

InstantShareCam

CAPTURING, SHARING AND CO-CREATING VIDEO

Experience Scenarios Summary

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SCENARIOS

Sharing presupposes a group of people. My users are semi-professional and hobbyist video camera users. The following scenarios define the motivation based on an ideal user or user group.

One group of users is snapshot shooters with the following characteristics: urban professionals, neophyte, rich, with tight social circles. The other one is a crew of low budgeted semi-professionals, a mix of video journalists and documentary makers who shoot a specific subject on hire. Both scenarios set a context of use and a service framework, which could be in the near future: the infrastructure for a very wide wireless broadband is available in major cities. The camera application is packaged with the broadband wireless service.

Two scenarios are a result of two different meanings of what sharing means among a group of people. One is for collective memory-keeping. The other is for collective production of a story.

SNAPSHOTTERS' FIESTAS

Hobbyist cameramen are different from the semi-professionals. They can be the future semi-professionals or the semi-professional on vacation. What differentiates hobbyists from consumers is their motivation to make better images. They experiment all the time with recording techniques to improve their skills. Seeing how other people shoot the scene is a learning tool for them as well as keeping a « shared » view on their individual experience.

CONTEXT OF USE Keeping memories

SHOT STYLE Snap shots

DEVICE ENVIRONMENT Sharing occurs among devices with different resolution and types

SERVICE INFRASTRUCTURE InstantShareCam is a joint-venture business between Kodak, Sony, and Motorola. The test service is implemented with the strategic alliance between the following parties: Olympic committee, major sport cable TV broadcasters and the hosting city providing the CCTV network. The application is sold as a package with the Olympic event.

STORY SUMMARY The story is set in Turin Winter Olympic 2010, where a group of five best friends decide to have a reunion meeting-trip. They are well-off cosmopolitan types and live apart in different regions of the world. This year's meeting is especially important combining the bachelor party of Pascal and the selection of Michel's brother in the French snowboarder team. The group enjoyed the Olympics and their trip ended with the Ivrea Orange Carnival. They leave the reunion happily with all the memory video and photos.



NAME: GORDES **AGE:** 28 YEAR-OLD **PROFESSION:** MARKET MAKER

He works in Tokyo for a high-profile brokerage firm. A natural leader, he enjoys his busy successful career. But he misses his clique who had been the real friends along all these years. Last year, he missed the annual reunion in Diablerets at Cecilia's parents country house because of his work. He used to live in New York before being sent to Tokyo. At that time he used to see his clique more often. Tokyo is a bit far for all of them to get together.



NAME: PASCAL **AGE:** 31 YEAR-OLD **PROFESSION:** ART DIRECTOR

He works in New York. He lives with his girlfriend Monica whom he met at his work. He lives in downtown New York in the apartment that belongs to Monica's parents. He likes outdoor adventure. He is the most avid snowboarder among the clique. His marriage with Monica is scheduled for next year. After this, like his parents, he is planning to move to Connecticut where he can start a family with Monica.



NAME: CECILIA **AGE:** 31 YEAR-OLD **PROFESSION:** PRODUCT MANAGER

She went to business school in New York, where Pascal went to design school. Cecilia and Pascal got closer after the high school when she broke up with Gordes. They all stayed together as best friends. She lives in Paris, with her boyfriend Miguel. She moved recently into a big apartment that they bought together. Miguel is actually a childhood friend of Pascal. She met him during the reunion trip with others, in Spain four years ago.



NAME: MICHEL **AGE:** 27 YEAR-OLD **PROFESSION:** BIOLOGIST

He lives in South of France. He is a marine biologist working for an Aquarium in Nice. He says this is a reaction to the fact that he always went to the mountains with his parents who preferred mountain hiking and skiing to beach vacations. Currently, he is in the difficult moment of divorce procedures with his wife Julie. He is a bit depressed. He is tired of living in South of France where he moved for his wife from San Francisco.



NAME: XAVIER **AGE:** 21 YEAR-OLD **PROFESSION:** SNOWBOARDER

He is two times world champion. He is part of French team for this year Olympic. He is the brother of Michel with whom he is close.

SETTING SHARE MODE

Various image recording and viewing devices are synched together by touch. The group creates a buddy system by simple gestures without scrolling through the menu.

**ASKING A STRANGER TO TAKE PICTURE**

Cecilia asks another InstantShareCam user to take their picture. She clicks on his device to be part of his broadcasting destination. The photo gets transferred automatically to the group when the stranger takes their picture.

**SURFING THE INSTANTSHARECAM NETWORK CHANNELS**

During the Olympics, for a small amount of money, you can surf the sports cable television and CCTV network cameras through your device. The friends surf the InstantShareCam network to find the best view on Xavier who is about to compete.



VALUE PROPOSALS FOR SNAPSHOTTERS

Instant sharing

Hassle free instant sharing set-up among the peers to create collective memories.

Connected

Keeping the tribe together through the buddy system and GPS location on the camera.

Multiple streams

Images can be collected from everywhere in high-resolution for the best viewing of the « moments ». The tribe is the Matrix generation used to seeing high-resolution imagery. Videos are like radio for them.

GUERRILLA VIDEO SHOOTERS

Semi-professional users are various profiles. There are few major activities where video cameras are frequently used: wedding video, corporate video and video journalism such as video activists for non-profit organization.

CONTEXT OF USE Low-budgeted semi-professional video making

SHOT STYLE Improvised collective capture, with loose script.
Remote share with the producer.

DEVICE ENVIRONMENT Semi-professional cameras, relatively uniform.

SERVICE InstantShareCam is a joint-venture business between Sony,

INFRASTRUCTURE Motorola, Reuters and Time Warner Inc. The service is set in major city where Motorola operates broadband wireless service. InstantShareCam Pro users have access to a secure wireless network and to their InstantShare website where they can show the footage live to the interested major news broadcaster.

STORY SUMMARY All the crewmembers meet up in the Berlin airport. They set their cameras in synch, and discuss the shots they need:

- Myriel has the responsibility to do the interviews with protesters;
- John is responsible for the cutaways and police shots;
- Steve assists Myriel and John. Myriel is the contact to the producer at Greenpeace.

All goes well, but the rally seems bigger than they thought it would be : it extends for several kilometres all over Berlin. Myriel has to have more shots to make a different communication document for the prime time news. She manages to be in contact with Ben who agrees to cover the concert party at the rally. At the end of the rally, they meet back all together again. They are short in time. They have to send a rough cut over Myriel's website as soon as possible so that they can sell it to the news agencies all over the world.



NAME: MYRIEL **AGE: 29 YEAR-OLD** **PROFESSION: VIDEO JOURNALIST**

She is based in Basel. She is working on an assignment today to cover the rally against Iraq war in Berlin. It is one of the biggest rally held in this region, drawing the crowds from all over Europe. Her assignment comes from the non-profit organisation, Greenpeace. She is not bound exclusively with them. She hires other cameramen for this assignment, Steve and John whom she has know for sometime. Steve was her mentor in getting into the video journalism as well as her godfather.



NAME: JOHN **AGE: 38 YEAR-OLD** **PROFESSION: VIDEO JOURNALIST**

He lives in London. He makes a living out of making documentaries. He is specialized either in Travel or News in South Asia. He takes up this assignment as a favour for Myriel who is his godchild.



NAME: STEVE **AGE: 29 YEAR-OLD** **PROFESSION: POSTAL OFFICE WORKER**

Steve, video activist, lives in London. He met John while in a rally in Singapore. Steve would like to one day quit his day job and be like John. Steve is a shy person, and he sees in John a father figure he never had.

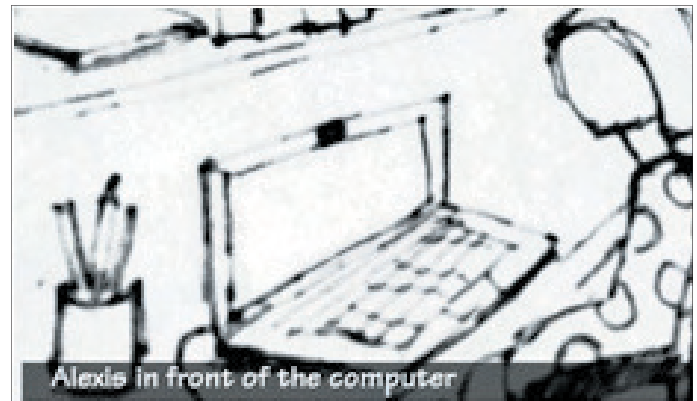


NAME: BEN **AGE: 22 YEAR-OLD** **PROFESSION: STUDENT**

He is a Wannabe filmmaker, student of media studies in University of Brussels. Today he snoops around the peace rally to get the feel for his next documentary project.

REMOTE CONNECTION

Producer logging in to Myriel's site for the live video feed at InstantShareCam Myriel's website.

**FINDING A NEW CREW ON THE FLY**

Myriel is in trouble. She needs another cameraman. She looks through the InstantShareCam network and contacts Ben. She adds him to her crew in InstantShareCam share mode by clicking each other's device. She gives him an assignment to cover the South corner of the rally.

**ROUGH CUT**

After the rally, they gather in a café to do the rough cut together and send the footage to her site.

**PROMOTING THEIR WORK**

Myriel's contact at BBC gets the email from InstantShareCam website with Link to Myriel's, Login and password. He checks her rough cut on Berlin's rally on her site at InstantShareCam.



VALUE PROPOSALS FOR GUERILLA VIDEO SHOOTERS

Remote directing

Myriel sees what others are recording at once. She can direct other cameramen what to cover. The producer also sees over the web, what Myriel is doing. She can direct Myriel what she is interested.

Extensibility of the social network

Extra cameramen can be added through the community of InstantShareCam users on location. Myriel stays connected to the producer and news feed organisation via her InstantShareCam site.

Fast rough cut

The crew create a rough cut on location before broadcasting to the interested parties.

COMMON VALUES

Myriel and her crew benefit similar values as Cecilia and her friends. But the semi-professionals have a different motivation. They want control over the quality of the footage; Whereas Cecilia and her friend's ultimate goal is getting « cool pictures ».

VALUES	SNAPSHOOTERS	GUERILLA VIDEO SHOOTERS
Instant sharing	Having collective videos.	Synchronizing the video footage.
Connected	Feeling of togetherness to form a collective memory.	Production efficiency.
Multiple streams	Augmented experience and knowing what others are doing.	Checking the quality of video footage. Cameramen as well as Myriel sees what is happening in other locations. They can redirect their subject to avoid overlaps.
Remote directing		Coordinating the production effort.
Extensibility of the social network		Finding a buyer of their footage. Finding another cameraman,
Fast rough cut		Speed of production & Control over the quality of the video that gets broadcasted.