THE DIGITAL COLUMN
AS INTERACTIVE
ADVERTISING MEDIUM
Agenda

1 Classical Columns
2 Digital Columns
3 Cylindrical Screens
4 Interactive Columns
5 Discussion
1. CLASSICAL COLUMNS
CLASSICAL COLUMNS
CLASSICAL COLUMNS
2. DIGITAL COLUMNS
DIGITAL COLUMNS

- Rotating LED displays (Dynascan, Kinoton)
- Cylindrical LED displays
- Fraunhofer VR Object Display
VR OBJECT DISPLAY
DISPLAY MODES

- 2D Mode
- 3D Stereo Mode
- VR Object Mode
SPECIFICATIONS

- height 2.2 m, diameter 1.5 m
- 3D rear projection by 8 standard projectors
- 2048 x 512 resolution
- magnetical and optical tracking system
- directed sound system
HARDWARE
HARDWARE
IMAGE CORRECTION
SOFTWARE

- Realtime autocalibration software
- Edgeless image blending
- Distributed rendering of visualisation
- Displayed contents VRML scenes
3. CYLINDRICAL SCREENS
AMBIENT AND SITUATION
DEGREES OF FREEDOM
DEGREES OF FREEDOM
MULTI USER INTERACTION
MULTI USER INTERACTION
VIEWER POSITION

usually no „frontal viewing“
POSTER POSITION

interacts towards an unknown direction
CLASSICAL SCREEN

rectangular frame
CLASSICAL SCREEN

screen layout depends on its framing
CLASSICAL SCREEN

window metaphor
CLASSICAL SCREEN

screens out what is outside its frame
CINEMA SCREEN (immersive)
CAVE (total immersive)
CYLINDRICAL SCREEN (non-immersive)
CYLINDRICAL SCREEN (non-immersive)

convex shape
CYLINDRICAL SCREEN

section of view
IMAGES AND MOVIES
PANORAMA

viewpoint
TYPOGRAPHY

kein anfang

und
TYPOGRAPHY
4. INTERACTIVE COLUMNS
CHARACTERISTIC 1

„interacts towards unknown direction“
CHARACTERISTIC 2

„No Left, No Right, no Beginning and no End“
INTERACTION TECHNIQUES

- Multitouch (direct but explicit only)
- Face, Facial Expressions (frontal viewing only)
- Gestures (close-up, subtle interaction)
- Position and Movements (allow implicit initial)
SENSOR INTERFACE
SENSOR INTERFACE
IMPLICIT INITIAL INTERACTION
IMPLICIT INITIAL INTERACTION
REACTIVE COLUMN
MULTIPLAYER GAMES
DISCUSSION

- What are suitable sites of installation?
- What are the benefits for advertisers and viewers?
- Further ideas of advertisements?
- How can the interaction technique be refined?
- How might a user study of this prototype be designed?
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