Go Small, Video Screening Rooms for the Web

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1 Introduction

EZTV Media in collaboration with the student honors class at the Art Institute of Los Angeles is developing a series of unique on-line screening rooms for on-line viewing their award winning 25 year archive of independent films. It was decided that an exciting way of distributing this archive via the web is to bring the viewer into actual 3D on-line screening rooms that would set the tone for the unique genre of each collection.

2 Exposition

The EZTV Media and Art Institute team will present solutions for the two chief challenges in this project, which are designing elegant, detailed theater spaces within the limitations of available web 3D software, and compressing and streaming video for successful screening within the 3D theater. The team chose to start their concept experiments using programs they know, because these tools offered opportunities for complex concept models. Building concept models in Maya and 3DStudio Max allowed for creative concept experiments, but were a challenge to find work-arounds to translate the detail of the concept models to accommodate the limitations of available web 3D software. Web 3D solutions to be demonstrated will include:

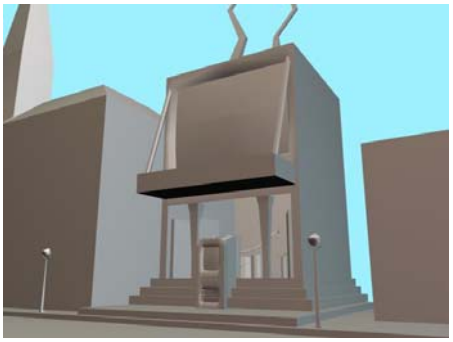
Handling conversions from Maya to Adobe Atmosphere by importing obj files into Viewpoint Scene Builder.

Exporting mtx and html files recognized by web 3D software.

Working with alpha channels and creating workable viewpoint models for web-3D environments.

Building free form curvatures and architectural detail within a simple modeling environment.

The second challenge is to find solutions for screening high quality video content within the web-3D environment where video is handled as a texture map. The beauty of Atmosphere is that it can be completely manipulated by java scripting



TV Classic Theater Building, Maya Model

and this gives it a great flexibility, however knowing what is and what isn't possible is a matter of trial, error and creative scripting. Conversion decisions for streaming best quality video within Atmosphere environments are now underway. These results will be presented with accompanying decision charts covering all compression considerations, video library size decisions, codec's, and compromises.
These examples will include:

Streaming Video Tests
Compression comparisons
Decisions Chart of scripting decisions

3 Conclusion

The possibilities for web delivery of content are endless and tomorrow's tools will offer more sophisticated and easy to use features. However, for today, the many discoveries and solutions of the Art Institute of Los Angeles Honors team will hopefully help future users save time and trouble.

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