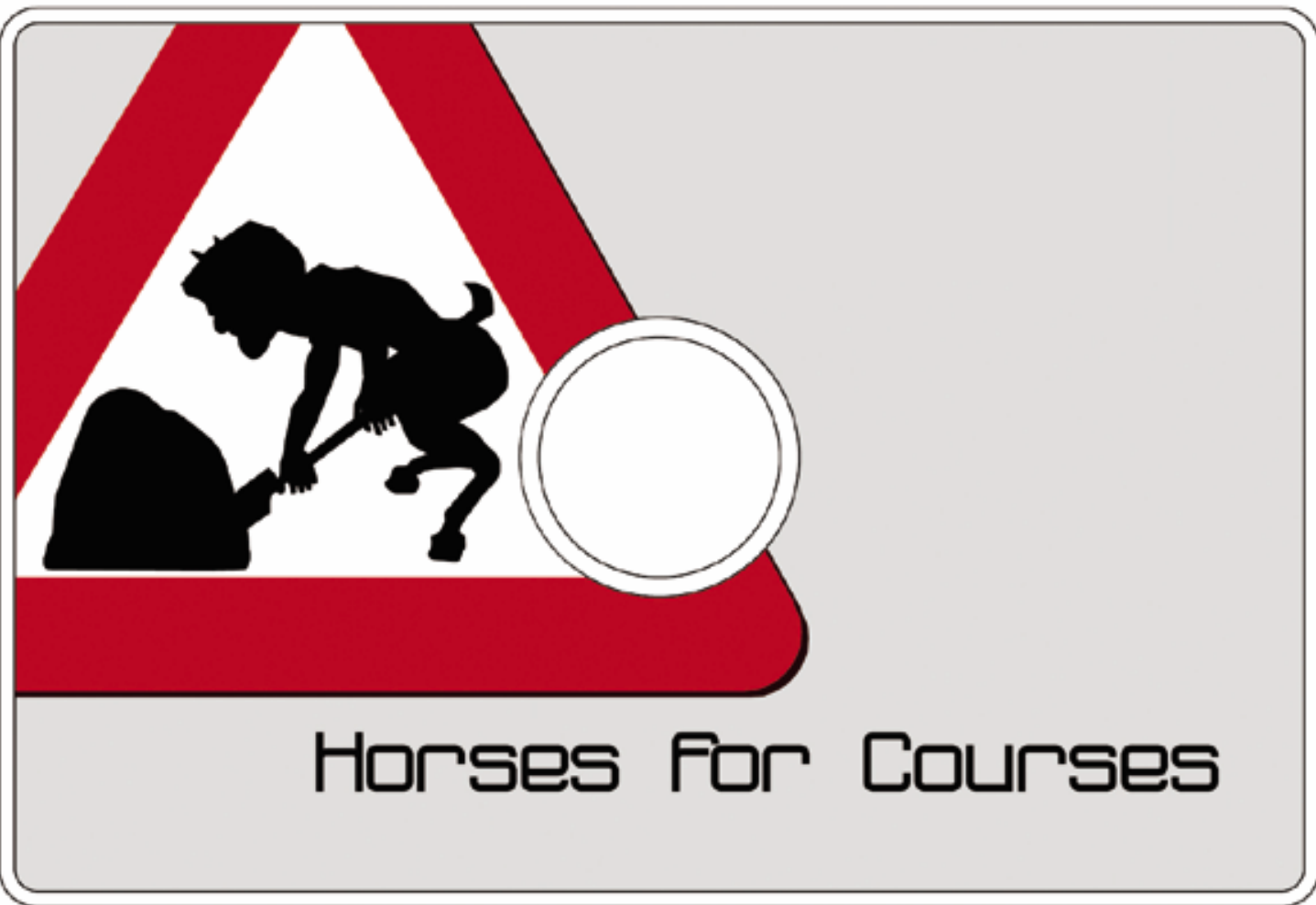


A case study in web3D film-making

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Horses for Courses

web3d

- 3D on the web
- standards for lightweight, interactive 3D graphics
- the line between film and game

Film - ? - Game

- Play with a film?
- Watch a game?
- Do both?

The future of film-making

- dynamically generated visuals
- interactive sound
- conventions for interactivity
- network connectivity
- game elements



Why 'film'?

- Quality storytelling
- Collaborative medium
- Immersive experiences
- Established metaphors
- High-end production

SUPERMAN



SAVE LOIS

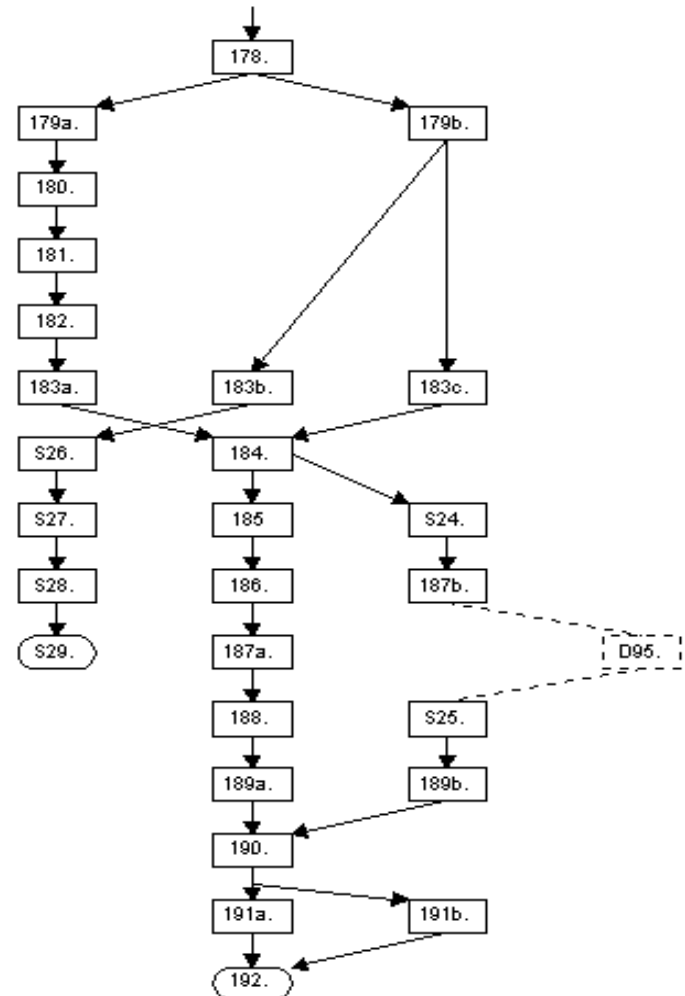
SAVE JANITOR

channel

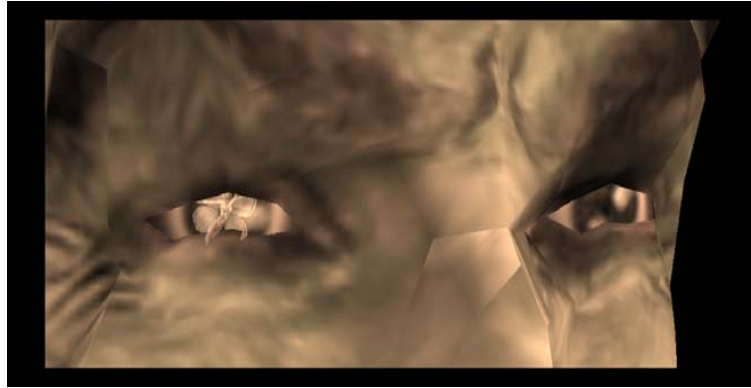


Reality check

- Who watches?
- Who plays?
- Who pays?



film-making on the web



- Universal medium
- Marketplace where old rules apply

Media to die for

- Photo-realism – an obsession
- Short film today, feature tomorrow
- Animation today, digital video tomorrow
- Thinking back...



Horses for Courses

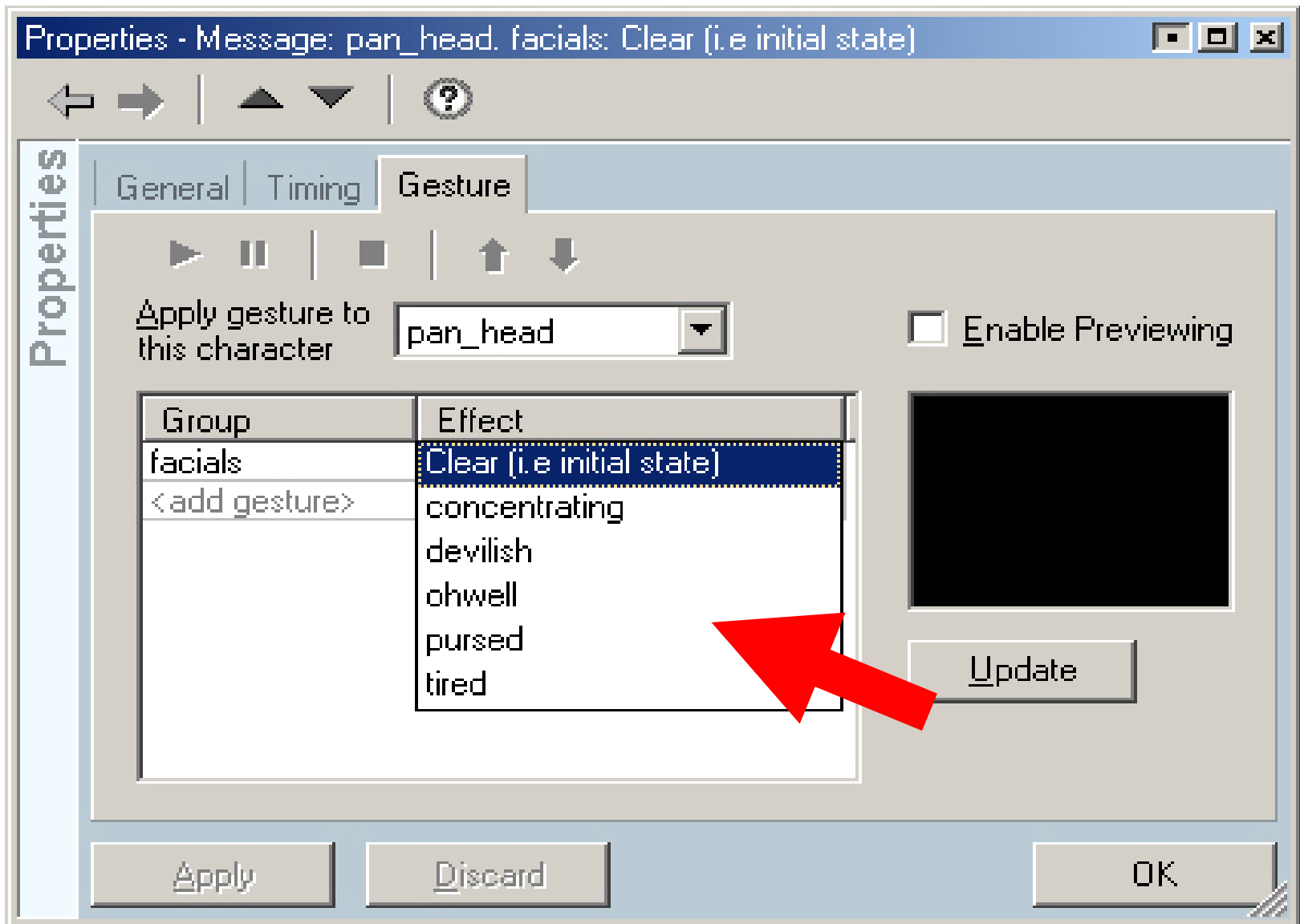
- Film – toy – a prototype
- Multi-lingual (English/French/Spanish)
- Manual camera controls
- VCR controls
- Interactive narrative
- E-commerce











web3D library

- Actors
- Props
- Sets
- Scenes



25K Pan head



2K hat



140K forest



JE!

#VALUE!







Delivery considerations

- player installation
- multiple platforms
- multiple devices
- technical support





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DASNAC 34324TQC
HOB



Massively Multi-lingual Media

- One concept
- One story
- One author
- One delivery system
- Many representations
- Many technologies





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