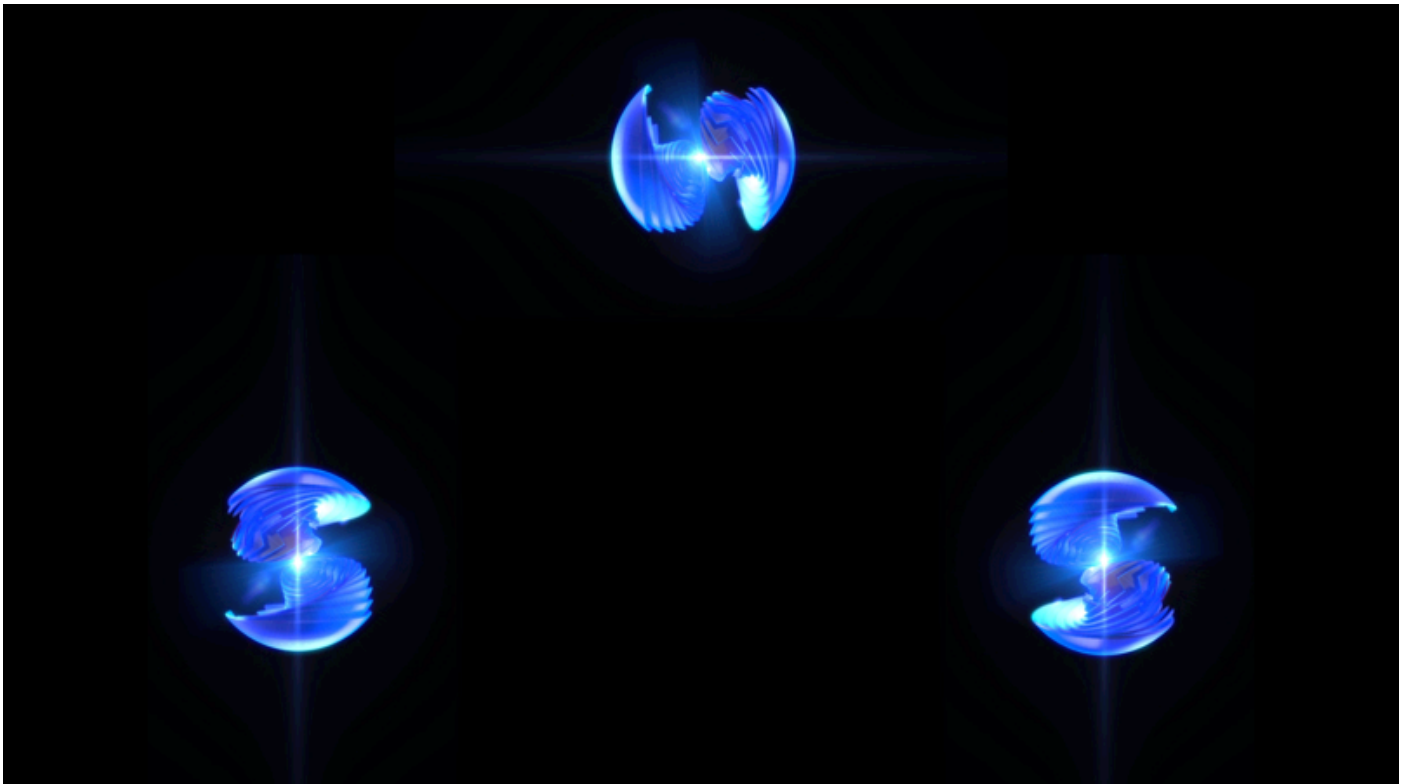
This manual is intended for customers and partners who want to make their own computer animated content for the Dreamoc system.

To achieve a good result, we strongly recommend to have samples of the content evaluated by Realfiction or an authorized Realfiction partner.

Definitions

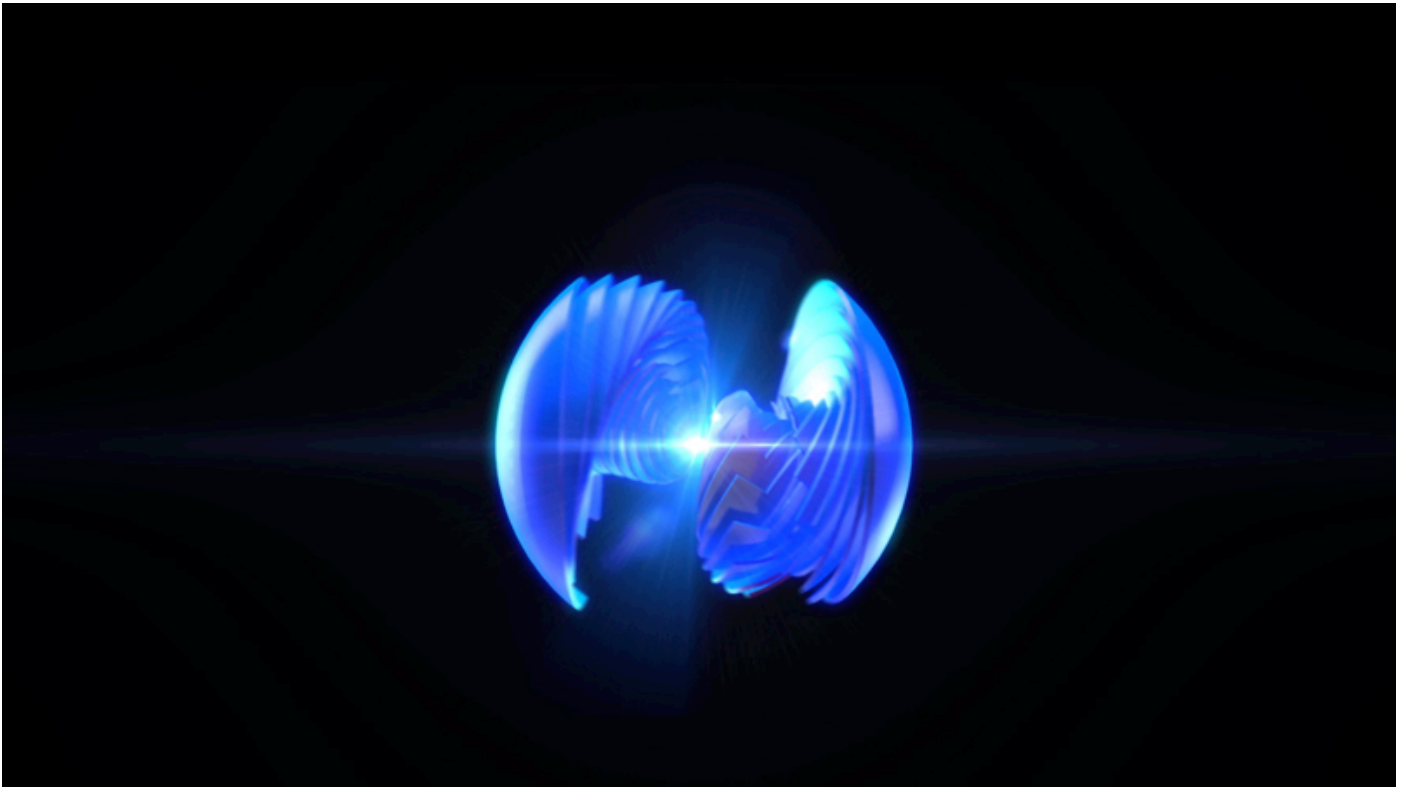
Dreamoc Content = Technically a video file (MP4, WMV, MPEG etc.) prepared for a Dreamoc display. Content can be made from any combination of the following elements: Text, pictures, video, 2D animated computer graphics and 3D animated computer graphics. Depending on the Dreamoc model the content has been prepared for, the video might show several instances of rotated and mirrored versions of the “Master animation”.

Example:



Master animation = Most Dreamoc displays have more than one viewing side (or glass). As opposed to the common belief that each side shows different images, it is in fact in most cases the same animation that is shown on each side at all times. The “Master animation” is therefore the animation seen on each side.

Example:



Delivery Standards

The final movie for Dreamoc XL3 should have the following specifications:

Codec: MPEG1, MPEG2, MPEG4 or H.264 (recommended)

Resolution: 1920x1080

Pixel aspect ratio: Square Pixels

Image aspect ratio: 16:9

Frame rate: MPEG1/2/4 = maximum 30fps, H.264 = maximum 60fps.

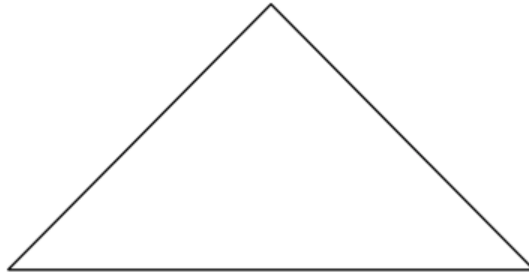
Recommendations:

- If you wish the flexibility of being able to use your content across different Dreamoc display versions, we strongly recommend creating the master animation in as high a resolution as possible, and save it in an uncompressed format.
- Recommended frame rate is 30 or 60 fps non-interlaced, as this will give slightly smoother motion than 25 fps.
- Soundtrack (if used) should be saved in a master format as well, for example as 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 3 triangular sides. The content displayed in each side of a Dreamoc is 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 could be making one side only! It also means that the content basically is shown inside a triangle.

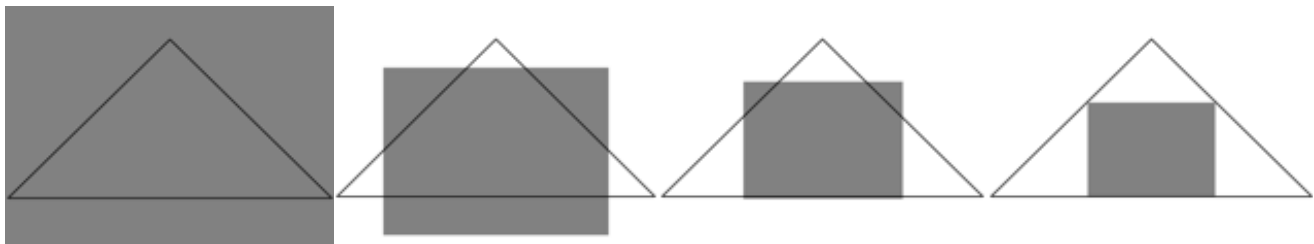


It is recommended to:

- 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.

Scaling

The size of the holographic object depends on the shape and movement of the content. Below is 4 examples of how content is scaled to fit inside the Dreamoc, according to how big a part of the 4:3 image is being used by the content.



Ex. 1

Ex. 2

Ex. 3

Ex. 4

Ex. 1: To use the entire triangle ⁽¹⁾, you would have to restrain yourself to a small part of the 4:3 image.

Ex. 2: This would typically be a wide but not very tall object. It could be a car, that you want as big as possible.

Ex. 3: This is what we normally recommend. At least keep the top corners of 4:3 image free, in order to get a bigger holographic object.

Ex. 4: This is a consequence of the full 4:3 image being used.

(1): Note that in most constructions the tip is not usable.

Light

Black is invisible in movies shown in a Dreamoc (or 100% transparent), and gradients close to black is 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 should be made in dialogue with either Realfiction or an authorized Realfiction partner.

Best Regards

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