

# Interreg

## North Sea Region

### Create Converge

European Regional Development Fund



EUROPEAN UNION

CC / #5

Project Progress Report

Annexe to May 2019

EVENT &

PUBLICATION

REPORTS

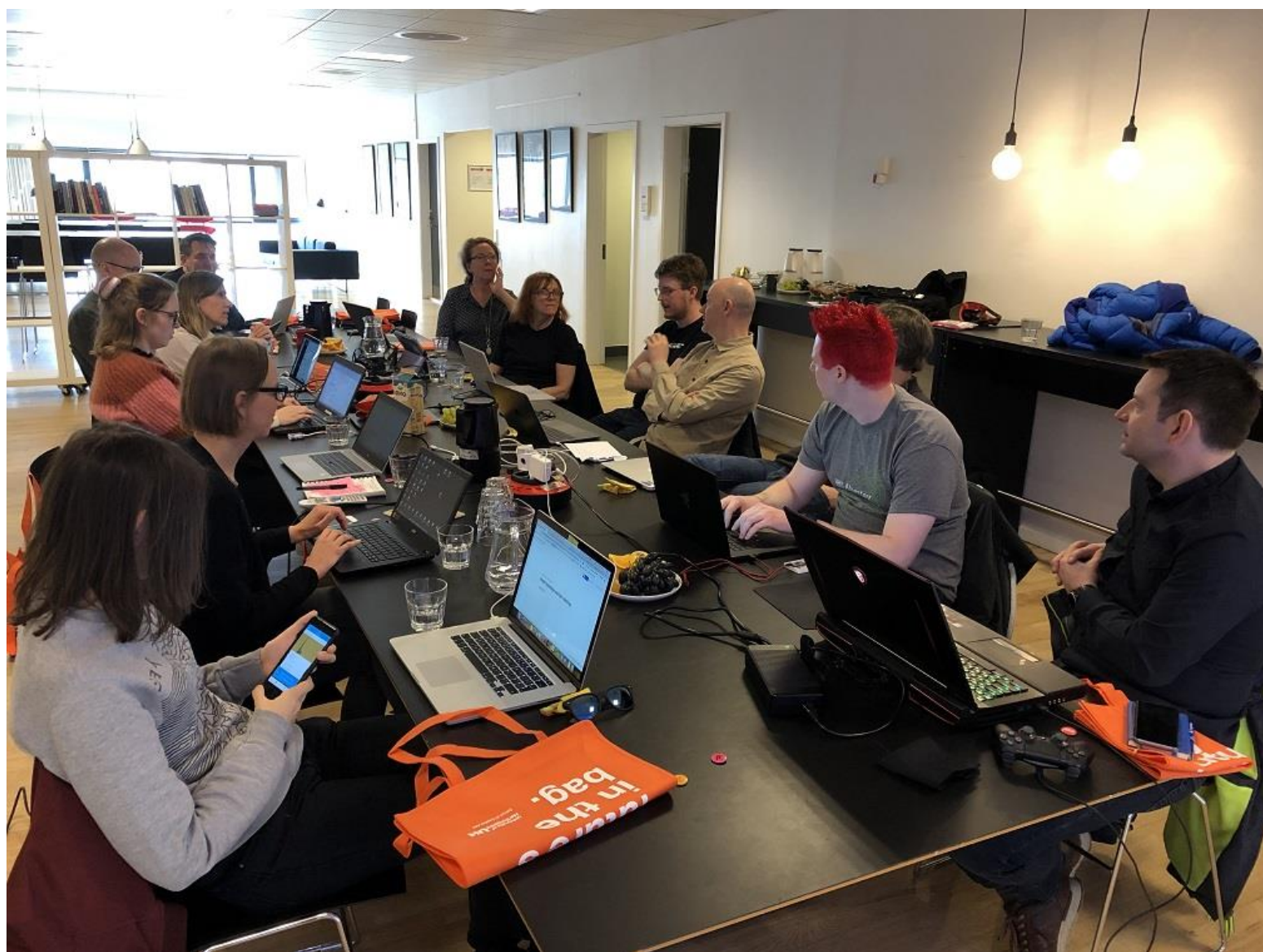
# CC PARTNER MEETING

AARHUS, DENMARK

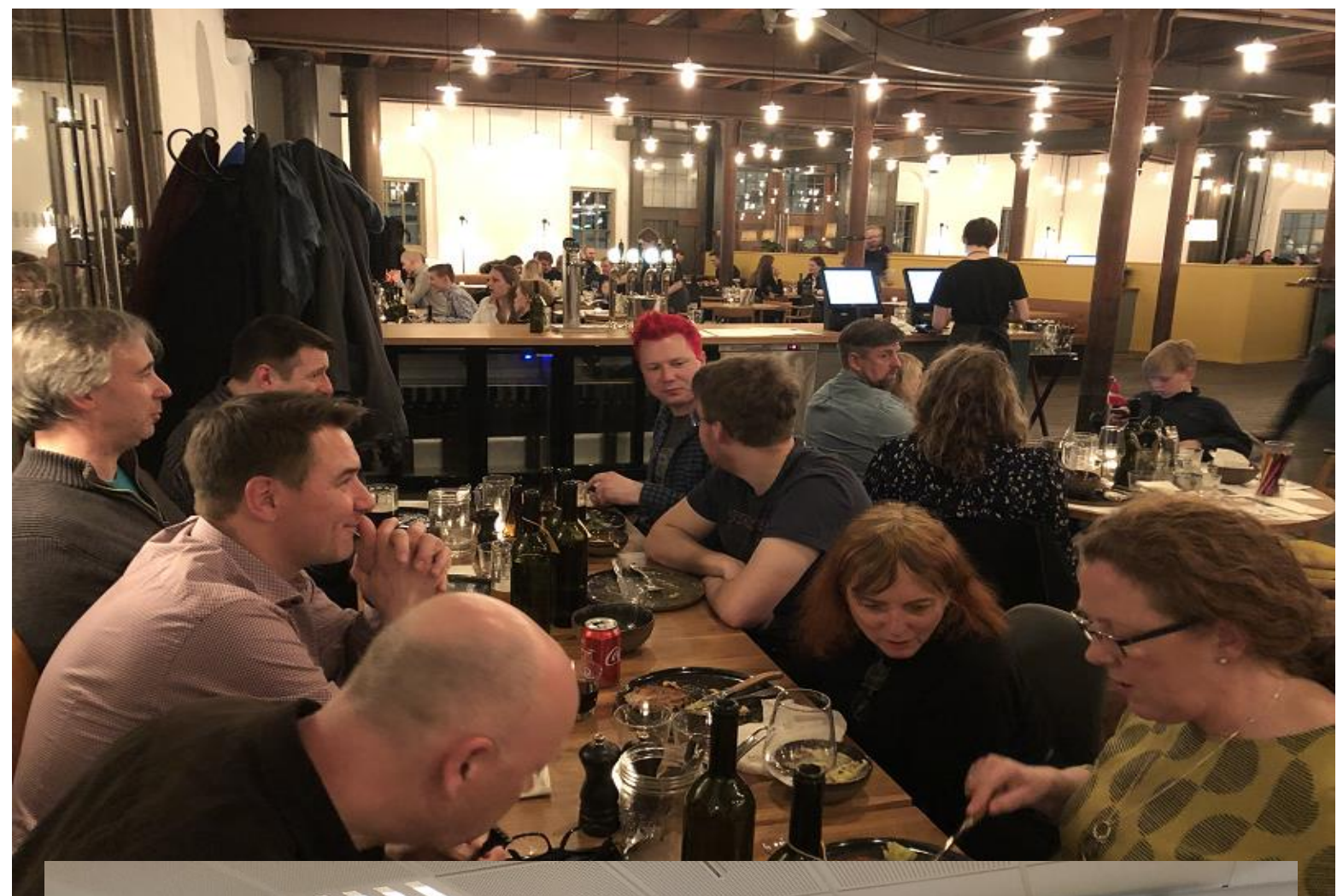
3<sup>RD</sup> TO 5<sup>TH</sup> APRIL 2019

Our partner meeting was hosted by Filmby Aarhus at their offices with a partner dinner at a highly atmospheric restaurant that is a converted, historic customs house at the port.

Following a full day meeting, Friday saw a visit to partner VIA University College followed by two masterclasses from the Reach Out (WP6) programme. It was an excellent opportunity to meet face to face, learn from all the amazing developments happening in Aarhus around the creative/digital/tech sectors and discuss plans for the year ahead.









# Next Reality Conference

Chamber of Commerce, Hamburg, Germany  
November 2018



David Tree of University of Hertfordshire presented the project, lab and our prototypes to date around the techniques for using VR as both a target platform and a tool for creating physical spaces. This event was for both entertainment and non-entertainment sectors.



# CPH Transform 2019

Copenhagen, Denmark

17<sup>th</sup> January 2019



<https://cphtransform.com/program-19/>

Filmby Aarhus represented CC at this one day conference CPH Transform about the newest trends within digital storytelling and transformation.

"It is a challenge to stay up to date on how to penetrate the digital audio wall with your product or messages. You must both be an expert on the existing opportunities and at the same time be ready to adapt and act on the new opportunities that are constantly emerging. By attending the CPH Transform conference you can learn more about how to succeed with video in the digital transformation. CPH Transform presents the leading platforms and strategies. Driven by the joy of digital development and its potential, we have created CPH Transform as a platform where we spotlight digital content both inside and outside Denmark. With our many years of experience from the TV industry in strategy, production, media and event development, we together have a great insight into the challenges posed by digital development."

There was a wealth of speakers including:

Andreas Gall, Chief Innovation Officer - Red Bull Media House

Sune Roland, Content Manager - TV 2 PLAY & TV 2 ZULU

Peter Rosberg, Publication Manager – DR

Jesper Laursen, CEO - Native Advertising Institute & Brand Movers

Jared Kozel, EVP & Executive Creative Director – Moxie

Julie Lund Rosenfeldt Isen, Editor - We Young

Anne Eskerod Borgstrøm, Insight Manager – Everything

Calle Sjönell, Head of Creative Shop Nordics – Facebook

Anna Porse Nielsen, Adm. Director – Seismonaut

Claus Ladegaard, Adm. Director - The Danish Film Institute

Mathias Gredal Nørvig, Adm. Director – SYBO



<https://www.facebook.com/cphtransform/photos/d41d8cd9/1747952602183440/>



Natalie Sun, Founder – NextArt

Tim Leake, SVP & Chief Marketing Officer - RPA Advertising

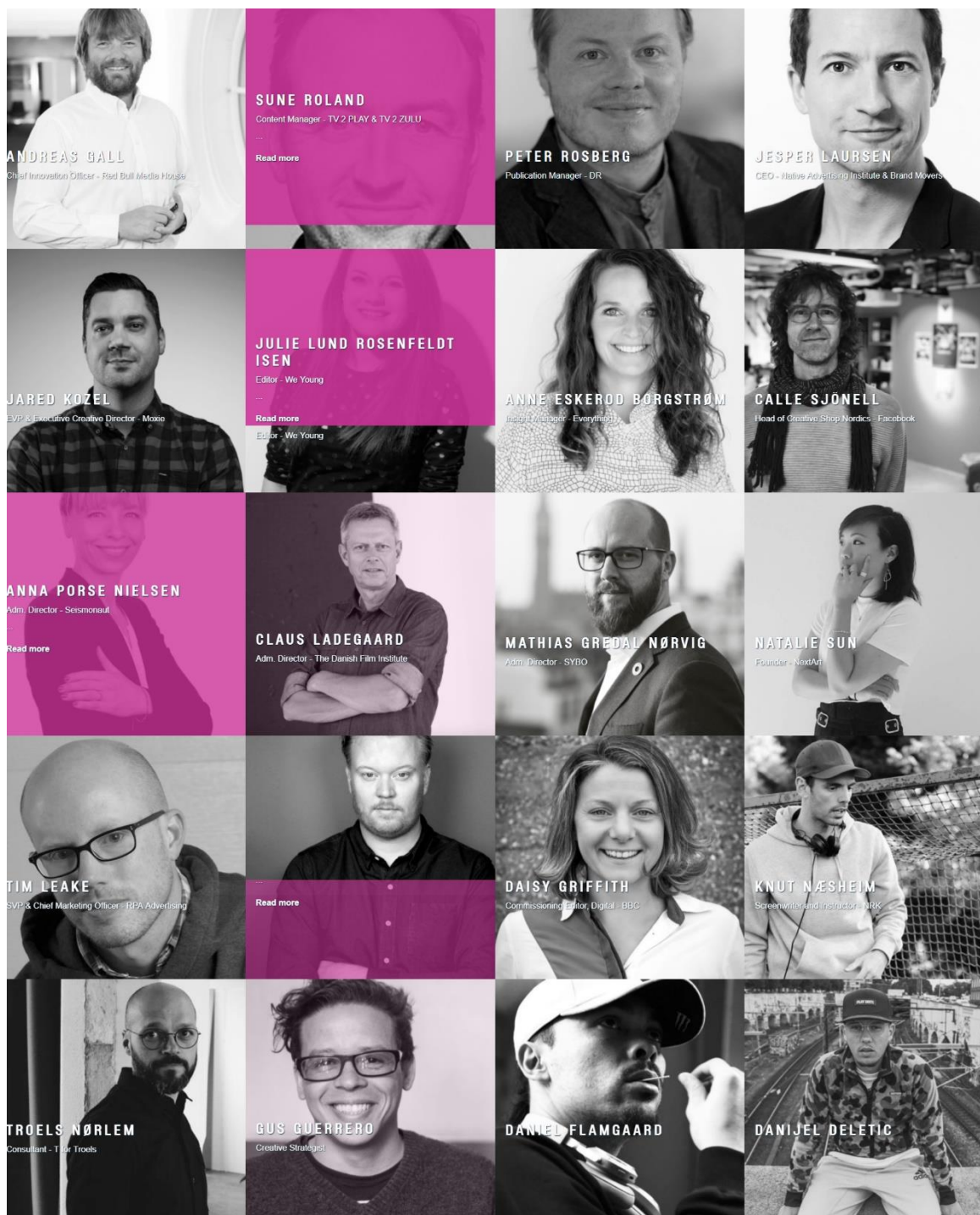
Sander Van Der Vegte, Head of Labs – MediaMonks

Daisy Griffith, Commissioning Editor, Digital - BBC

Knut Næsheim, Screenwriter and Instructor - NRK

Troels Nørlem, Consultant - T for Troels

Gus Guerrero, Creative Strategist



<https://cphtransform.com/cph-transform-2019/>

# Hamburg Games Conference 2019

PR is (not) dead! Communities as a Marketing Chance

Hamburg , Germany

26th February 2019

(The event was promoted on the previous CC website.)

124 participants from 83 companies.

Create Converge for the 2nd time collaborated with gamecity:hamburg, Super Crowd (as a new partner) and the law firm Graef in organizing the 10th edition of the Hamburg Games Conference.

All CC partners were consulted and asked for input, and contributed great ideas for speakers, especially for the speaker about audience design, Valeria Richter from Denmark.

The well-established event guarantees a good mix of participants from different sectors such as game developers/designers, film producers, story boarders, attendants with a law background and beyond.

Speakers included Mikkel Robrahn (PietSmiet and Friendly Fire), Lina Berehi (Marketing Manager, THQ Nordic), Franziska Lehnert (Head of Communication, Bethesda Softworks), Steffen Grzwia (Head of Marketing & PR, Rocket Beans Entertainment), Markus Gogolin (Head of Marketing Frankfurt Book Fair), Valeria Richter (Pebble and Nordic Factory Cph) and Dominik Schoenleben (EMEA Community Manager, Niantic)

Postcards and Business Cards were widely distributed as at all events.

## **12min.Me**

This was an add-on on to the conference v=by 12min.me well known for their regular meetups and other events on current and cutting edge topics. They were the focus for a pitching and networking session that took place following the conference with speaker, Jan Asmus, a long-time CC collaborator.

Jan spoke about Funding for Games in Hamburg - A Plea.



Invitations to the Hamburg Games Conference were sent via direct email to 940 recipients.

Media Promotion and Coverage  
[www.ffhsh.de](http://www.ffhsh.de):

[https://www.ffhsh.de/de/termine/T/182447/2019\\_02\\_26\\_Hamburg\\_Games\\_Conference3](https://www.ffhsh.de/de/termine/T/182447/2019_02_26_Hamburg_Games_Conference3)  
[https://www.instagram.com/p/BuWdt8VH3r\\_/](https://www.instagram.com/p/BuWdt8VH3r_/)

Media Gameswoche

<https://www.gameswirtschaft.de/events/hamburg-games-conference-2019/>

Blog – INDAC

<https://indac.org/blog/hamburg-26-februar-2019-hamburg-games-conference-communities-neue-chancen-fuer-entwicklung-und-vermarktung/>

## Berlin Film Fest

Berlin, Germany

February 2019

<https://www.berlinale.de/en/HomePage.html>



Fim Forderung Hamburg Schleswig-Holstein once again flew the flag for CC at the Berlinale and reported back.

A key objective was to connect with international creatives and non-creatives active in the field of XR. Since 2017, Berlinale offers a wide range of possibilities to engage with Virtual Reality and the people around. The attendance of the EFM Horizon and the VR NOW Summit brought valuable insight for the project's work and for the understanding of blockchain technologies and the benefits for media and creative businesses. Cf. the detailed travel report.

It was a chance to take part in networking events such as FFHSH Aperitivo and the Hamburg Filmbrunch and spread the word about Create Converge.

Postcards and Business Cards were widely distributed as at all events.

[20190704093...ale2019.pdf](#)

Here is the full report on what occurred this year.

**Friday, 8 Feb. 11.30 am - 1 pm.:**

**EFM Horizon: The Transforming Force of AI: Hype or High Potential? An Outlook from Content Creation to Audience Analytics**

This block will map the status quo of AI in film and entertainment sectors by bringing developers, artists and practitioners together for a series of talks, interviews and debates to think through future scenarios and what they mean for the industry today in practical terms. Key questions to be addressed include:

From scriptwriting to marketing, which creative functions can also benefit from AI to start working smarter, not harder and let their imaginations run free?



How much closer are we to leveraging AI to automating all the headaches out of production, post-production and VFX workflows in 2019? Will the adoption of new systems create new challenges in itself, from grappling with stubborn resistance to change on the one hand, to automating colleagues out of jobs on the other?

For audiences, will the increasing ubiquity of AI tighten personalisation's stranglehold on their entertainment platform experiences? Or will they be won over not only by improved algorithms, but also the promise of new levels of interactivity and immersion, as AI-enhanced virtual humans and non-linear storyworlds become as rich and surprising as real life and real people can be?

Speakers:

**Sadaf Amouzegar** is Data Scientist at RivetAI, a pioneering startup building an AI platform that automates the tedious aspects of film production, allowing filmmakers to focus on the creative and human-centric aspects of their work.

**Thomas Bendig** is CEO of the Fraunhofer ICT Group, as part of the Fraunhofer-Gesellschaft. Within this group 19 institutes and 5,500 experts are working to provide applied R&D for a broad range of industries. The ICT Group is highly involved in the development of numerous media technologies.

**Kathleen Schröter** is Head of Marketing & Communications at Fraunhofer HHI, one of the 72 Institutes within the Fraunhofer-Gesellschaft, Europe's largest applied research organization with over 25,000 scientists. Fraunhofer HHI is e.g. very active in VR/AR and AI technologies as well as highly involved in the standardization of 5G, the next generation of mobile communication.

Moderated by **AC Coppens** (The Creative Catalysts)

## **Saturday, 9 Feb. 11 am – 1 pm**

Interactive session about Blockchain:

Blockchain is a technology through which change can happen due to data transparency. The best outcomes of Blockchain occur when everyone comes to the discussion table.

Hands-on, 2-hour event shed light on case studies of Blockchain technology and the likelihood of industry adoption by the stakeholders, including producers, financiers, sales agents, and distributors. Through a variety of interactive exercises and activities, this event aimed to make Blockchain accessible to all those interested in exploring it.

Interview with: Jordan McGarry (Head of Talent Development and Production at Film London)

Kase Study by: Manuel Badel (Badel Media)

FilmChain <https://filmchain.co/> run an interactive simulation to explain in a simple but effective manner what Blockchain is.

The following Blockchain projects have pitched their products:

**Cinezen** (Sweden): movie streaming platform, beta version: "CINEZEN is a decentralized platform where everyone can become a video store owner"

**FilmChain** (UK)

**MinersINC**

- Micro niche
- Micro distribution
- Micro payment

Fans are monetising their reports about films they like, their passion for a niche film. At the moment focused on India. Collaborating with other partners in the next years.

**Resonate** (Germany): music streaming platform, create a digital passport for rights holders in music pieces. #stream2own model isn't just about better payments for artists. It's also about effortlessly converting casual listeners into dedicated fans with almost zero effort.

**Welt der Wunder TV** (Germany)

**White Rabbit** (Norway): browser plug-in to allow people that stream content illegally to pay their share. If the content owner does not want to receive the collected money White Rabbit offers him, the person charged will get the money back (creditcard).

- ➔ Info about users are gathered
- ➔ 3<sup>rd</sup> market / marketing
- ➔ 60% of the users want to pay
- ➔ 75% for the rights holder, 15% White Rabbit, 10% partner streaming platform
- ➔ Currency: USD

Discussion: Blockchain Curation and Monetisation in a Fragmented Landscape

Quest: Who is the consumer of my content? A lot of content does not find an audience. How to monetize?

FilmChain

Cinezen: diff. channels curated by film critics, festivals, or, or...operates with block chain, smart contract, gets paid and pays to all signed people.

Question of currency – crypto currency, digital wallet



**Sunday, 10<sup>th</sup> Feb. 1:00-6:00 p.m.**

**VR Now Summit**

<b>1 pm</b>	Open doors
<b>1.20 pm</b>	Welcome address by Matthijs Wouter Knol (EFM), Stephan Schindler (VRBB), and Tim Rittmann (Booster Space)
<b>1.30 pm</b>	Presentation by Liz Rosenthal (Founder of Power to the Pixel, Venice VR) <i>A Distribution Map for Immersive Content</i>
<b>2 pm</b>	Presentation by Joanna Popper (Global Head of Virtual Reality for Location Based Entertainment) <i>Around the World in LBE</i>
<b>2.30 pm</b>	Presentation by Bob Cooney (Speaker, Author, Mentor) <i>Out of Home Entertainment – Immerse Yourself into LBE Business</i>
<b>3 pm</b>	Presentation by Alexander Knetig (Director of Digital Department at Arte) <i>Distribution and Co-Production of Immersive Content</i>
<b>3.30 pm</b>	Networking “Caffeine & Recreation”
<b>4 pm</b>	Industry Debate presented by IFA, in collaboration with Variety Moderated by Henry Chu (Variety) <i>Value-Added VR: Boosting Film and TV With Virtual Reality</i>
<b>5 pm</b>	Presentation by Salar Shahna (World VR Forum) <i>Entering New Terrain</i>
<b>5.20 pm</b>	Presentation by Ioulia Isserlis, Max Sacker (AnotherWorld VR) <i>“Kobold” and “Der Pass”</i>
<b>5.40 pm</b>	Presentation by Stefan Kreuzer (rcp) Submerging into Virtual Worlds

Arcade: not sustainable, is retail business. But: are they making money? Mixed reality is a must. VR Towers at JFK, no price sensibility in VR, however, nobody has figured out a business model yet.

ARTE: Alexander Knetig, das totale Tanztheater, A Fishermen’s Tale -> 1<sup>st</sup> immersive game -> escape room.

MK2, Museums: Location based VR for ARTE, Bto B and BtoC. High impact.

**Monday, 11th February, 10 am – 12.30 pm**

**EFM Pitch**

***Eugen L.Gross, CEO and Co-Founder***

***Aleksander Koleski, CTO***

**Aiconix, Germany**

Aiconix develops a platform that online media producers can use to understand throughout the production process when viewers will lose interest and sign off. The system will be able to recommend where and how the dramaturgy of a film could be adapted to reduce bounce rates.

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***Jhava Chikli, Co-Founder***

***Stoyan Tankosvki, Customer Operation Analyst***

**Archive Valley, France**

Archive Valley is an international platform that offers filmmakers a privileged access to unique footage across the world, by enabling direct connection with hundreds of archive sources and archive researchers in more than 80 countries.

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***Axel Steinkuhle, CEO and Co-Founder***

***Lisa Helisch, Product Manager***

**Evrbit, Germany**

Evrbit is an edge technology company with its focus on synchronized VR, AR and location based applications. One of our most used products is the frame accurate audio-synchronized VR Sync Cinema for an unlimited number of devices. No headphones, but pure emotion. Evrbit's purpose is to build interactions by making technology collaborative.

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***Andrea Giannone, CEO and Co-Founder***

***Bernardo Gomez, COO and Co-Founder***

**FilmarketHub, Spain**

FilmarketHub is the first online marketplace for films and series in development. We are experts in matching international projects with producers, TV broadcasters, OTT platforms, sales agents and distributors.

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***Charles S. Roy, Film Producer and Head of Digital Projects***

**LMDP Co., Canada**

VFC Biomediae is an audience biofeedback SaaS aimed for the indie film & digital media



creatives and rights holders.

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**Denis Fevrier**, Co-Founder and General Manager

**Mathieu Di Pace**, Acquisitions Manager

**Polkatulk Scenso**, France

Polkatulk aims at disrupting content distribution and copyright management via a dedicated micro-service architecture, specific video encoding, and a content & copyright management suite relying on blockchain protocols. Our technology is currently demonstrated by our first instantiation Scenso.tv, the first sVOD OTT platform dedicated to distribution of performing arts videos.

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**Noelle Haitsma**, Executive Board Member (Impact Cinema)

**Robert van Hunsel**, CEO and Founder Ticketing Group

**Ticketing Group**, Netherlands

Ticketing Group is a private company that connects cultural institutions to as many people as possible. We do this by offering a unique data driven, transparent and cost-effective alternative to today's ticketing solutions for cultural venues.

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**Dagmar Mäe**, CPO

**Tõnis Vassar**, CCO

**Votemo**, Estonia

Votemo is real time audience participation platform for TV. Votemo makes sport broadcasts, reality shows, news and political discussions interactive and can be used for live TV, recorded shows, web TV and e-learning. With Votemo the audience no longer just watches a show but becomes part of it.

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**Alan R. Milligan**, CEO

**Adrian Hessel-Rutter**, CTO

**White Rabbit**, Norway

White Rabbit aims to professionalise the peer to peer (p2p) market in order to collect revenue and data from the worlds largest streaming market.

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**Johanna-Mai Riismaa**, CEO

**Ailan Daniel Mark**, CCO

**Zelos**, Estonia

Zelos is a tasking app for large volunteer teams. It automatically engages your volunteers with social media marketing, ticket sales, extra tasks and shift exchange. Zelos started as an

internal tool for the Black Nights Film Festival in Estonia, but is now available to all festivals, conferences, communities - any organisations that engage large amounts of volunteers.



# SXSW 2019

Austin, Texas, USA

March 2019

<https://www.sxsw.com/>

<https://www.sxsw.com/exhibitions/trade-show/>



Ditte Brunø Søndergaard and Regitze Mai Møller.

Filmby Aarhus carried the torch for Create Converge at SXSW 2019 – translation South by South West!

It was a significant opportunity to expand the CC network and make contact with speakers with a view to bringing them over to events in the North Sea Region.

Read this in Danish:

<https://filmbyaarhus.dk/filmby-aarhus-paa-sxsw-fire-store-temaer/>

It is a major industry festival that focuses on three areas: Film, Music and Interactive.

So there's a large film festival, an equally large music festival and an interactive conference. In addition, major digital brands like Google, Facebook and Netflix are all there with exhibition stands a bunch of speakers, gigs and digital experiences.

Brands love SXSW. It's use as a brilliant forum by Amazon Prime and others with big budgets to launch TV series. It's also used to put the spotlight on unique and innovative collaborations like the Red Cross with cult and hugely popular, fantasy TV drama series Game Of Thrones to collect blood donors.

In addition to being just a huge jumble of impressions and events, SXSW is a great way pick up industry knowledge and intelligence with insight on the emerging media landscape.

In particular, four major trends broke through on the Interactive track.

Trend 1: Human-Centred, Human-centric, and Ethics

One of the biggest trends at SXSW dealt with ethics in a digital perspective, focusing on man and not technology. With buzzwords such as AI, machine learning and data storage and resale as prevailing in the technology starry sky, at SXSW there was a desire to turn our attention to greater ethical considerations and human focus.



This became especially evident during former adviser to Mark Zuckerberg, Roger McNamee's talk on Facebook and Google's use of people's data. Instead of selling our everyone's data to the highest bidder, both companies have the opportunity to help us with the vast amount of knowledge they possess. A large number of policy makers and politicians are ready to place high demands on the tech giants so that profit-seeking companies do not decide in the future in our shared online world.

And no, the robots do not come and take over world domination: AI (artificial intelligence) and machine learning were spoken by several speakers in a completely different direction than the horror scenario that sometimes controls the media image.

#### Trend 2: Augmented Reality

Development of AR was in many ways everywhere on SXSW and was in great style 'the talk of the town'. There were many references to Pokémon GO in particular, though everyone who mentioned it seemed tired of continuing to use that example.

Exactly Pokémon GO is an example of place-based AR, which is a much debated topic within AR right now - creating smart solutions that connect to a specific place and are the starting point for the solution. The possibilities are many, but the strong solutions are few. This is what the author Charlie Fink, who is behind several books on 'convergence', pointed out in his talk. According to him, there is still a long way to go before the smart technologies are so smart that they can be commercialized.

For him, it's about "technology succeeds when it makes what we're already doing, better, cheaper, and faster" - a place we haven't come to yet with AR. Charlie Fink's publications are highly recommended if you want qualified guesses as to what our digital future will contain.

#### Trend 3: Are we ready for it at all?

The buzz word above them all at this year's SXSW was 5G. The smart technology that will make our mobile internet even faster and which offers huge opportunities to create real-time update solutions. But there is a long way to go before it can actually be done.

To refer to Charlie Fink again, for example, he described how technology right now would in no way work in Manhattan. 5G cannot penetrate buildings with steel without having amplifiers installed. A little detail that not many people are aware of.

#### Trend 4: Female empowerment and #metoo

Although #metoo has some years in the field, the topic is more in focus than ever in the tech and media industry in the United States in particular, and was one of the big themes at SXSW. Where the #metoo wave has subsided in Denmark, it is, if possible, greater than ever before in the US, if one is to judge by the official program at SXSW. The focus is on creating a culture where women are worth as much as men and whose words are weighted just as much as those of male colleagues.

It was largely addressed in talks by, among others, Susan Fowler , the woman who opposed the tech giant Uber , Allison Yarrow, the author of the bestseller "90's Bitch" and the young politician, Alexandria Ocasio-Cortez .

Being at SXSW and gaining knowledge and inspiration helped Filmby Aarhus and CC get up to date with the latest trends, hook up with an international network and raise the profile of CC and the North Sea Region as well as supplying links for us to help companies and freelancers.



# CC Reach Out Masterclass Program

The current period has seen delivery of this programme based on transnational cooperation between Filmby Aarhus VIA University College in Denmark and Abertay University in Scotland.

These have offered a perfect platform to showcase knowledge and best practice including that developed by partners during the course of CC.

The program is being facilitated by experts from our university partners.

We upscaled the programme to four events instead of three so there is still one to go in 2019.



# Digital Kids Today

Dokk1, Aarhus, Denmark

2<sup>nd</sup> May 2019

<https://www.eventbrite.com/e/digital-kids-today-tickets-55516510377#>

117 participants + speakers

For the third year in a row Studio 2 in Filmbyen in Aarhus created the venue for an interesting and insightful day with room for discussions and networking by delegates representing a cross section of creative industries. The conference themes were Bridging Digital & Physical and Monetising Brands. This offered new ways of engaging kids and parents in play and addressed the crucial importance of social and emotional learning. The conference also touched on co-creating with children and designing for children's rights. There was also discussion of how to design new content and IP (intellectual property) suitable for different media formats and platforms with practical tips and takeaways.

There is more about all the speakers at the Digital Kids Today website:

[https://www.digitalkidstoday.com/speakers\\_index](https://www.digitalkidstoday.com/speakers_index)



# Masterclass: Squash, Stretch, Play

The animation and dynamics of interactive soft body characters

Dokk1, Aarhus, Denmark

5th April 2019

<https://www.eventbrite.com/e/masterclass-squash-stretch-play-tickets-58983198334#>

[https://drive.google.com/drive/folders/1jiu\\_pzEWi8yvtqhON20YmcL\\_ARZLvJBu](https://drive.google.com/drive/folders/1jiu_pzEWi8yvtqhON20YmcL_ARZLvJBu)

Participant information supplied to European Union North Sea Region.

Are you interested in character animation? Then join us for this free masterclass during CounterPlay '19: Playing at the Edge.

This masterclass will show how modern real-time physics simulations can be combined with animation techniques to create dynamic deformable characters that can interact with their virtual environment and lead to new innovative forms of play and interactive storytelling.

CG characters in film can convey a diverse range of physical behaviors. Animators can choose from a wide variety of animation techniques to create cartoon-like characters that bend, squash and stretch into all manner of shapes and sizes. The real-time performance constraints and the interactive nature of computer games can restrict the range of animations possible.

Target Audience: Animators, game developers, and designers. Those interested in exploring how character animation in film can create innovative forms of play in computer games. Students and professionals.

Speaker: Grant Clarke, Abertay University



# Masterclass: Custom Controllers + workshop

Dokk1, Aarhus, Denmark

5<sup>th</sup> April 2019

<https://www.eventbrite.com/e/custom-controller-workshop-tickets-58980140187#>

Participant information supplied to European Union North Sea Region.

Custom controllers provide an opportunity to closely link player controls and interaction with in-game responses. The combination of a custom controller and a carefully crafted game mechanic can provide a unique gaming or interactive experience.

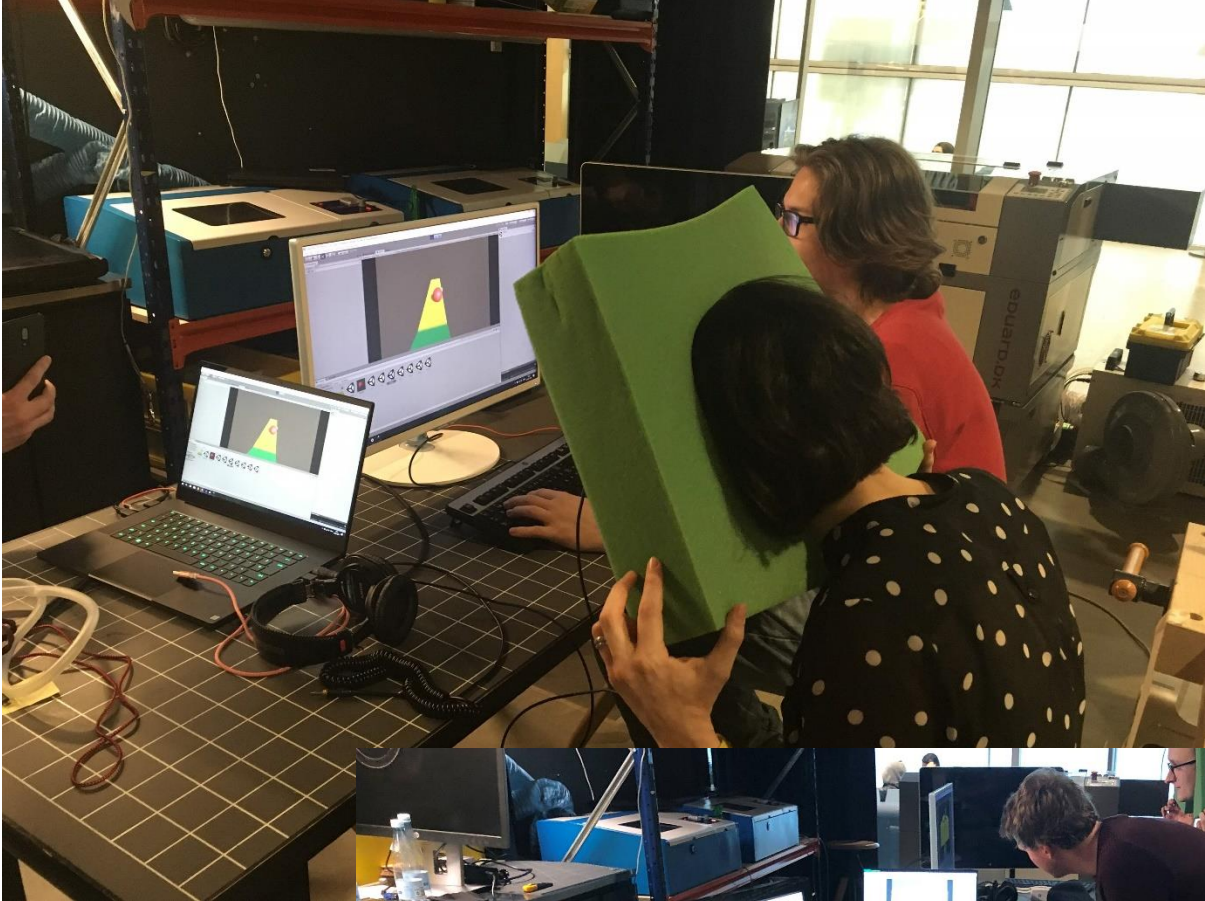
This workshop focuses on how users physically interact with games. We will be discussing the development of custom controllers utilizing a range of physical sensors including orientation, pressure, and distance. The workshop will showcase a small collection of prototype controllers focusing on each of these sensors.

Target Audience: Game developers, designers, and programmers. Those interested in exploring how players physically interact with games/digital environments. Students and professionals.

Leader of the workshop: Paul Robertson from Abertay University









# Hackathon

12<sup>th</sup> and 25<sup>th</sup> April 2019  
 Studio 2 in Filmby Aarhus  
 Aarhus, Denmark

Participants: 80 students from Aarhus University, and two people from TV2 Østjylland.

With Media Studies students from Aarhus University, and the activity: Incubator Date Night in the FBA incubator Ideas Lab.

80 students from Media Studies at Aarhus University did a 'local/global' hackathon together with Create Converge and Filmby Aarhus. The challenges were 1) "Young and education" and 2) "Totally local". Sponsoring the challenges was the Denmark news station TV2 ØSTJYLLAND.

The winners of the first case did a Youtube campaign with a host, who was a 'guinea pig' at an education institution and then tried a job, which that education could lead to.

The winners of the second case did a video and podcast about local characters - set up as a talk show.

Events like this help us broaden the horizons of students and introduce them to companies and institutions outside of university.





# Incubator Date Night in Ideas Lab:

Ideas Lab in Filmby Aarhus, Denmark  
2nd May 2019

36 people participated in this Date Night.

The concept was simple: Bring a 4-minute slideshow to pitch in front of the other participants. The presentation must include and answer the following four questions:

Who are you?

What are you working on right now?

Which skills can you offer to other projects?

Which skills are you looking for on your own projects?

When all companies and professionals have pitched, they are divided into different stations where they have the chance to talk to interested possible business partners.









# Screen Ready 2019

May 2019

Dunfermline, Scotland

<https://www.eventbrite.co.uk/e/screen-ready-2019-with-visit-scotland-tayscreen-tickets-58749408061>

Attended by over 70 delegates.

This event was in collaboration with Visit Scotland and Create Converge was highly promoted ahead of and during the event as the event sponsor.

The event was open to all and particularly attracted 'experience' based businesses such as visitor locations and accommodation providers with production services across film, TV and VR.

It featured a keynote by Richard Meiklejohn of Oovirt.

[www.oovirt.com](http://www.oovirt.com)

OOVIRT (ou-virt) is a play on the French word 'ouvert', meaning 'open' and the Scots word 'oor', meaning 'our'. The company was established in early 2017 by leading social entrepreneurs Michael Leeland and Richard Meiklejohn. Through previously working with numerous businesses and listening to the pain points faced by their customers and staff, they had uncovered a market for virtual experiences and information about locations, venues and visitor attractions of all kinds. The immersive, virtual reality experiences they produce help people to get excited about where they are going, re-live their visit and inspire friends and family to go. Crucially these experiences help people to get vital information for accessibility and other crucial needs and so provide even more encouragement to go.





# Bio Dundee 2019

Life Sciences and Healthcare: Transforming the Future

May 2019

Dundee, Scotland

Attended by over 100 delegates.

BioDundee is an International Conference, accompanying exhibition and networking opportunity over two days. The Conference is accompanied by a prestigious Networking Reception and Gala Dinner on the first night.

It is a forum to showcase excellence and a brilliant opportunity to bring together Create Converge with Life Sciences and Healthcare.

The programme cover five sessions Digital Translation, What's Hot?, Precision Life Sciences, Pitch Perfect and Interdisciplinary Research.

Create Converge collaborated with the conference and sponsored the Digital Translation session and Gala Dinner. This brought significant promotion of the project to the delegates and was also an opportunity to interview key speakers.

The Digital Translation session covered the advanced methods used to visualise, see in real time and visually transform data in order to diagnose and better treat different medical conditions.

The session was chaired by Professor George Crooks, Chief Executive Officer, Digital Health & Care Institute (Scotland) and saw a headline presentation by Dr Ken Sutherland, President, Canon Medical Research Europe. He is also lead on iCaird, a new centre of excellence for Artificial Intelligence in digital diagnostics. The sessions also included talks by Dr Richard Bickerton, Chief Informatics Officer and a co-founder of Exscientia and Chaloner Chute, Chief Technology Officer of the Digital Health & Care Institute.







The keynote speaker at the Gala Dinner was high profile games and digital entrepreneur, Chris Van Der Kuyl. He is Chairman and co-Founder of 4J Studios, one of the UK's most successful videogame developers responsible for Minecraft Console editions. More recently, he became Chairman of Puny Astronaut who are bringing their first game to market. Chris is also Chairman of TVSquared, a fast growing data analytics company, Chairman of Broker Insights, a start up financial services tech company and the founding Chairman of Entrepreneurial Scotland. Chris sits on many advisory boards and is a board member of several local charities. Chris has been awarded honorary degrees from many of Scotland's leading universities in recognition of his contribution to enterprise.

His key message was the need for cross disciplinary collaboration to generate new businesses and offer better prospects for success.



# The Danish Virtual Reality Scene + VR Container

Dokk1, Aarhus, Denmark

8th May + VR Container on the 9th and 10th May 2019

<https://iwdk.dk/event/the-danish-virtual-reality-scene/>

104 participants. Participant list supplied.

Finding an event that brings a clear and exclusive focus on Danish Virtual Reality is still rare. Maybe this has to do with the wrong idea that the rest of the world is always a step ahead compared to the Danish VR scene. Over the course of the last 3 years, we've seen Danish VR companies and other representatives making great impact with their work – not only nationally, but also internationally. Their solutions within the areas: VR games, – architecture, – health, – production, – film, and – art receive global recognition for their technical qualities, but also for the experiences they communicate.

It is now time to give representatives within the Danish VR field a chance to meet up, speak about, and show everyone what they do.

This event presented talks from each of the VR areas mentioned above, demos of the VR solutions, and 1:1 meetings with developers.

On top of the event itself, there was an add-on event in a shipping container nearby. In the container everyone passing by, could experience VR-games, and many people including those who had never tried VR before, had a chance to try on a headset and give it a go.









# Film I Skoven, Hello Gruffalo

Aarhus, Denmark

17<sup>th</sup> to 18<sup>th</sup> May 2019

<https://www.filmiskoven.dk/>

CC and the festival "Film i skoven" (Film in the Forest) collaborated on communicating about the potential of AR by setting up the experience Hello Gruffalo.

Hello Gruffallo (originally titled The Gruffalo Spotter) is an AR trail and app with a start sign and 5 AR markers, which correspond to the characters in the world famous Gruffalo storybooks. These had particular publicity in 2019 due to the sad death of the author.

The Gruffalo AR experience was developed by Magic Light Pictures and Nexus Studios for the English Forestry Commission. The trail was open for 9 days for the public, and 2 days for kindergarten students. The AR-experience was developed to encourage people to visit and enjoy forests. This shows that technology can be used for experiencing and supporting nature.

550 tried the experience.





# FFHSH and VHRAM!

Hamburg, Germany

June 2019

<https://www.vrham.de/en/>

<https://www.facebook.com/createconverge/posts/2188371108047355>

FFHSH collaborated with VRHAM! - the Virtual Reality and Arts Festival, newly created in 2018. Together with VRHAM!, to organise a Residency for VR-Projects. One national and one international project were chosen to come to Hamburg the week prior to the festival to work with a mentor on their projects. The result was showcased in Period 6 during the first week-end of VRHAM! (7-15 June, 2019) – more information about the residency will be provided in the 6th report.

The call for projects was published in January 2019 and re-posted in February 2019. In early April two projects out of six national and 23 international entries were selected by FFHSH and VRHAM!.

More information about the residency will be provided in the 6th report.

The call for projects was published in January and re-posted in February 2019. In early April two projects out of six national and 23 international entries were selected:

## **BE B:E:R:N:D**

The game, whose name was randomly created in a chat, mixes virtual reality, augmented reality and text-based retro adventure for a new gaming experience. Developed by students from Ernst Busch University of Performing Arts, the story actually takes place in Berlin, however, the tale has been relocated to Hamburg especially for VRHAM!. The task: no less than saving the beautiful Hafencity from the effects of climate change. The playing field consists of a Hamburg map on which the game characters travel to different locations to complete tasks. The game is played with four people, with each participant receiving different information. One person plays the navigator, who communicates information from a screen to the group, while someone else wears VR glasses, dives into the augmented reality world and sees things that remain hidden from the other players. Team work is essential to master the game.

## **Cocotte-Minute**

“Cocotte-Minute” is less a game and more of an interactive narrative from three promising artists, Gabrielle Roque, Louis Wade and Teddy Aymard from France. It is a Film Noir trip with VR glasses where you are drawn into the game as a character. Players take on the role of an illusionist, clairvoyant, hypnotist, journalist or pickpocket and explore six areas of a magical mansion. Players must decide whether to follow the main story or let themselves be guided by various secondary strands of the story. However, it is impossible for one character to explore everything, so all participants have their own personal, immersive VR real-time narrative.



# Animation Expose 2019

University of Hertfordshire, England  
23<sup>rd</sup> May 2019

<http://uanimation.co.uk/>

The event was livestreamed and video can be seen at <http://uanimation.co.uk/expose/>

This world famous animation festival, celebration and exhibition is in its fourteenth year and shaped up to be the best yet. Over the past years, students from the digital animation degrees have won or been nominated in more than 140 digital animation competitions worldwide.

It is a chance for industry to come and see the newest batch of talented digital animation artists and an excellent opportunity to raise the profile of Create Converge to key influencers in the digital, screen, animation and VFX sectors.

It was held at the stunning 450 seater Weston Auditorium and the event attracted a big crowd.

The event is divided into two halves. In the morning there is a great line up of industry speakers from leading Film, Visual Effects, Games and Animation companies such as Splash Damage, Blue Zoo, Stardust Pictures and Double Negative talking about their latest projects and releases.

The afternoon sees the prestigious animation film showcase, containing the very best 3D, Games, VFX and 2D animated movies from new graduates. These films are in stiff competition with each other to win top prizes decided upon by a distinguished panel of industry judges.







# And a few more things....

## **Data Visualisation Conference**

University of Hertfordshire, England

## **New Creatives Programme – Taster Sessions**

In partnership with the UK BBC

Screen South ran a series of workshops around games and interactive as part of the launch of the New Creatives programme. These were taster sessions ahead of full day workshops in July 2019 to be reported in Period 6.

The New Creatives programme in partnership with the BBC greatly benefits from CC learning and has 3 strands: Digital film & Animation, Audio and Interactive. CC Partners have been asked to be Executive Producers on the Interactive Strand. Planning is underway for the above interactive residential workshops at University of Hertfordshire.

## **Counterplay 2019**

Aarhus, Denmark

Abertay uses industry-relevant hardware and software platforms in all their work, and has more than 20 years' experience in developing learning materials to support skills development in the creative industries. They drew on this expertise to develop the materials for the Counterplay 2019 training workshop on bespoke controller design, construction and use in games. The materials include hands-on practical activities for building game controllers from base components and the development of mini-games in which those controllers can be used.

This work was also showcased at 2 events in partnership with InGAME, the UK Creative Cluster in games, where Create Converge Demonstrators were presented to the UK government's Digital Culture, Media and Sport Committee, Abertay University, Dundee, and to industry and government representatives at a taster event.

## **BBC Event at Collusion**

Cambridge, England, UK

10 companies/freelancers with immersive tech project ideas in development.

## **Distribution and Online Media event**

April 2019

In partnership with the Space Group

25 participants.

## **Collaborative bid workshop**

Kent, England, UK

In collaboration with the Kent Skills Guild around new tech and the kind of partners needed for a successful bid.

**Dundee & Angus Chamber of Commerce Games Event**

Dundee, Scotland

January 2019

**Into Games Industry Event**

Dundee, Scotland

January 2019

<https://www.eventbrite.co.uk/e/into-games-dundee-how-do-we-support-the-next-generation-into-the-games-industry-tickets-54687298181>

How do we create a more diverse games sector, while ensuring that the best talent is kept in the industry? And, how do we give young people the information they need to get the best shot at getting a job?

**Places of Creative Production**

University of Glasgow &amp; Creative Scotland

Dundee, Scotland

February 2019

<https://placesofcreativeproduction.home.blog/pocp-dundee-2/>

The Creative Digital Ecosystem

**Local Full Fibre Network Suppliers event**

February 2019

Glasgow, Scotland

**Data Hack with Abertay University**

Dundee, Scotland

March 2019

**Digital Skills Event**

University of Dundee

April 2019



# The New Screens Experience

## **Introduction: contextualizing video and photos**

### **Main takeaways**

The New Screens Experience is an international semester teaching new screens storytelling. It brings together Film, VR, AR, MR, projection mapping and experience design to create immersive story worlds.

**The single most important aspect to combining immersive with projection is that it not only allows an immersive experience without using headsets or other devices but it also offers a chance to enjoy a shared, group experience.**

**So here is a quick guide on what is involved and how to do it.**

The purpose of the program is the following. The student should:

- be able to play a key role in applying transmedia storytelling and new screens technologies to the creation of immersive story worlds within businesses such as entertainment, experience design, content marketing and cultural entrepreneurship
- acquire knowledge and understanding of how these businesses can harness the global advance of transmedia and new screens technologies to their strategies, business models and value propositions

We finished the first semester of NSX in the spring of 2019 and these are the takeaways from the three modules the students went through.

### **Module 1 - contextualizing video and photos**

The module was centered around an introduction to experience design and learning the basics of VR (using Samsung Gear VR) and AR including a course on Unity and working with VR in Adobe Premiere. The concluding assignment revolved around the production of a VR, 360 or AR concept description and a dummy production for a story based experience in a specific room at Gammel Estrup Manor House (museum). The production should tell a ghost story that relates to the Manor House. The target group was families with children aged 9-12.

## **Main takeaways**

Keep it simple.

So much can go wrong when asking an audience to use state of the art technology. There are still a lot of people who will be trying VR or AR for the first time. The technology is still in its infancy so it is not always reliable. It is a complex undertaking to integrate individual screen experiences into what is fundamentally a social experience that needs a certain flow and not least a sense of experiencing something with others.

Test.

Testing is essential especially when it comes to aspects such as logistics, digital infrastructure and networks.

Add value.

VR and AR can add substantial value to the immersiveness of the museum experience. The employees at Gl. Estrup were very positive but two things have to be considered: economy is an issue and the balance between academic presentation and immersive storytelling can be hard to find.

Immersive storytelling – what's new?

When telling stories in a new medium it is essential that you take the pros and cons of immersive storytelling into consideration. The audience will be disappointed if it adds nothing new.

## **Module 2 - contextualizing video and photos**

Module 2 revolved around the concept of location based storytelling and the integration of projection mapping and interactive screens. The software used was Mad Mapper, Isadora, Kinect for Windows and the Adobe package. In the concluding assignment the students were asked to develop an 'interactive screens' prototype for a location based experience at the Njord Gin distillery.

## **Main takeaways**

Consider scale.

When working with projection mapping it is essential to consider scale (in this case 'big' is often 'good'), location (light conditions especially), technological infrastructure (network, access to power).

Work 'with' the location.

Use the architecture and the specifics of the location when developing your concept.

Display is crucial.

When projecting something on a surface 15 metres from the projector scale, resolution, lumen output and not least the surface you project onto becomes very important.

Add value.

Just like Module 1.

When adding an interactive element you have to make sure that the audience feel included and that it does not feel like an added element that is not essential to the experience.

Test.

Again essential but can be difficult when working on a larger scale.

Collaborate for skills.

It's important to have collaborators and for that matter, customers, who understand the concept of projection mapping and what is demanded from them to make it work. Projection mapping is quite simple in itself but is nonetheless a very immersive and impactful way of working with alternative forms of filmic storytelling. The interactive element can add to the experience if properly integrated but also adds to the complexity of creating the experience.

### **Module 3 - contextualizing video and photos**

In module 3 the students worked with creating their own event from scratch using the experience design tools and the software and hardware introduced to them in module 1 and 2.

The takeaways were very much in line with what we learned from module 1 and 2. To quote two of the teachers giving the students feedback on the module 3 assignment:

"It seems like setting an early deadline to test technology, visual design (copy in a dark room demands high contrast) etc. would have been helpful to you. Even when you cannot do a full test of everything integrated, you can test elements, also off location... Still, you all managed to make your value and purpose shine through in your experiential messages, that in their design can make people think and act differently. Great job everyone!"

Klaus Sommer Paulsen is CEO & Founder at AdventureLAB, International Board Member at Themed Entertainment Association, Webby Awards Jury Member and editor of the CC



New Screens Anthology coming out in 2019.

"I very much enjoyed seeing the final product of all your hard work these past couple of weeks. I was very impressed by the details and the set dressing, which really brought the whole thing together. That said, I still felt that you had not spent enough time testing, and measuring out for cables etc. Putting on a show like this, or making an installation requires that you come prepared, your location will always give you trouble, count on it. So for every time I noticed that one or more of you had taken the time to make sure something fit, or that a test helped you install something, it would warm my heart:)"

And finally, you all showed great technical prowess in practically every discipline, though maybe you should practice the art of simplicity on your next installation project and save yourself some headaches."

Andreas Sørensen, VJ and owner of Urban Paradise; a film & television production company.

Overview of the hardware and software used during the three modules

InFocus IN3138HDA 1080p Professional Network Projector, 4500 Lumens, 20,000:1 contrast ratio



- Native Resolution: Full HD (1920 x 1080)
- Superb value for tight budgets
- Connectivity: (2) HDMI, VGA, S-Video, RCA, RJ-45, Mini-USB
- 20,000:1 contrast ratio, Up to 4500 lumens
- 1.39 - 2.09 throw ratio with 1.5x optical zoom

### Optoma EH336 1080p Full HD 3D DLP Business Projector



- Bright 1080p projection with 3,400 lumens and 20,000:1 contrast ratio
- Extensive I/O support with 2xHDMI (with MHL), VGA-In, Composite, Audio-In, Audio-Out, USB Power, RS-232C
- Powerful 10 watt speaker enhances presentations and audio/video with crisp and clear sound
- Flexible installations with 1.3x zoom; optional HDCast Pro for wireless mirroring and streaming
- Minimal maintenance with 15,000 hour lamp life

### Optoma UHD300X 4K UHD 2200 Lumens Projector - White



- 4K UHD resolution and HDR compatible
- Rec.709 colours, 2200 ANSI lumens
- Easy connectivity - HDMI 2.0, HDCP 2.2, S/PDIF, 2 x 5 W speakers

- Easy installation - vertical lens shift. Noise level (typical): 25dB
- Colour Management System (CMS)
- Includes 1 year UK warranty on the projector and 1 year/1,000 hrs warranty on the light source

## KINECT for Windows



- Utilize Kinect skeletal-tracking, sophisticated microphone array, and other sensor technologies
- Link computers to Kinect devices running Windows 7 and Windows 8 Developer Preview
- Run applications built with the Kinect for Windows Commercial Software Development Kit (SDK)
- Use the Kinect for Windows SDK to build applications with C++, C#, or Visual Studio Basic by using Microsoft Visual Studio 2010
- The sensor will only work on computers running the SDK software

Logitech C922 Pro Stream Webcam

Samsung Gear VR 2018

360 Samsung

Samsung Galaxy Note 7

Software:



Isadora: <https://troikatronix.com/>

Madmapper version 3.7 <https://madmapper.com/>

Unity version 2018.3.2 <https://store.unity.com/download?ref=personal>

1. <https://docs.unity3d.com/Manual/android-sdksetup.html>

2. <https://library.vuforia.com/articles/Training/getting-started-with-vuforia-in-unity.html>

Adobe Aftereffect CC 2018/19

Adobe Premiere CC 2018/19

Adobe Photoshop CC 2018/19

Other:

Super clamps

Safety wires

Autopoles 1



## NEW SCREENS

An overview of the book is supplied to the European Union North Sea Region. Distribution is planned for August 2019.

Our CC XR Publication was completed during Period 5 ready for proofing, publication and distribution. The objective is to inspire sectors beyond entertainment to engage with the potential of using creative/digital/tech to show, tell and sell.

It is an anthology across Expanded realities, Immersive Experiences and Interactive Storytelling.

It has been produced under the supervision of Filmby Aarhus and in collaboration with partners including VIA University College and the University of Hertfordshire that leads on the CC Transnational Lab, G+VERL. This has seen contribution of the chapter "Adaptive Storytelling for Immersive Spaces" which builds on the past 3 years of immersive research undertaken in the lab looking at the requirements and methodologies for content creation within immersive spaces.

CC is delighted to have Klaus Sommer Paulsen as Editor.



Denmark based Klaus is the Founder and CEO Creative Director of AdventureLAB.

<http://www.adventurelabstudio.com>

Today, Klaus Sommer Paulsen and the AdventureLAB collective are internationally recognised for a multi-disciplinary approach to combining creative strategy, storytelling, experience design, digital innovation and integrated marketing in order to create unforgettable moments for themed entertainment and branded experiences.

He has been working with storytelling and media for more than 30 years, and digital multimedia and experience design since the mid-1990s. Besides his work as a designer, concept developer and more, Klaus has been teaching student and professional programs regularly for a quarter of a century. He has designed and is teaching the only BA-level course in Themed Entertainment in Scandinavia, and is Chair of the Educational Board for VIA University College's Film and Transmedia's programme in Multiplatform Storytelling and Production. He is also a member of the International Board of the Themed Entertainment Association (TEA), as well as other boards of directors and advisors. TEA is an international non-profit association representing the world's leading creators, developers, designers and producers of compelling places and experiences.

<http://www.teaconnect.org/>