



Product
Integration:
CPG/Novelty
Story Assets

Proscenium Display in 3/2 G

3/2-G DISPLAY: 2D PHOTOGRAPHY, GRAPHICS AND/OR VIDEO INSIDE A 3D VOLUME ORGANIZED BY TRACKS ON A Z-AXIS LAYERED FOR TIME-BASED MOTION, AUDIO, LIGHTING AND VISUAL FX.

Narrative without Boundaries: From Story to “HyperStory”

Movie “Persona” as MASK for USER EXPERIENCE

The VUP (viewer/user/player) wants to connect with story at many levels. The most personal level perhaps is the character. The experience with character from a movie is potentially different from the type of experience with character a player has in a game, or a user has on social media, if expression of the narrative realizes a symbolic, or moresso associative capacity. Contained as “affinity,” the viewer has levels of connection through production design (wardrobe, props, location), and story design (plot, dialogue, themes and genre). In cinema (and this is for a character vs. plot driven narrative, framed within a theatrical experience), there is a connection that is unfragmented by time-shifting – yet the potential for engagement is still unmined for digital cinema, and post-theatrical media flow: 1) A TV trailer spot, movie poster, website, or social campaign page may proceed the release date; 2) After the theatrical release, a typical three month window is kept before distribution through the home entertainment market begins; 3) DVD’s or BluRay’s have menus that enable access to extra content, which are typically production oriented tangencies only. (Moreover, BluRay is not being supported by Apple, and the technology is losing foothold, with the optical drive being replaced by cloud-based 4K and HDR.) And further, in the wake of ongoing disruption, with content everywhere, there are a proliferation of undifferentiated gateways. Hyperstory solves this problem both for the content owner and the content consumer by offering an enhanced platform for interacting with story across media channels, via personalization and custom tools. The experience audiences gather from story can be optimized, and monetized, bringing new utility and value from character, or any story asset. What digital enables includes masks, totems, gostory, hyperstory, and other media formats, which can expand the boundaries of storytelling while enriching natural affinity that happens across media channels for the newly emerging VUP.

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