

時藝多媒體互動投影技術及方案

DK Multimedia Interactive Projection Techniques and Solutions

科技日新月異，與大眾息息相關，無論大中小企業、公營機構、政府部門以至家居，都不段提升對科技的要求及需求。傳統的展示方式可能對一些貼近時代的人來說已是不太吸引甚至過時。為吸引人們的注意及迎合他們的需求，不少企業或機構會以互動投影技術作廣告、娛樂或資訊用途。

互動投影技術可以不同方式展示，如三維大型投影、全息投影、互動櫥窗、地面互動、牆身互動、桌面互動、擴增實境等等。可利用投影軟件將影像投於不同形狀上，如球體、弧形、樓體、產品形體甚至勾畫出人形構成虛擬人物。投影軟件更可將多台投影機組合並投射出一幅無縫、明亮、超大、高解析度的畫面。

互動投影技術廣泛被應用於宣傳發佈、產品開售、櫥窗推廣、戶外大型廣告、樓盤、室內設計、大小型展館、博物館、主題公園、酒店、餐館、酒吧、購物商場、零售店、機場、鐵路大堂及月堂、表演場館、周年晚宴、時裝表演、演唱會、虛擬人物及教育等等。

Advanced technology is relating to public closely, regardless of small, medium or large enterprises, public institutions, government departments and or living home, the requirements and demands of newly technologies are gradually enhancing. For some people who are trendiness, traditional presentation is no longer attractive to them even obsolete. In order to attract their attention and meet with their needs, many enterprises or institutions are making use of interactive projection techniques for advertising, entertainment or information purposes.

Interactive projection techniques can be demonstrated in different ways, such as 3D Mapping, Holographic Projection, Interactive Window Display, Interactive Ground, Interactive Wall, Interactive Desktop, Augmented Reality etc. With the projection software, images can be projected on different shapes such as sphere, arc, building, product even outline a body shape to form a virtual image. Projection software can also combine multiple projectors and merge multiple screens into one seamless, bright, large and high-resolution screen.

Interactive Projection Techniques have been widely used in publicity release, product launch, showcase promotion, large-scale outdoor advertising, property sale, interior design, exhibition hall, museum, theme park, hotel, bar, shopping mall, retail shop, airport, railway concourse and platform, performance venue, annual dinner, fashion show, concert, virtual image and education etc.



技術及方案 = 構思 + 設計 + 創意內容製作 + 多媒體互動軟件 + 硬件 + 安裝
Technique & Solution = Idea + Design + Creative Content Production +
Multimedia Interactive Software + Hardware + Installation

投影技術原理 Theory of Projection Techniques



技術應用 Techniques Applications

三維大型投影 3D Mapping

3D立體投影是一種可同時提供數十至數百人觀賞的立體影像。特別設計的立體圖案及影像，可透過投影技術並配合音效，將立體畫面一一呈現觀眾眼前，無須配帶立體眼鏡。影像可投射於樓體、牆身或產品上。此投影技術已廣泛應用於產品發佈、廣告宣傳、建築景觀、室內設計、展覽中心、博物館、主題公園及教育等各種場合中。

3D Mapping is a three-dimensional large-scale projection which the images can be shown to dozens to hundreds of people at the same time. Through the projection techniques, special designed graphics and sound effect, images can be presented three-dimensionally to audiences impressively. No 3D glasses are required. Images can be projected on buildings, walls or directly on products. This projection technique is widely used in product launch, advertising, architecture, interior design, exhibition center, museum, theme park and education sector.

多媒體互動投影 Multimedia Interactive Projection

多媒體互動投影技術的出現，迅即被零售業務廣泛應用於櫥窗上，尤其於歐美國家，中國內地與港澳亦日趨盛行。內容設計多樣化，當人走到櫥窗前，利用鏡頭及感應器偵測人體位置，以手勢或動作與櫥窗產生互動。即時互動可引發觀眾好奇心理，令觀眾對宣傳的品牌印象深刻。除應用於櫥窗，亦可用於展覽館、博物館、學校、酒店、酒吧、餐館、購物商場、鐵路大堂及月台以及各類宣傳活動。展示形式甚廣：可用於玻璃屏幕、桌面、牆身、天花、地面等。

Once the multimedia interactive projection technologies appeared, retail businesses have widely used it on display window especially in Europe and the United States. It is getting popular in Mainland China, Hong Kong and Macau. Creative contents can be tailor-made for users' need. When people walk pass the display window, camera and sensor would detect the body position, interact with the window by gestures or actions. Real-time interaction can attract audiences effectively thus the brand awareness can be enhanced. Besides display window, this technique can also be applied on exhibition hall, museum, school, hotel, bar, restaurant, shopping mall, railway concourse and platform and all kinds of promotional activities. Interactive projection can be projected on glass panel, desktop, wall, ceiling, ground etc.

全息投影 Holographic Projection

將攝影或錄影圖像透過投影技術將圖像立體地展示，配合創意設計的效果將立體的虛擬影像栩栩如生地展示於觀眾面前。全息投影在近年非常流行，許多電影製作已將全息投影技術應用於他們的電影中，最經典的莫過於鐵甲奇俠 (Iron Man)，加入了全息投影，電影頓然增添了不少科技感。全息投影亦廣泛應用於舞台上，特別設計的全息舞台，讓虛擬的三維圖像生動地展示出來，真實與虛擬的圖像同台演出，表演者與他/她的虛擬圖像在舞台上互相交替，帶給觀眾一個夢幻的世界。全息投影技術亦可應用於廣告、產品發佈、宣傳活動、展覽館、演唱會、商場展示、博物館等。

Holographic Display is videography or photographic images that are three-dimensionally appeared. Images with creative design and processing through projection technique, virtual three-dimensional images are vividly displayed. Holographic Projection Display is very popular these years. Many movies productions have applied holographic projection technology onto their movie. The most significantly one should be Iron Man. With holographic projection display, the movie has been added with high technological sense. Holographic projection display is also widely used on performance stage. With the special design holographic stage, real and virtual images can perform on the same stage, alternating between performer and his/her virtual images, bring audiences to a fantasy world. Holographic projection technology can be used in advertising, product launch, promotional activities, exhibition halls, concert, shopping mall display, museum etc.

全息實時動畫表演 Real Time Animation Holographic Display

您的卡通人物或吉祥物可以在台上活生生的表演並與觀眾互動了！實時動畫表演是透過實時動態捕捉系統及硬件來驅動三維動畫角色，讓它實時活動。將三維動畫人物連接至特別設計的輔助工具，猶如木偶表演者將卡通人物或吉祥物表演得栩栩如生，亦簡化了一幅一幅動畫的繁複製作。配合特別設計的全息舞台，您的虛擬人物或吉祥物就能在台上與真人表演並與觀眾互動，將卡通帶到現實世界。實時動態捕捉系統可以身體追蹤、手指活動、唇音同步、眼球轉動和面部表情等。它必會為您的表演帶來更多的樂趣！

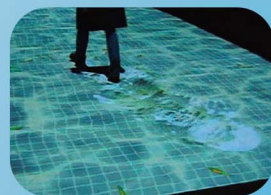
Your own cartoon character or mascot can now be performing on stage and interacting with audiences! Real Time Animation, also called Live Animation, is the process of using a real time motion capture system and hardware to drive a 3D animated character live and in real time. The idea is to connect 3D characters to accessible hardware and devices to become a virtual puppeteer, simplifying the long process of frame by frame animation. With a special design holographic stage, your virtual cartoon character or mascot can be acting on stage with a real performer and interacting with audiences. This brings cartoons to life. The real time motion capture system can do body tracking, finger movement, lip synchronization, eye movements and facial expression. It can bring more fun to your show!

激光動畫投影 Laser Graphic and Animation Projection

激光動畫投影能有效為企業宣傳及提升企業形象，激光圖像可投向大範圍的樓體，企業標識、訊息及動畫故事能有效地吸引公眾的注意，以達高曝光效果，此乃具成本效益的宣傳方案。時藝為客戶提供一式的激光表演，服務包括故事創作、動畫製作、激光投影系統和軟件租賃以及演出運作。

Laser Graphic and Animation Projection is the cost effective way to advertise your corporate image or convey message to a large number of audiences. Laser images can be projected onto large building surfaces which the corporate logos, text messages and animations can be shown to public impressively which can create high exposure rate and enhance the corporate image. DK Media organizes laser show for client and provides them a one-stop-service which would be including storyboard creation, animation production, laser projection system & software rental and show operation.

展示形式 Form of Display



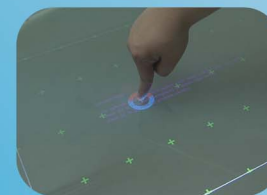
地面 Ground



牆身 Wall



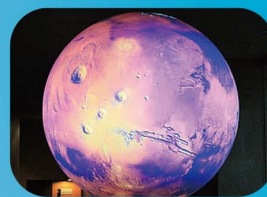
產品形體 Product



桌面 Desktop



櫥窗 Display Window



球體 Sphere



弧形 Arc



樓體 Building

應用範圍 Range of Application



博物館
Museum



展館
Exhibition Hall



酒店
Hotel



餐館
Restaurant



購物中心
Shopping Mall



廣場表演
Outdoor Performance



產品發佈
Product Launch



婚禮慶典
Wedding Ceremony



酒吧
Bar



演出場館
Theatre



促銷活動
Selling Activity



戶外大型廣告板
Billboard



鐵路大堂及月台
Railway Concourse & Platform



學校
School



主題公園
Theme Park



櫥窗
Display Window

一站式服務 One-Stop-Service

時藝為減省企業的成本，特設一站式來服務企業，由構思、設計、內容制作、軟硬件、工程安裝以至售後的服務都為企業提供，讓企業可在預算的資源內發展品牌及推廣。

In order to minimise enterprises' cost, DK Media provides One-Stop-Service from Idea, Design, Content Production, Software, Hardware, Installation as well as to After-Sales-Service. With DK Media's One-Stop-Service, enterprises can develop their brand and promote their products within their budget.

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