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**‘A Real-Time Interactive Movie Experience  
that allows YOU to talk to the characters to participate’**

“Interactive storytelling is a form of computer entertainment in which the player interacts in a dramatically significant way with artificial actors.”

- Chris Crawford, Game Developer (1996)



**Please scan QR code for the  
Real-Time Cinematic Engagement!**  
December 09, 2022  
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The ‘AI-Driven Interactive Cinematic Experience’ is a content production system combines live action with realtime graphics and multiple artificial intelligence solutions to create a conversational interactive entertainment. Viewer response collection unit that receives responses real-time emotion values from viewers who watch the virtual content based on voice and text responses generates interactive scenarios of virtual content, and storyline generator that updates an interactive scenario based on emotion type and real-time emotion value, and a virtual human generator that creates a virtual human representation of virtual content’s character and adjusts the expression of the virtual human based on real-time emotion type and value that affects branching story plots in real-time for a natural story interactions while making the viewers fully engaged as if they are talking to a movie.

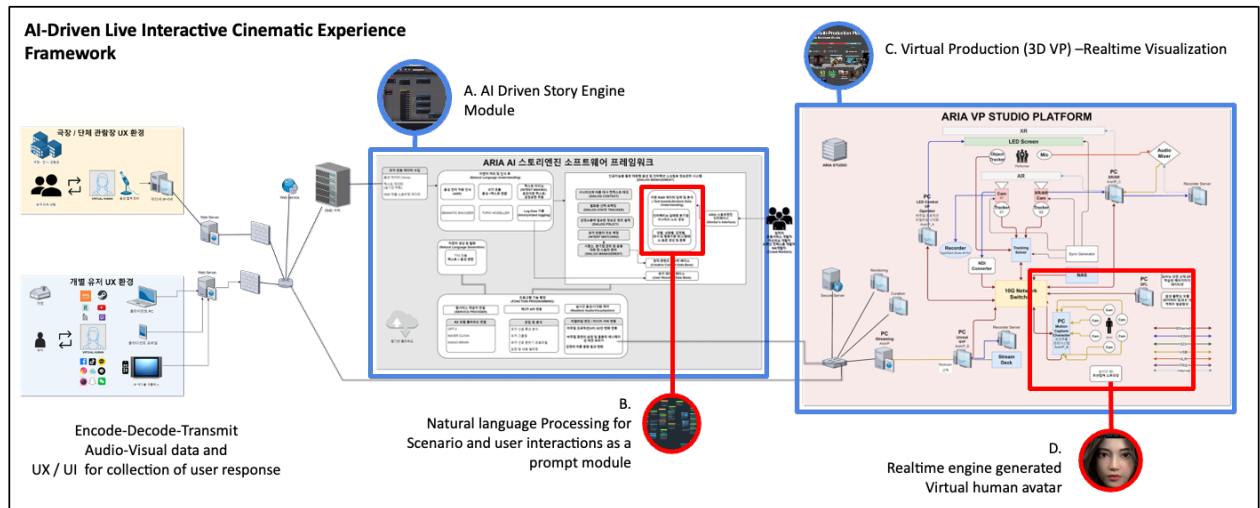
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## AI-Driven Live Interactive Cinematic Experience

‘A Real-Time Interactive Movie Experience that allows you to talk to the characters to participate’

The content production system combines live action with realtime graphics and multiple artificial intelligence solutions.

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### CCS CONCEPTS

- Applied computing → Arts and humanities → Media arts • Applied computing → Arts and humanities → Performing arts • Computing methodologies → Artificial intelligence → Natural language processing → Speech recognition • Computing methodologies → Computer graphics → Animation → Motion capture • Computing methodologies → Artificial intelligence → Natural language processing → Natural language generation • General and reference → Cross-computing tools and techniques → Experimentation

**Additional Keywords and Phrases:** Interactive Movie, Virtual Production, Artificial Intelligence, Virtual Human