„Immersive Storytelling: XR im Journalismus“

Fader, das Tool für alle

Masterclass 2 BLM media.innovations 2020

Stephan Gensch

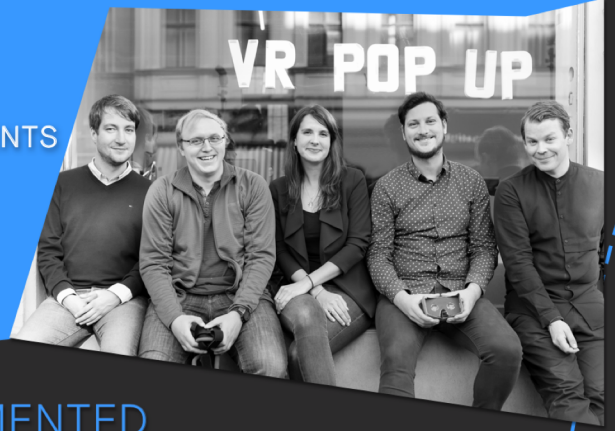
Head of Product Development
Gründer Vragments GmbH

Innovation Manager FoKo Deutsche Welle

Twitter: @HelrenPDM

Email: stephan@vragments.com

VRAGMENTS



VRAGMENTS

AUGMENTED AND VIRTUAL REALITY FOR INDUSTRY APPLICATIONS

#vragments2020

Our Products and Services

- digital-water.city
- getfader.com
- Workshops
- Custom XR solutions

VRAGMENTS

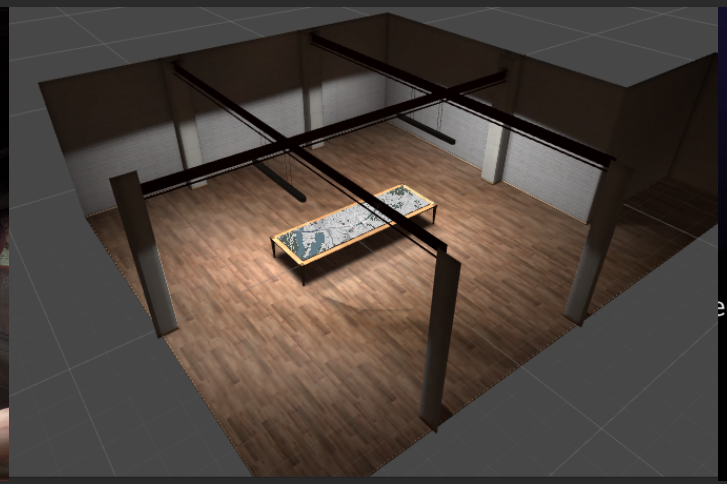
TEAM #vragments2020

vragments.com

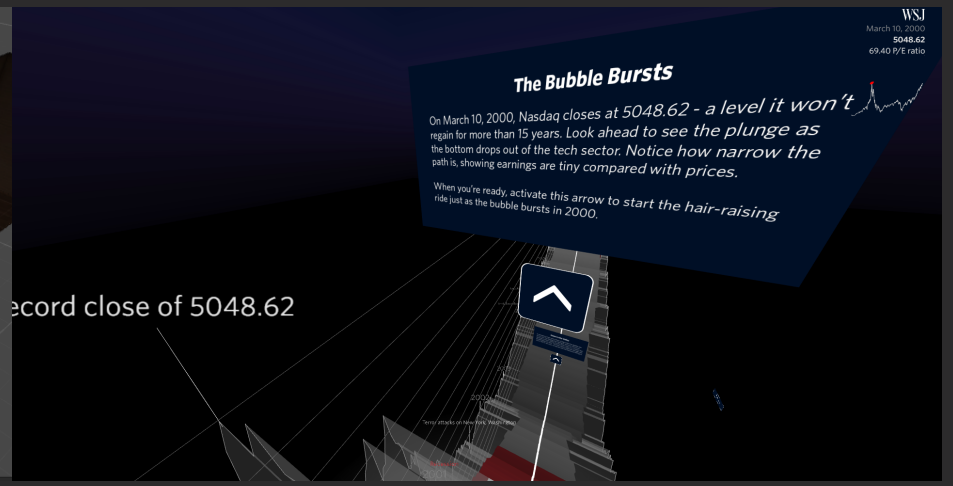
360, CGI, DDJ

360°

Volumetrisch

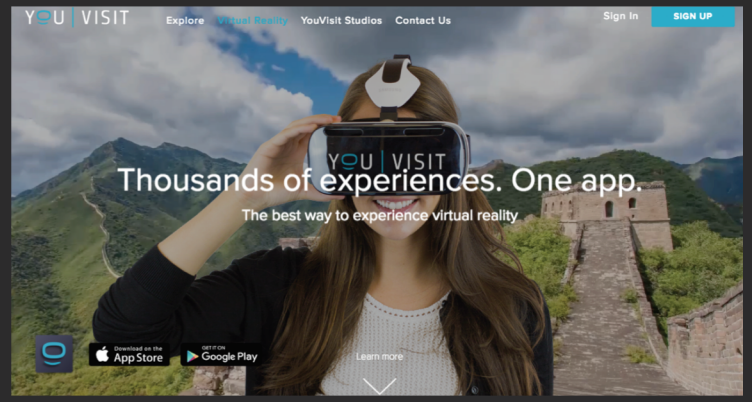


Datengetrieben

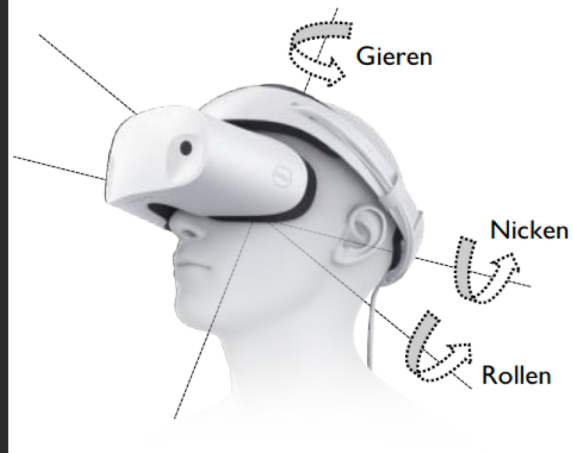


360° ist für den Journalismus alltagstauglich!

Einsatzgebiete



360-Grad-Inhalte



Drei Freiheitsgrade (3-DOF)

- Rollen-Nicken-Gieren
- Kopfausrichtung wird erfasst
- Eingeschränkte Interaktion durch Blick

Live Events

Sport - ZDF SPORTextra
Highspeed im Eiskanal in Winterberg
Rodel-WM - 2019

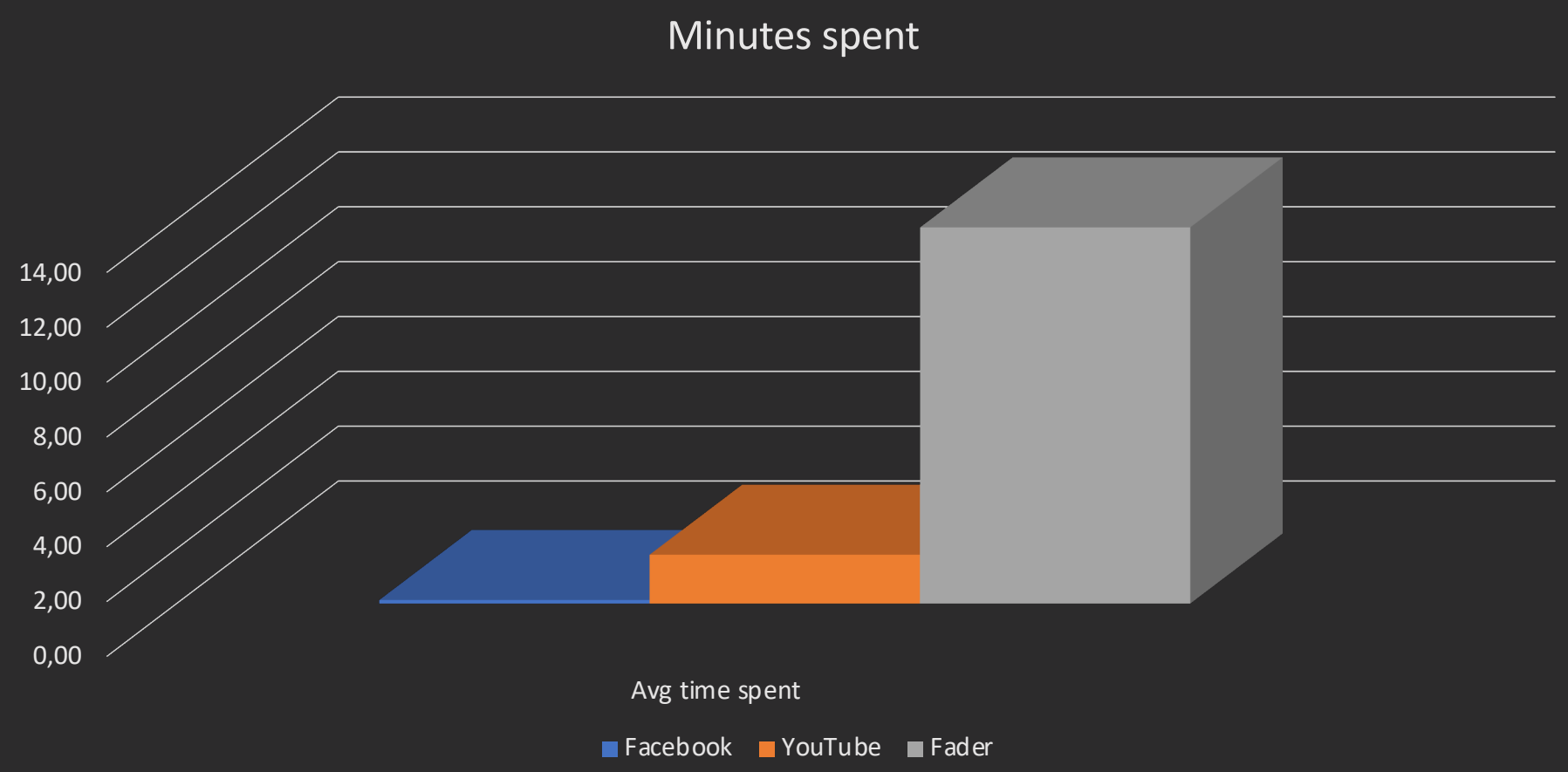
Produktion und Distribution

Aufnehmen

Bearbeiten

Fader

Interaktiv lohnt sich! (Euronews)

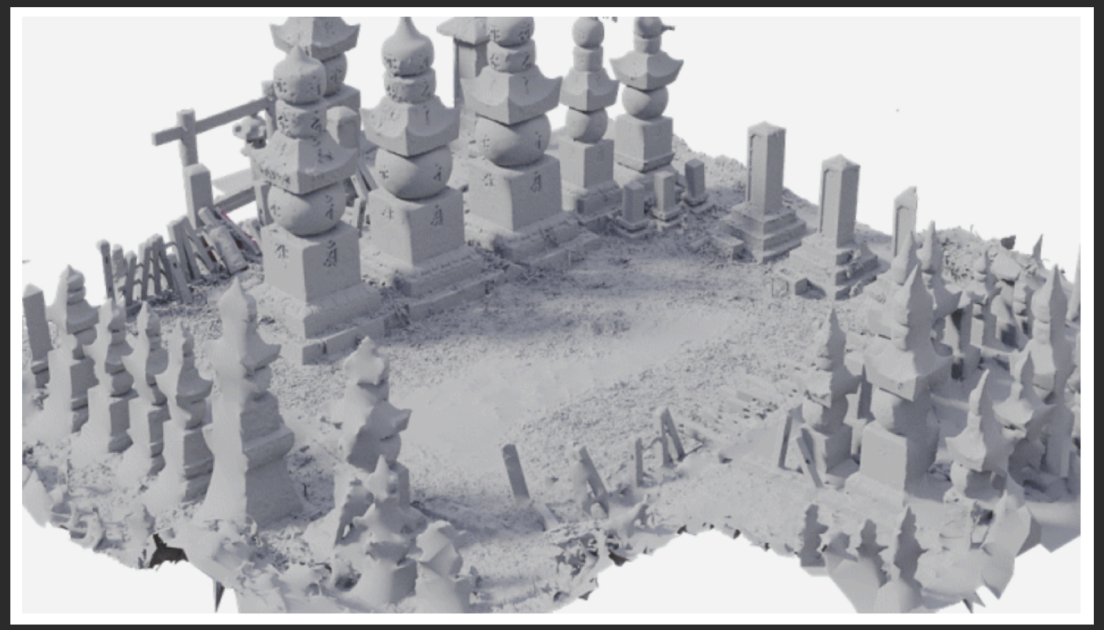


Echtbild in 3D

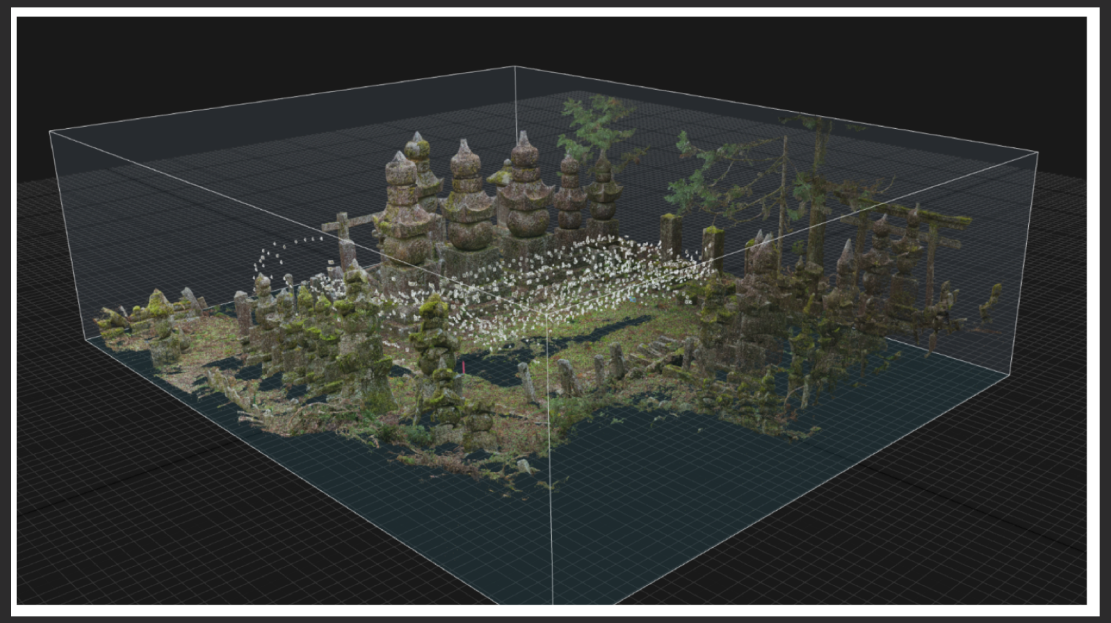
Volumetrische Produktionen durch Video-/Photogrammetrie

Photogrammetrie

Rohgeometrie



Texturierte Geometrie

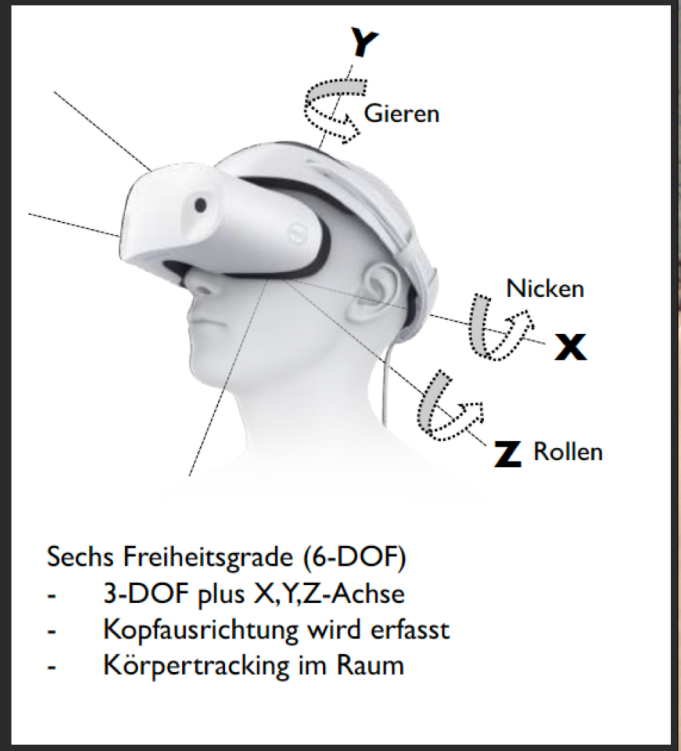


Images from https://blogs.unity3d.com/2019/08/01/the-power-of-photogrammetry-simulating-the-real-world-in-vr/

Bereitstellen

Images from https://blogs.unity3d.com/2019/08/01/the-power-of-photogrammetry-simulating-the-real-world-in-vr/

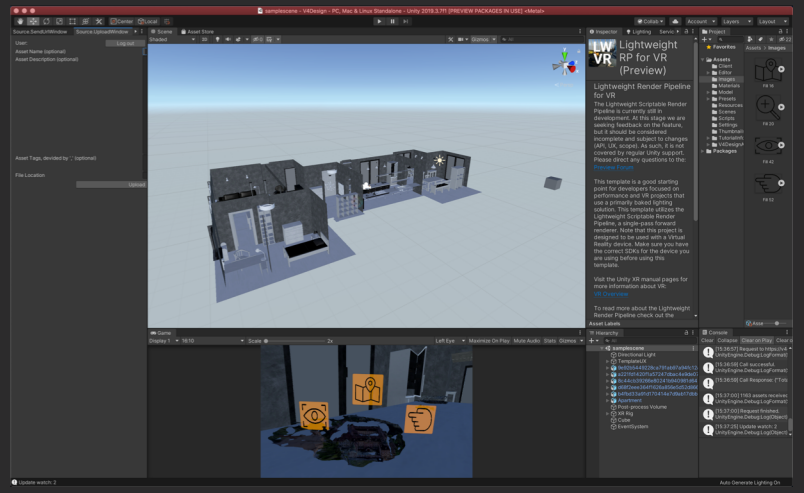
National Geographic VR



https://forcefieldxr.com/project/natgeoexplorevr-machupicchu/

Produktion und Distribution

Aufnehmen



Verarbeiten

„A Guide to Photogrammetry Photography“

Ben Kreimer

https://journalists.org/resources/a-guide-to-photogrammetry-photography/

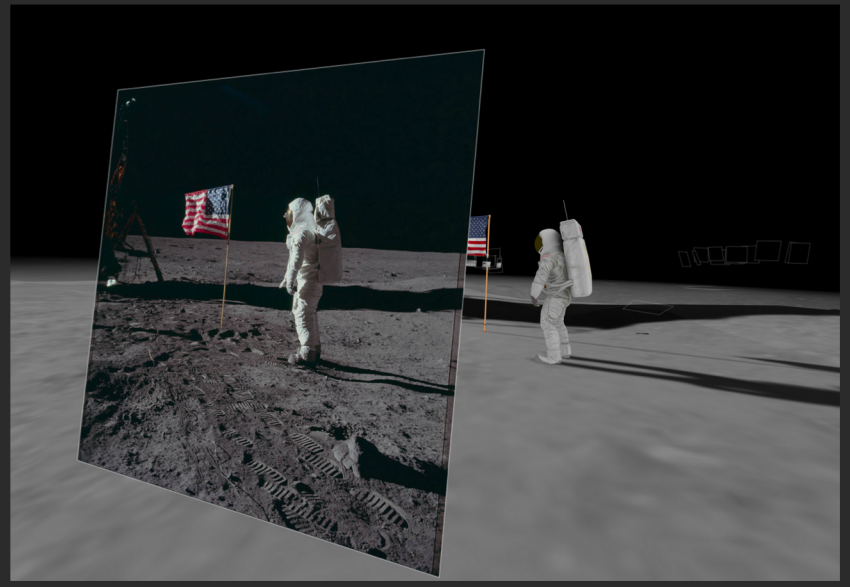
A Guide to Photogrammetry Photography

Published May 1, 2020

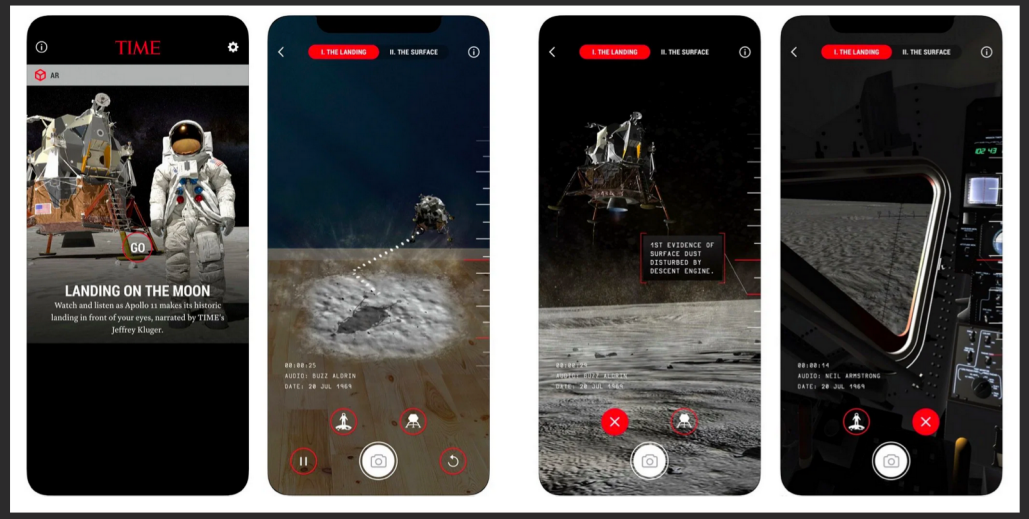
Computergeneriert in 3D

Volumetrische Produktionen durch CGI

360°
6x9:
explore solitary
confinement in 360°
Created by
theguardian

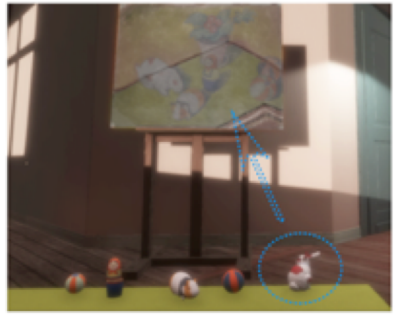
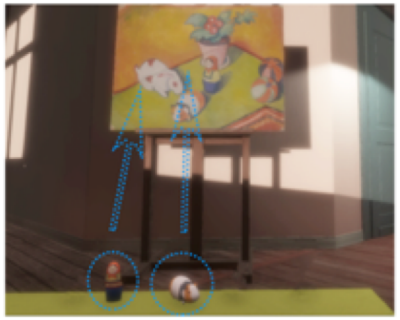


BBC
WE WAIT


TIME
AR
GO
LANDING ON THE MOON
Watch and listen as Apollo 11 makes its historic landing in front of your eyes, narrated by TIME's Jeffrey Kluger.
I. THE LANDING
II. THE SURFACE
1ST EVIDENCE OF SURFACE DUST DISTURBED BY DESCENT ENGINE.

Stasi Verhöre in VR

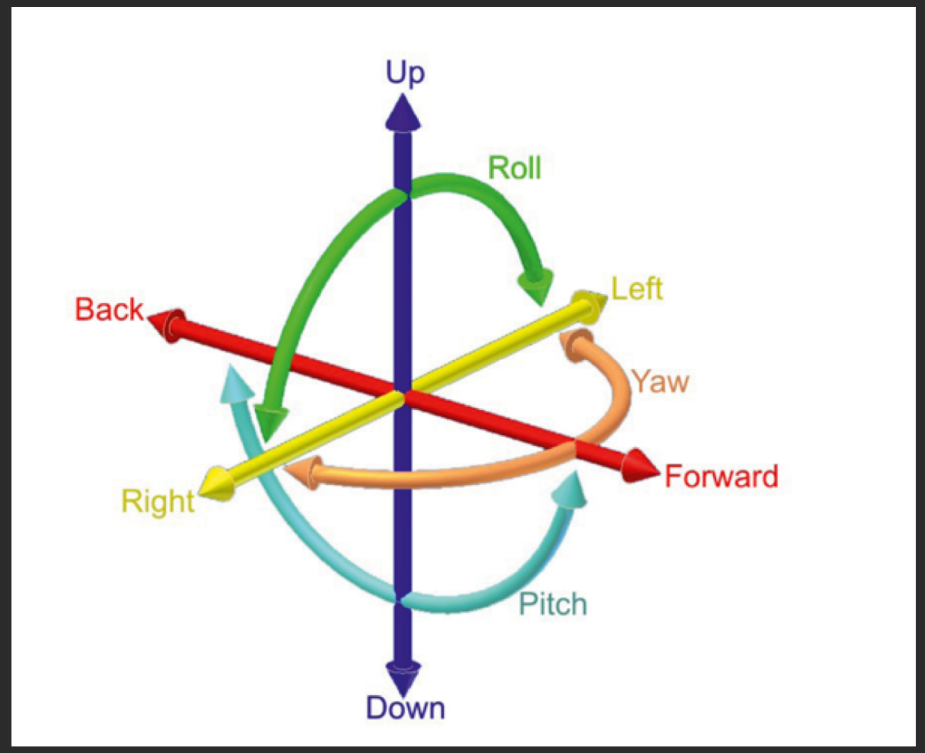
Walterchens Spielsachen

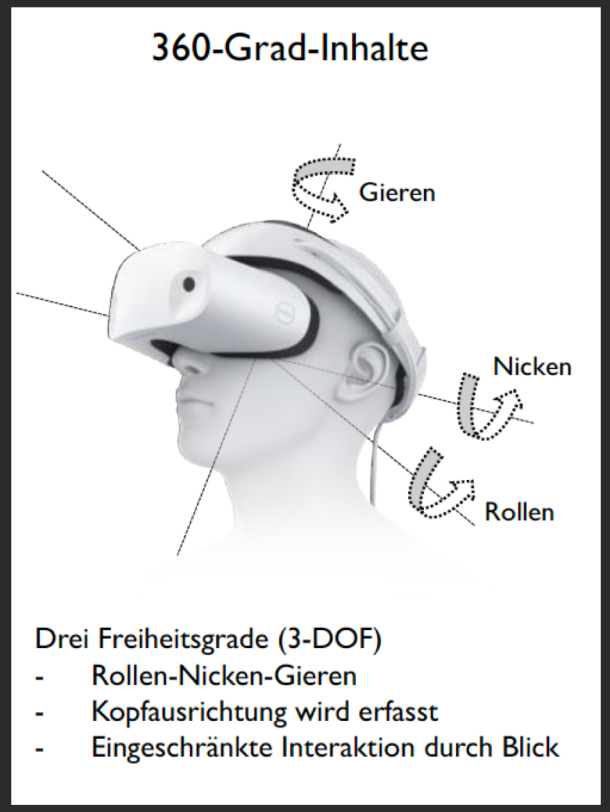
03	Durchführung Minigame <User nimmt erstes Spielzeug und berührt damit das Bild> <Spielzeuge erscheinen als Überblendung auf der Staffelei (Original-Gemälde)>	Stimme der Mutter, nach erstem Spielzeug (Kopf-Audio): *„Sehr gut, Walterchen! Jetzt noch die anderen Spielzeuge."* <AM-1 Mutter 02.mp3> nach #2: *„Toll, weiter so!"* <AM-1 Mutter 03.mp3> nach #3: *„Das machst du ganz klasse, Walterchen!"* <AM-1 Mutter 04.mp3>	
04	Abschluss Minigame / Auflösung <Originalbild erscheint komplett auf der Staffelei>	Stimme der Mutter (Kopf-Audio), nach #4: *„Fast geschafft. Jetzt noch das letzte*	

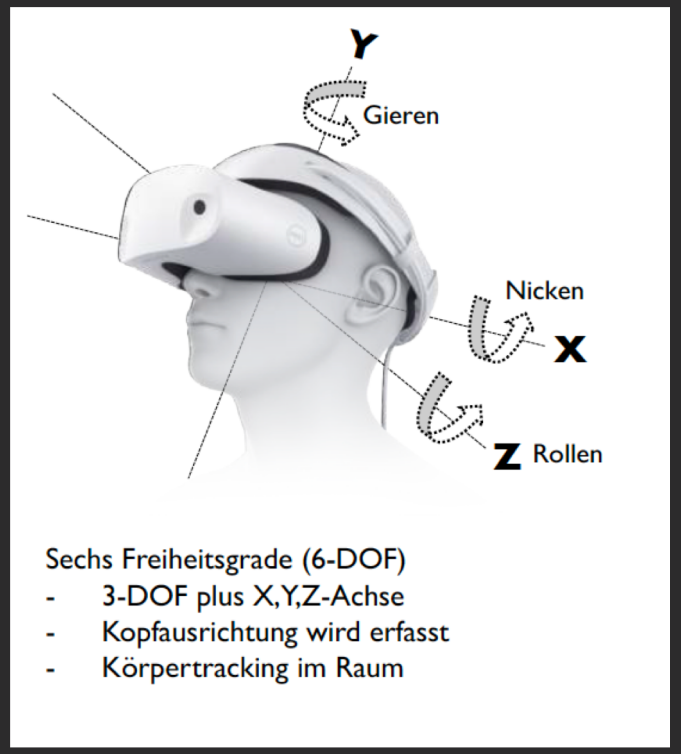
AM-2 | 1914 | Minigame Zeichnen

Schritt	Beschreibung	Info-Ebene	Screenshot / Bildebene
01	User steht in „Schatzkammer" (Abstellraum), Blickrichtung Tür, Avatar AM steht daneben vor dem User auf einem (Kinder-)Tisch, liegen verschiedene Utensilien: • Gemälde (Kühe+Kamel) • Farbtöpfe • Pinsel • Skizzen Tunis	Stimme des Vaters (Avatar-Audio): *„So, mein liebes Walterchen. Guck mal, hier hat der Papa schon angefangen, etwas von seiner letzten Reise zu malen. Ich war doch in Tunesien, weißt du?"* <AM-2 Vater 01 mp.3>	
02	Etablierung Aufgabe (Minigame) User muss Bild ausmalen, bekommt als „Belohnung": Infos / zusätzliche Gegenstände auf dem Tisch / Zuneigung vom Vater Mechanik: User nimmt Pinsel, berührt einen der Farbtöpfe mit Pinselspitze, ausgegrautes Feld nimmt Pinselfarbe an (danach ist Pinsel wieder „sauber")	Stimme des Vaters (Avatar-Audio): *„Dort ist alles recht bunt! Was glaubst du, welche Farben die Pflanzen und Tiere da haben? Zeig mir doch mal wie du dir das vorstellst."* <AM-2 Vater 02 mp.3>	

Freiheitsgrade



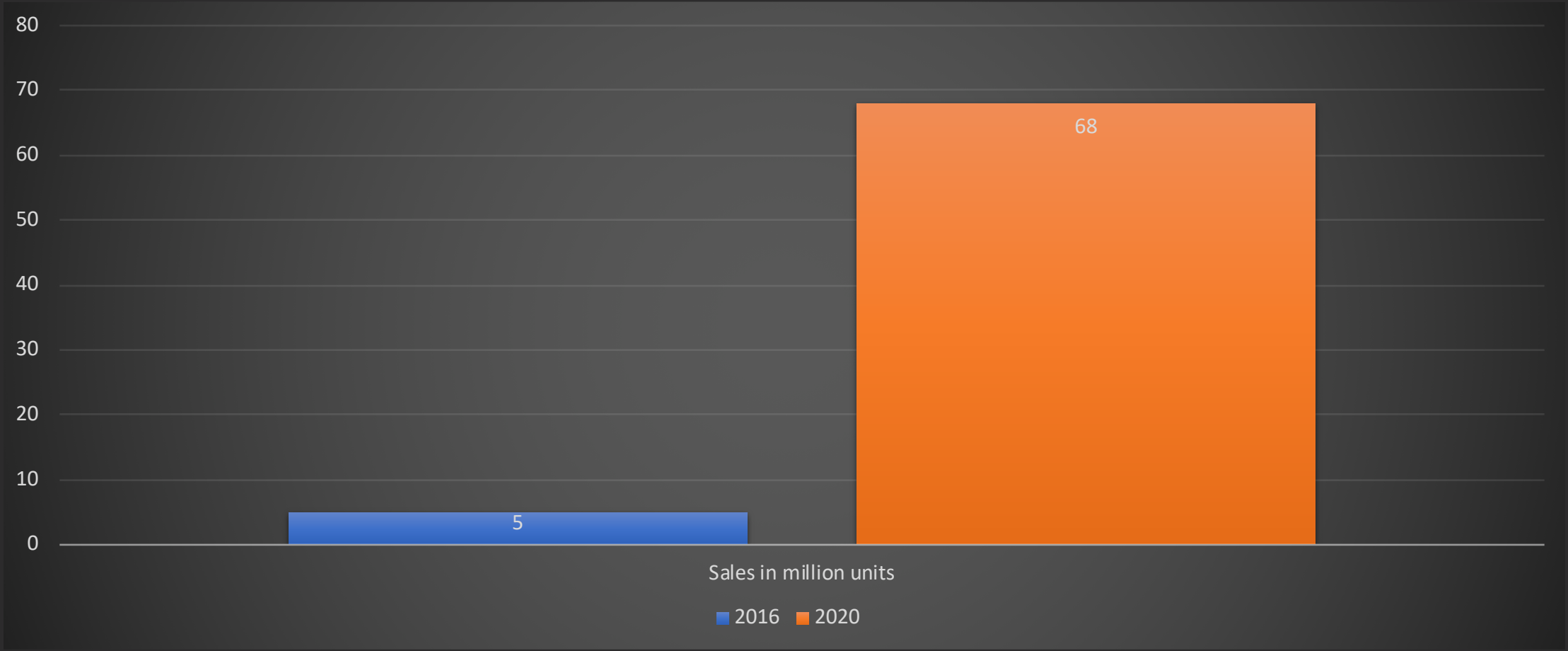




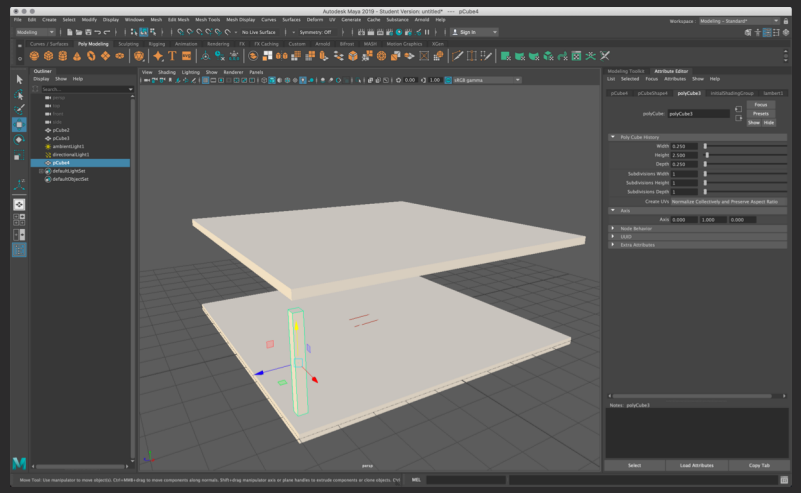
Kloss, 2018

htc

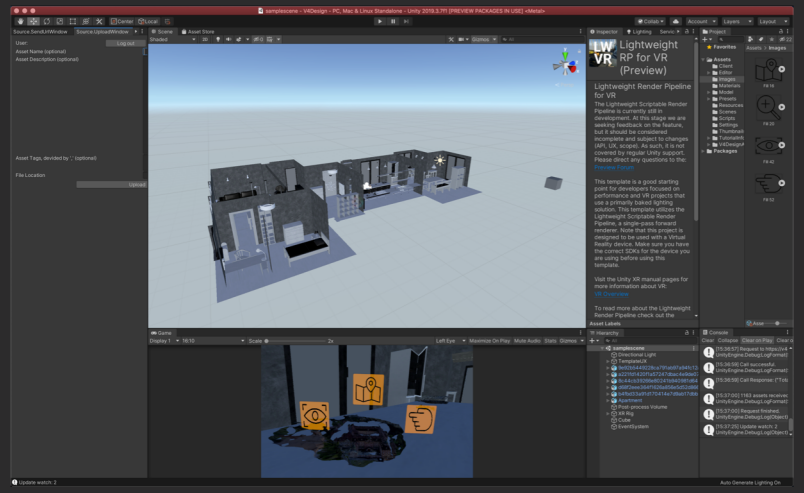
Verkaufszahlen VR Headsets



Produktion und Distribution



Erstellen



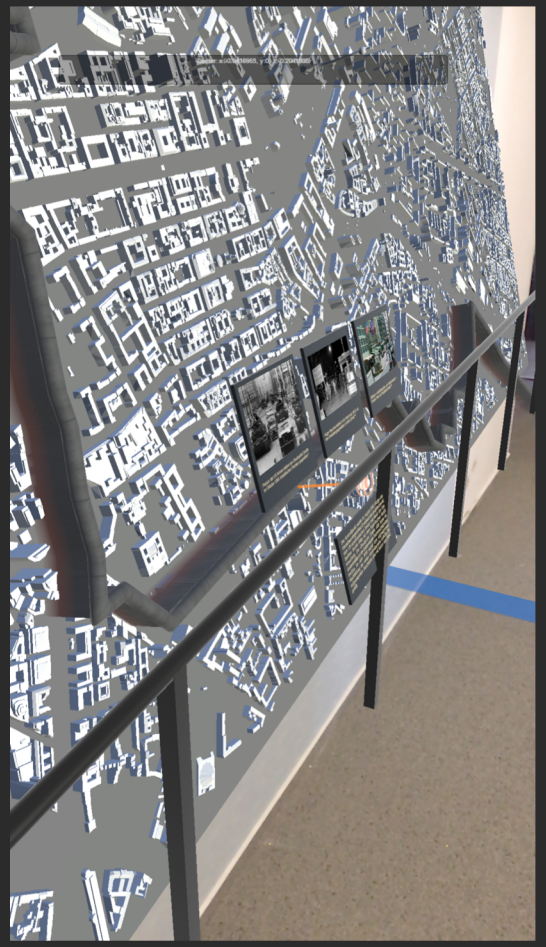
Verarbeiten

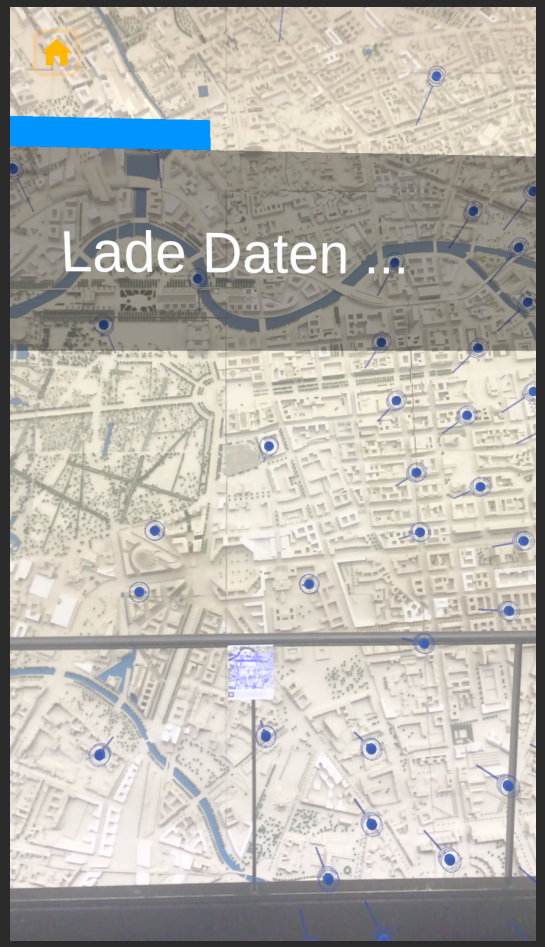
Welten aus und mit Daten

A100 VR

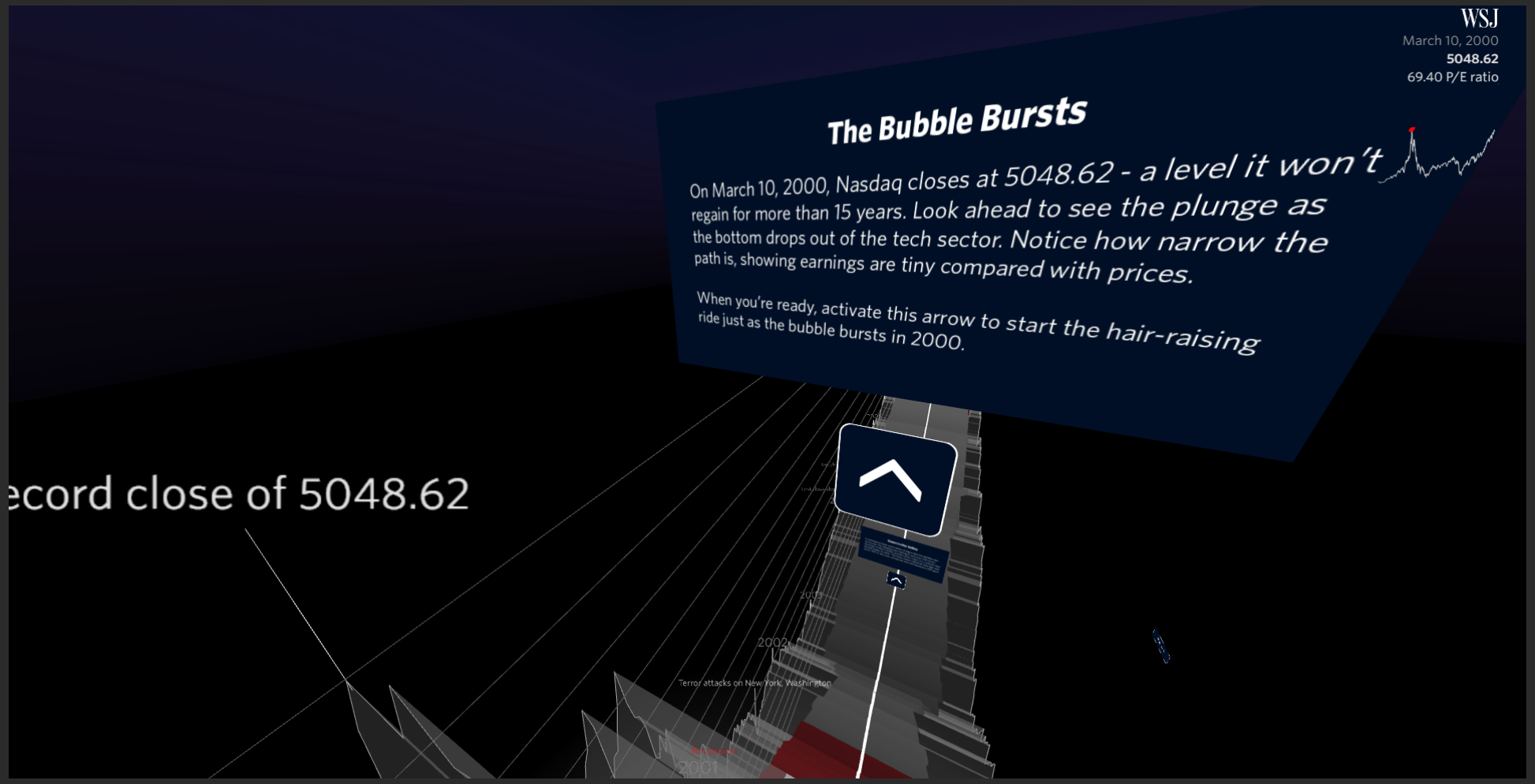
A100 VR
Erkunden Sie den geplanten 17. Bauabschnitt der Berliner Stadtautobahn
ORANGEFARBENE SCHALTFLÄCHEN LASSEN SICH MIT DEM KREIS IN DER MITTE IHRES SICHTFELDES ANVISIEREN UND AUSLÖSEN. PROBIEREN SIE ES AUS:
EINFÜHRUNGSFLUG STARTEN
FLUG ÜBERSPRINGEN
Elsenbrücke
Treptower Park

BerlinAR

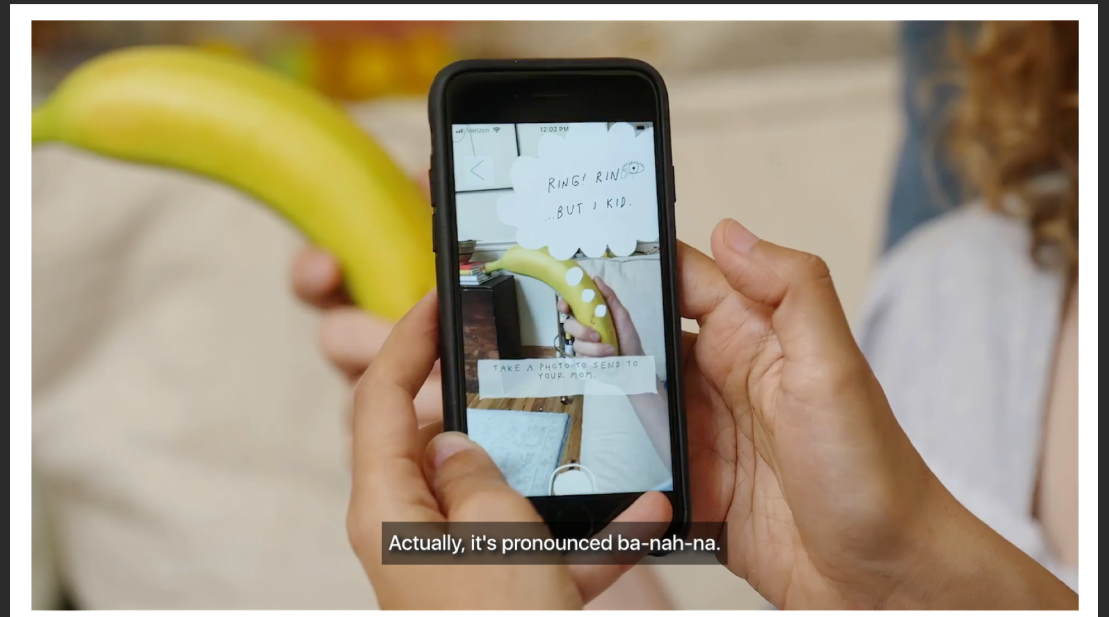




Nasdaq Rollercoaster (WSJ)



AR beim New Yorker Magazin



Jo Firestone and Aparna Nancherla try out "Animate Objects."

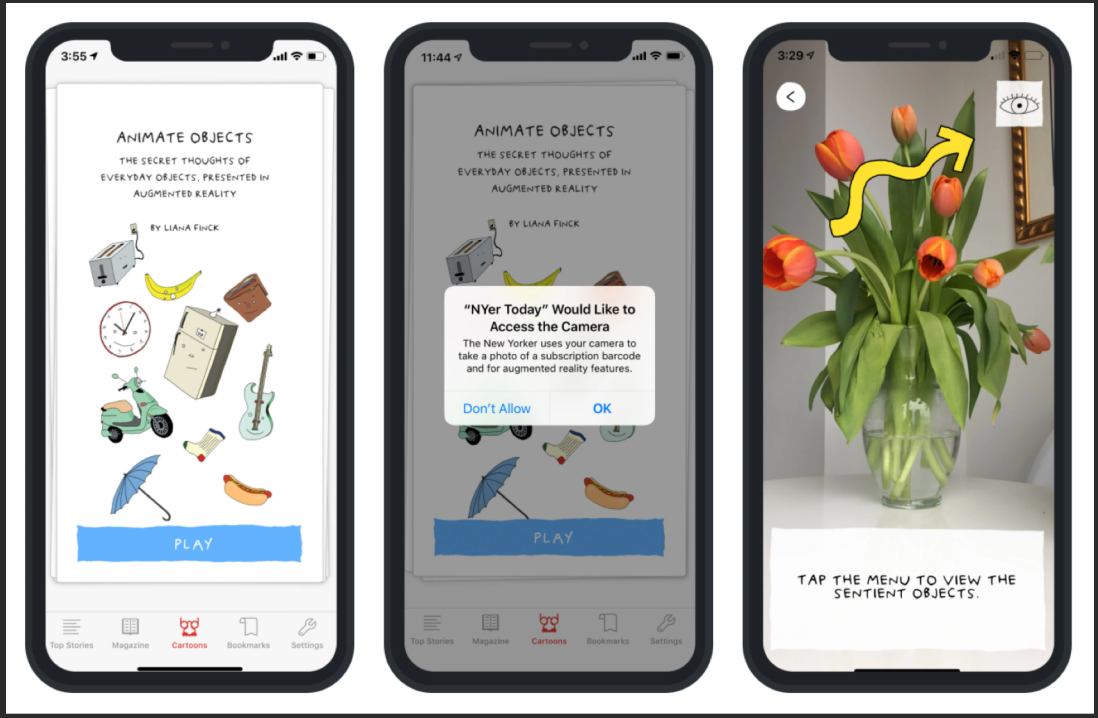
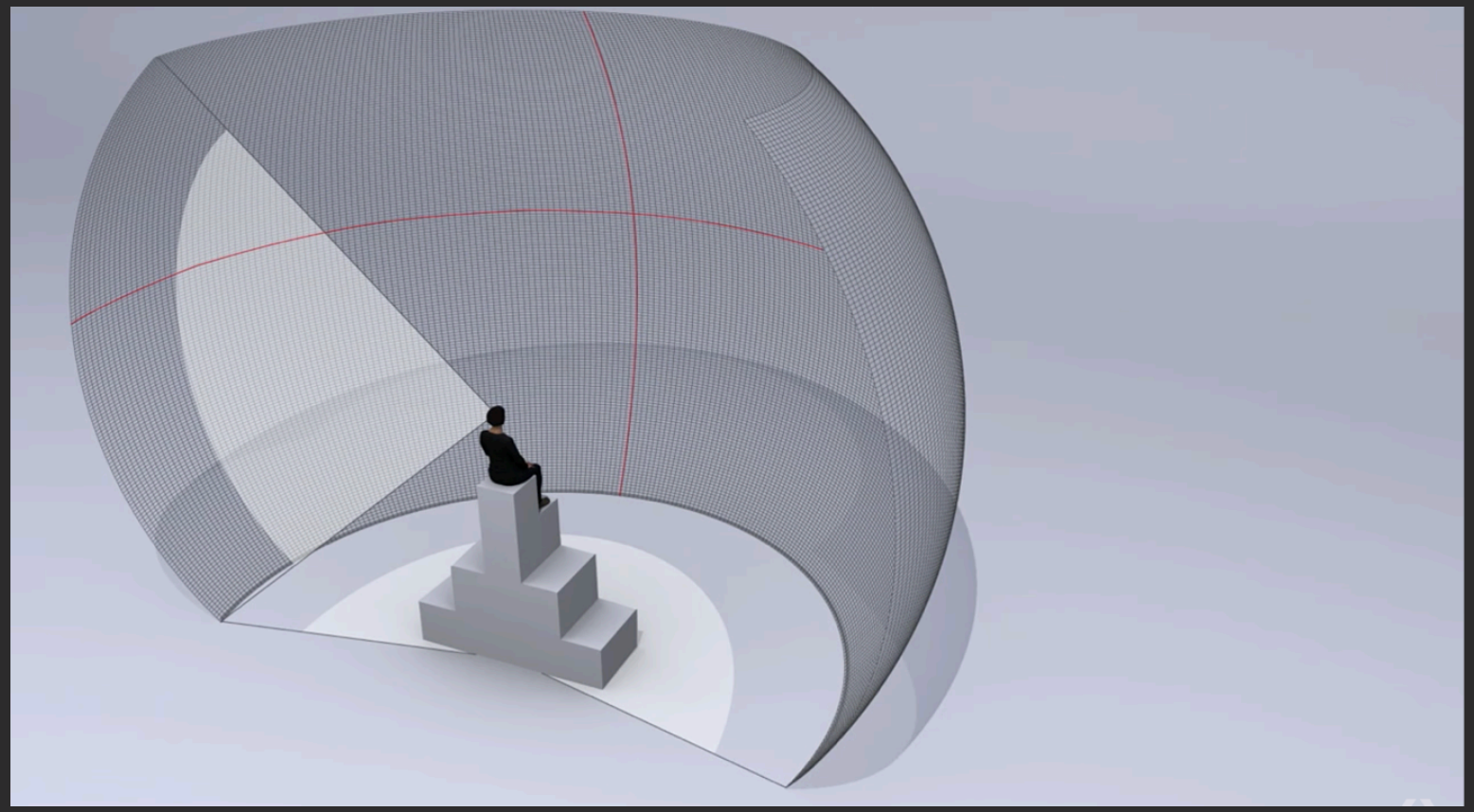
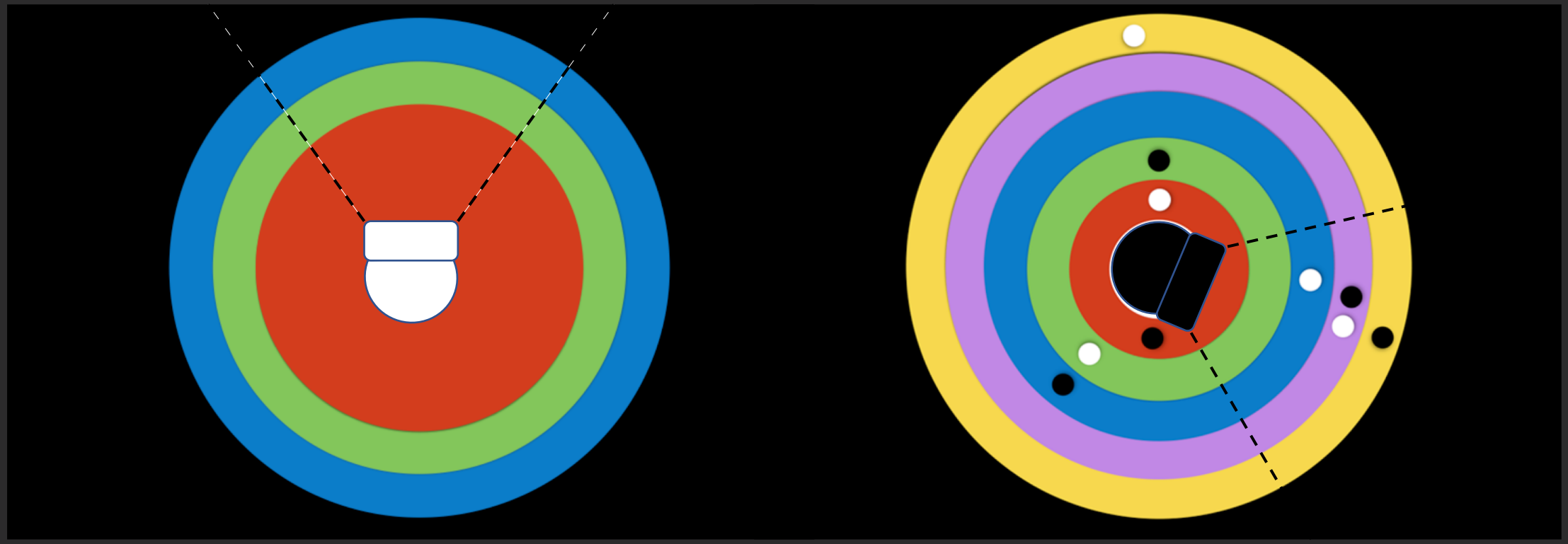


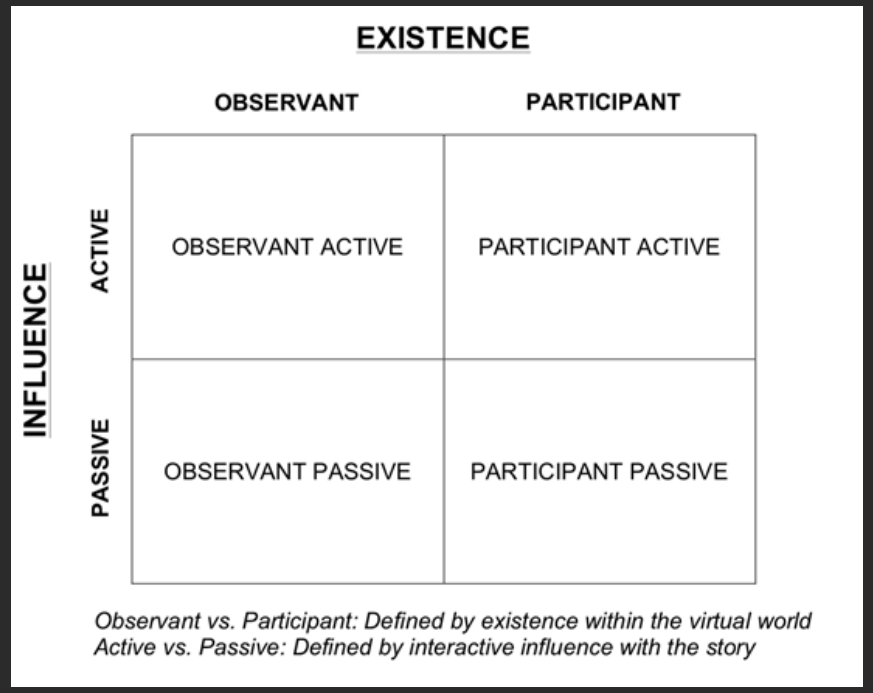
Photo by Warren Wong on Unsplash



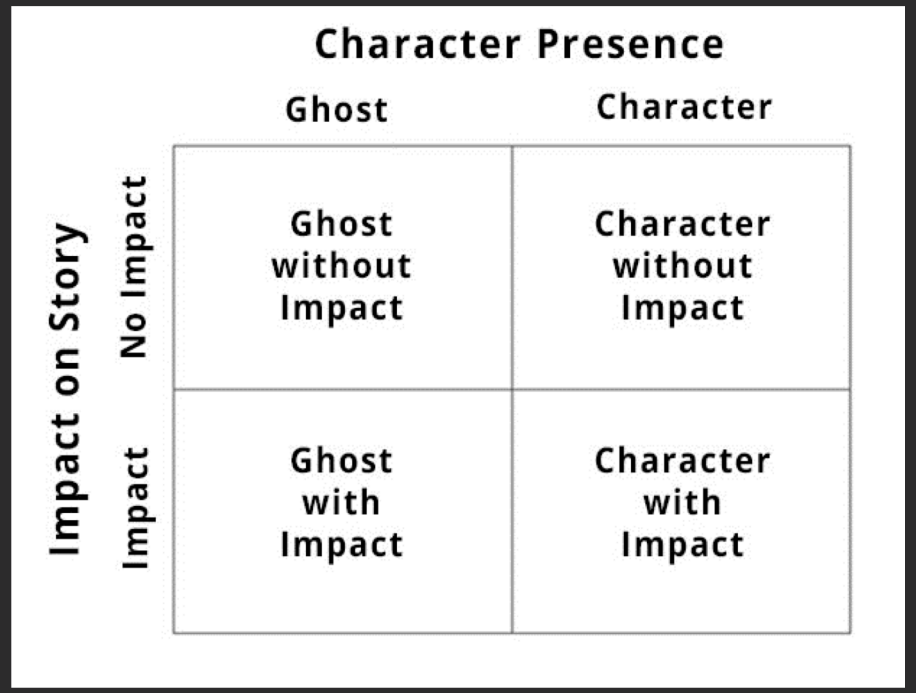


nach Jessica Brillhart

Präsenzmodelle



Devon Dolan, Michael Parets*



Devon Dolan, Kent Bye**

* http://techcrunch.com/2016/01/14/redefining-the-axiom-of-story-the-vr-and-360-video-complex/

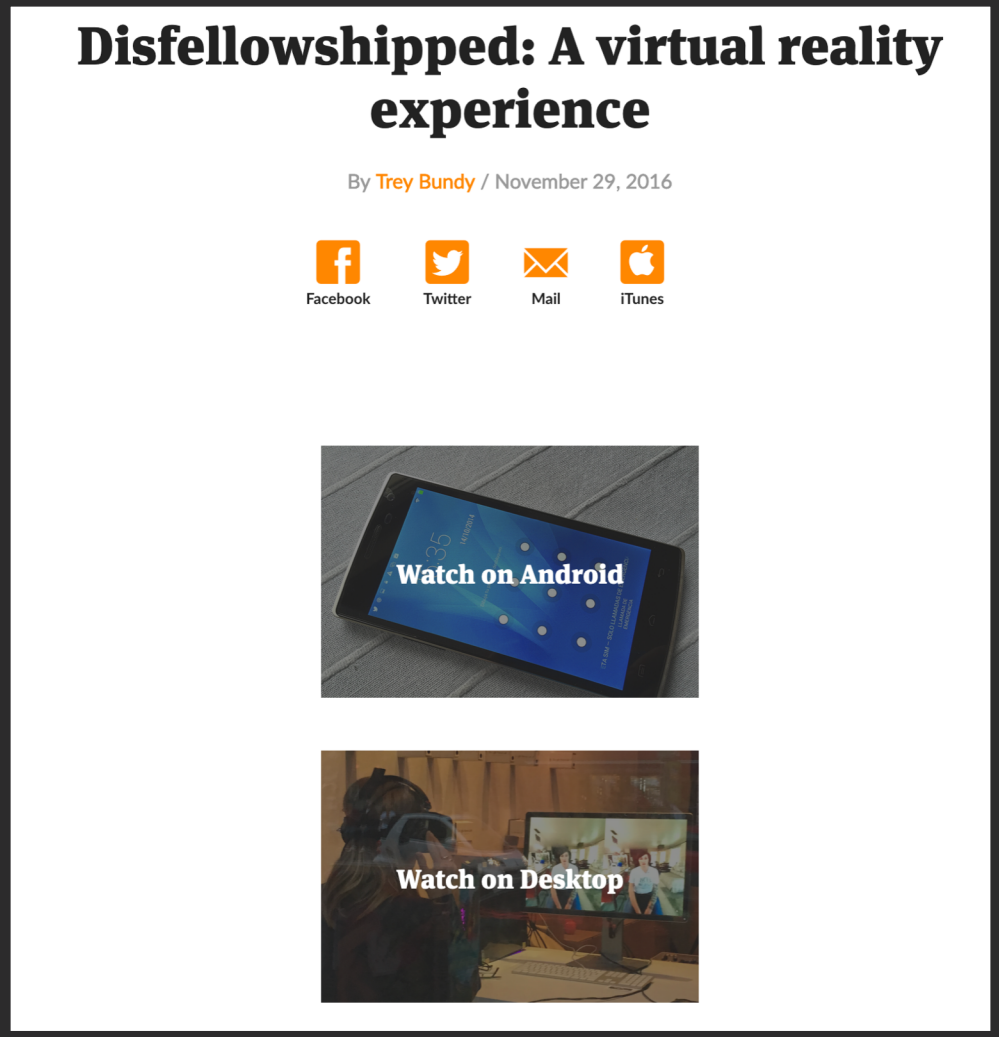
** http://voicesofvr.com/292-the-four-different-types-of-stories-in-vr/

Es lohnt sich zu experimentieren!

Disfellowshipped: A virtual reality experience

https://www.revealnews.org/article/disfellowshipped-a-virtual-reality-experience/

- Interaktives 360° Erlebnis
- Streaming via Webbrowser
- Eigene Implementierung
- YouTube/FB 360° war zu der Zeit noch nicht verfügbar



https://getfader.com

Fader

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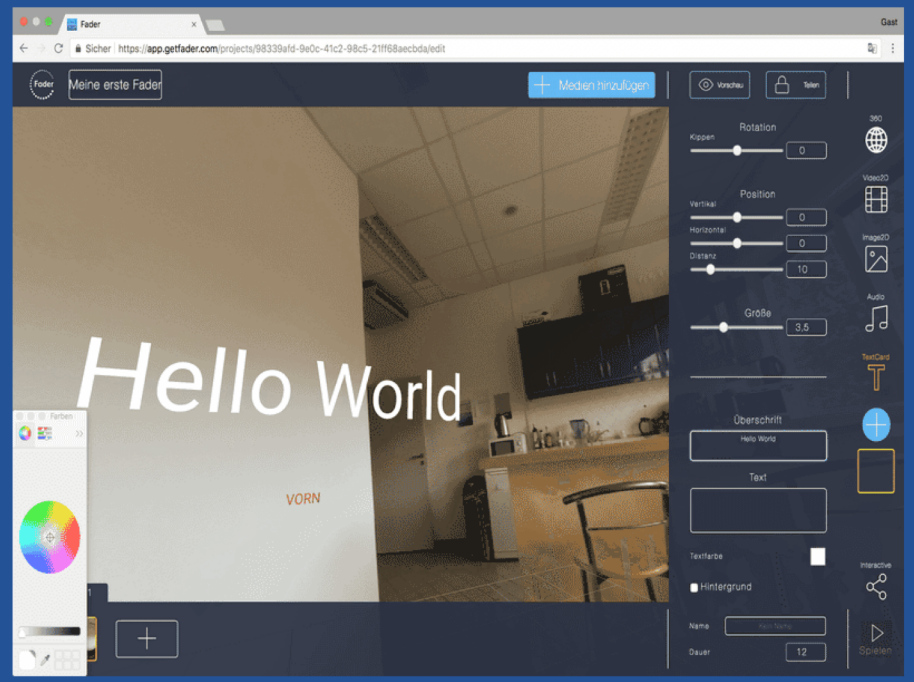
Your Platform For Interactive 360° Storytelling

Create and publish your own 360° stories. Make use of our public 360° media library or upload your own immersive content. We allow easy and fast 360° content creation to individuals, small teams and large organizations.



INNOVATIVE MEDIA TEAMS TRUST FADER

Production Guide und Tutorials (https://help.getfader.com)

Fader

Fader Production Guide

Welcome to the complete Fader production guide.
In this document, we'll show you how to create your first 360° story in a few simple steps with the help of our 360° platform Fader.

At the beginning of this guide we're sharing general advice on the production process. In the second part, we dive into our platform features and will guide you from tutorial to tutorial. At the end of this guide, you will have an overview of all the necessary information to produce your own 360° experiences.

Fader Tutorials

20 articles in this collection
Written by Linda Rath-Wiggins and Marcus Bösch

TUTORIAL: HOW TO USE OUR 360° MEDIA LIBRARY IN FADER
If you want to create a 360° story, the Fader media library helps you find the right content.
Written by Linda Rath-Wiggins
Updated over a week ago

TUTORIAL: HOW TO PUBLISH YOUR STORY ON FADER
Written by Linda Rath-Wiggins
Updated over a week ago

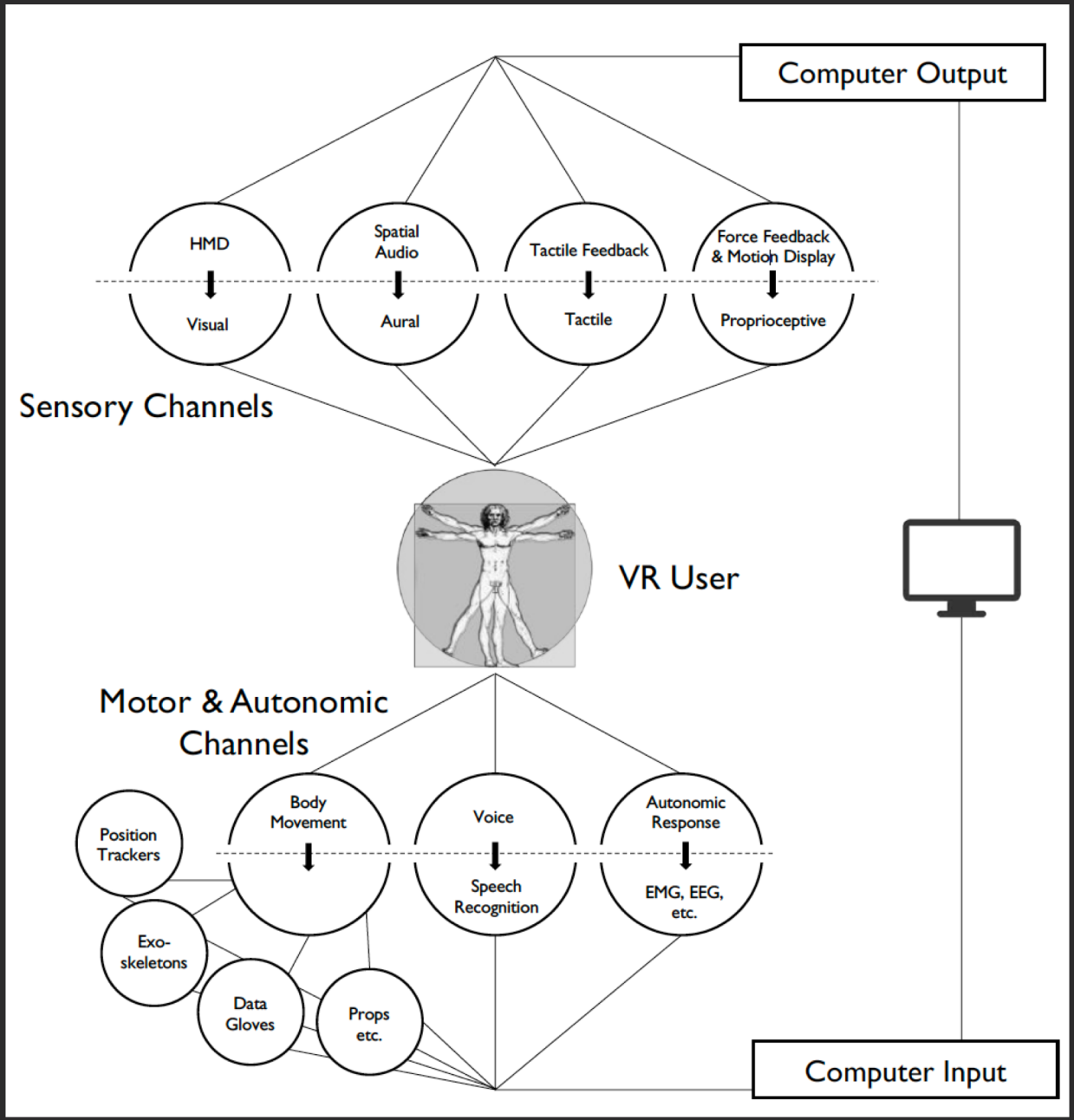
TUTORIAL: HOW TO ADD TEXT IN FADER
Written by Linda Rath-Wiggins
Updated over a week ago

TUTORIAL: HOW TO TURN YOUR 360° STORY INTO AN INTERACTIVE EXPERIENCE WITH FADER
Written by Linda Rath-Wiggins
Updated over a week ago

DW / Euromaxx

Was darf VR Journalismus?

Barrierefreiheit


Computer Output
HMD
Visual
Spatial Audio
Aural
Tactile Feedback
Tactile
Force Feedback & Motion Display
Proprioceptive
Sensory Channels
VR User
Motor & Autonomic Channels
Position Trackers
Exo-skeletons
Data Gloves
Body Movement
Props etc.
Voice
Speech Recognition
Autonomic Response
EMG, EEG, etc.
Computer Input

Kloss, 2018

Stephan Gensch

Head of Product Development
Gründer Vragments GmbH

Innovation Manager
FoKo Deutsche Welle

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