

Application: 4375

Beneath Caaqi's Wings - An Immersive Storyworld Experience

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

TooFar Media

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Beneath Caaqi's Wings - An Immersive Storyworld Experience

Category

L03. Technical Innovation of the Year - Entertainment Technology

Technical Innovation of the Year Submission Format

Written Answers

a. Briefly describe the organization that achieved the nominated technical innovation: its history and past performance (up to 200 words). Required

TooFar Media as an award-winning immersive storyworld production company based in Silicon Valley. The company was founded over 20 years ago by writer, musician, lyricist and producer, Rich Shapero and works with contributors from all around the globe, including Grammy award-winning musicians and producers, mind-blowing artists and some very talented animators.

In this time, the company has produced twelve immersive storyworld experiences, best experienced via mobile app on Apple and Android devices.

TooFar Media uses cutting-edge technologies including leveraging Artificial Intelligence in combination with Stable Diffusion to build custom models that can generate stunningly visual images for some of the more recent immersive storyworlds the company has produced. The company also uses other technology and software tools including Blender, Playcanvas, Adobe Firefly, Adobe After Effects, Affinity to name.

The company participates in technology, film and literary festivals in the U.S. UK and Australia including SXSW, Hay on Wye, Raindance Film Festival, How the Light Gets In, Kite Festival, and many many more. Their onsite presence includes an Immersive Pod where attending audiences can enter and experience their immersive storyworlds in stunning 4K animation+ 3D spatial audio.

b. Outline the nominated technical innovation. Be sure to describe it in terms that someone with limited knowledge of the technology can understand and appreciate (up to 250 words). Required

TooFar Media chose Playcanvas because it was the best choice for a collaborative way of creating the experience. Factors included: Simple multi-user interface, Optimized WebGL performance, Ability to import glTF (OpenGL Transmission Format) files authored from Blender, The glTF format encapsulates 3D mesh, texturing data and animation, Powerful javascript scripting system. TooFar Media chose Blender because of the flexible production system and import/export facilities that the software had to offer. We needed the ability to import the 2D artwork assets into a 3D environment where we could place them and move the camera around them. We needed to then be able to export parts of the world so they could be imported into PlayCanvas. We used the glTF format here to allow us to export art, meshes, animation, and camera movement for different parts of the experience. We also used the ability to script Blender to export additional meta-data information used by our scripting within PlayCanvas to add additional control facilities to the world where required. Blender also allowed us to take our animated storyboard and run this in a video window alongside our camera movement. This gave us the ability to synchronize the camera and object animations alongside the pre-recorded VO from the storyboard. Only a single virtual camera is used as this was designed to be a single flowing animation from the start of Chapter 1 to the end of Chapter 3. We use some 3D trickery to delve into the landscape to reveal abstract sequences.

c. Explain why the technical innovation you have highlighted is unique or significant (up to 250 words). Required

Pre-production of the experience started in July with storyboarding and technology assessment. After a number of iterations on the design, and the recording of the voice-over track, we had an animated storyboard by the beginning of August. Production started immediately with the initial authoring of a basic landscape area in Blender split into the three main sections. From here TooFar Media started to add landscape assets for a preliminary test of the technology. After a successful test of the introduction to chapter 1, TooFar Media continued to author the remaining chapters. Additional export scripting was created for Blender to export additional meta-data that was not present, or accessible, within the glTF files. The UI elements were built directly within PlayCanvas and javascript added to enable these to flow through.

TooFar Media is pioneering the future of immersive storytelling by using the technologies mentioned in a seamless integrated method that redefines how stories can and should be experienced.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Webpage Link

<https://vimeo.com/883384244/fc03c8d1f1?share=copy> (<https://vimeo.com/883384244/fc03c8d1f1?share=copy>)

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-tech.secure-platform.com/file/66665/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjo2NjY2NSwiYWxsY3dOb3RtaWduZWVcmwiOiJGYWxzZSIsImInbm9yBCW%20survey%20comments-10-.xlsx>)

Would you like to add an additional supporting document?

No

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