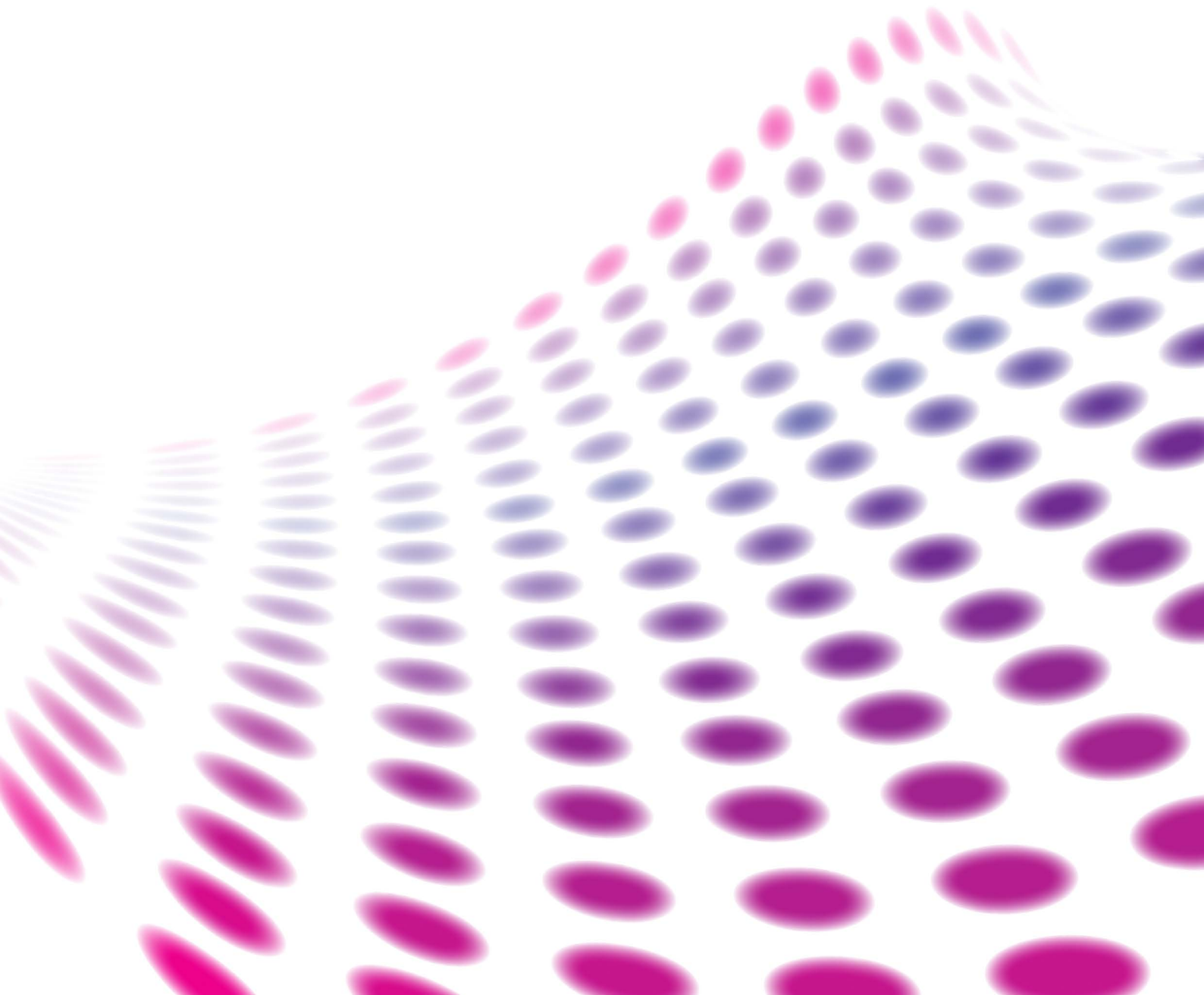




dreamoc™

content production manual
version: Dreamoc Content Competition 2011



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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 those participating in the Dreamoc Content Competition 2011.

To achieve a good result, it could be a good idea, to have samples of the content evaluated by RealFiction or an authorised RealFiction partner during production.

All material will be finalised by RealFiction.

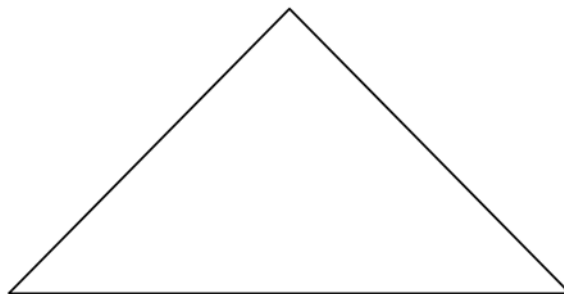
Delivery Standards

- Content (one side of the pyramid only) should be delivered in HD 1920x1080, square pixels.
- Frame rate must be 30 fps non-interlaced.
- File format is ideally a sequence of compressed TGA single frames. Windows media, quicktime or avi will also do.
- Soundtrack (if used) should be delivered 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 3 triangular sides. The content displayed in each side of a Dreamoc 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 normally 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.

Light

Black is invisible in movies shown in a Dreamoc (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.



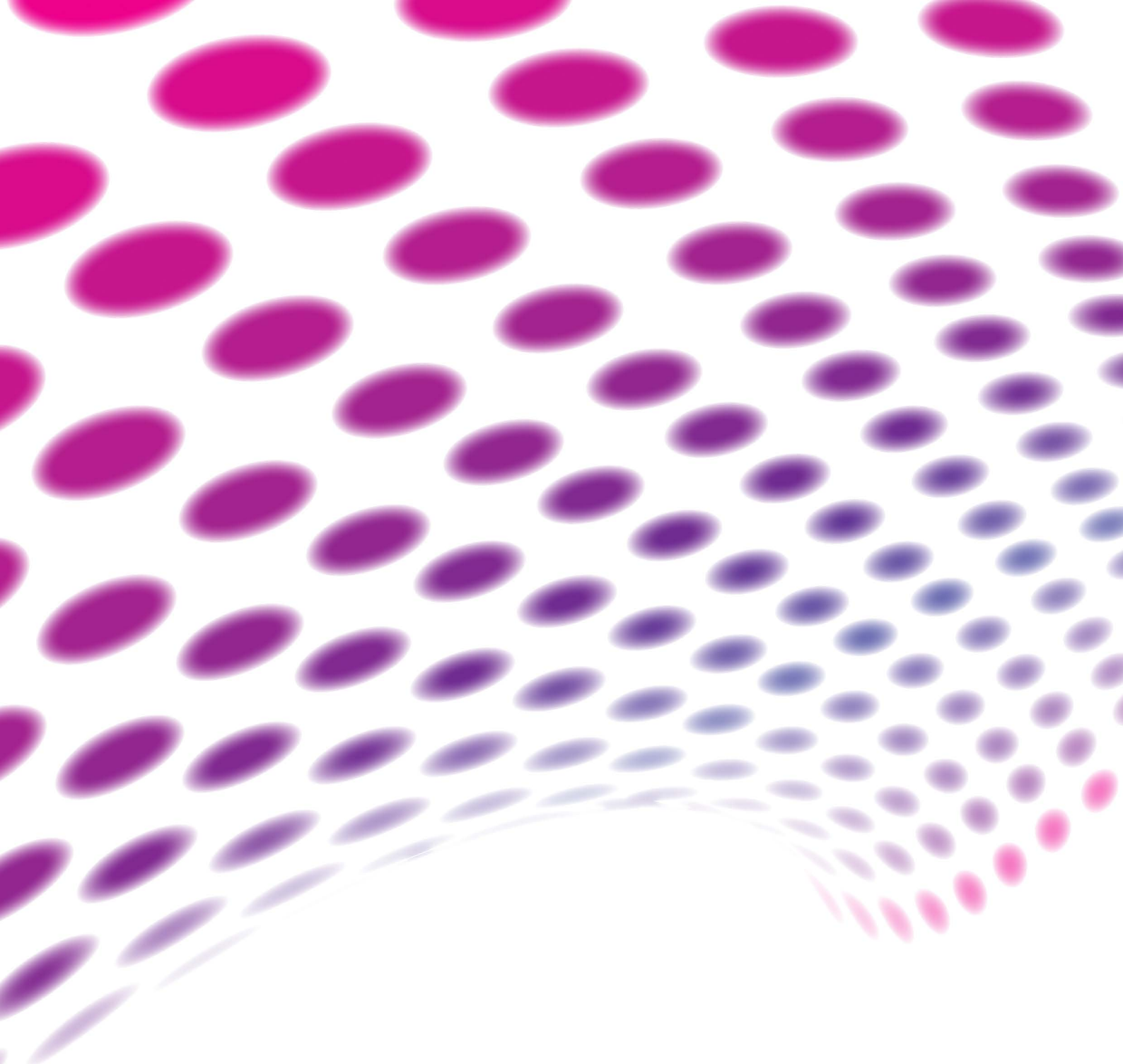
- Avoid static objects. Make sure to add movement and/or rotation to all objects including text.

Finalising

All submitted content will be finalised by RealFiction. Finalising means formatting the movie for the specific Dreamoc standards. Scaling, rotating and positioning the images to match each face in the Dreamoc optic. By receiving the one side master view, we can easier finalise for our different versions.

Best Regards

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