Augmented Reality and Music Entertainment: Then and Now

Jarrell Pair
Chief Technology Officer
LP33.tv
OVERVIEW

• Relevance to music entertainment

• Music AR applications “Then”
  – What was feasible ten years ago?

• Music AR applications “Now”
  – What can be done in 2010?

• Future possibilities and challenges
TECHNOLOGY ADOPTION IN MUSIC ENTERTAINMENT

• History of early adoption by artists and labels
  – Music creation
  – Live show enhancement
  – Fan engagement
  – Marketing and promotion

• AR can address these areas

• Ten year history
MUSIC & AR THEN (CIRCA 2000)

• Low level development: C/C++, no middleware
• Expensive Hardware: SGI 02, high end PC
• Content pipeline restrictions
• Difficult to pitch: Few comparisons
• No mass market delivery platform
• Niche applications feasible
AR INTERACTIVE MUSIC INSTALLATIONS

• Augmented Groove (2000) Video source: http://modin.yuri.at/tangibles/

AR IN LIVE PERFORMANCE

• Duran Duran Pop Trash Tour (2000-2001)
  – AR 3D animated characters and effects appear live on stage with band
  – AR scene viewed on stage video screen
  – Used modified version of ARToolKit
AR IN LIVE PERFORMANCE

- "Girls on Film" Computer generated women danced on top of the crowd and interacted on stage with lead singer Simon Le Bon.
AR IN LIVE PERFORMANCE

- "Hallucinating Elvis": A computer animated Elvis was created to "shake, rattle, and roll" alongside band members

More info: www.jarreIlpair.com/ddar

MUSIC & AR NOW (2010)

• Variety of development options: Flash, C/C++, Cocoa

• Easier to create 3D objects, animations, effects

• Demand in marketing, advertising, gaming

• Mass market delivery via webcam and mobile apps

• Wide spectrum of applications possible
AR WEB APPS

• Interactive Album Covers and Promo Flyers

• View at http://devblog.lp33.tv/aralbum/
AR WEB APPS

• Interactive Album Covers and Promo Flyers

• View at http://devblog.lp33.tv/arconcert/
AR WEB APPS

- John Mayer “Heartbreak” AR Music Video

- View at: http://johnmayer.com/ar
EXAMPLE: AR WEB APPS

• Blink 182 Doritos Campaigns

• View video [here](#)
AR WEB APPS

• AR in Live Streamed Performances

• View at: http://devblog.lp33.tv/arconcert/
AR WEB APPS

• AR in Live Streamed Performances

• View at http://devblog.lp33.tv/arvideowall/
ARTIST MOBILE APPS

• Major artists release mobile apps: David Guetta, Lady Gaga

• AR as an app added feature
ARTIST MOBILE APPS

• AR music videos and performances

NEAR FUTURE

• Additional Platform Options
  – Tablets
    • Camera equipped
  – Consoles
    • Handling production value expectations
    • Improved 3D rendering and lighting
  – Wider availability of AR capable mobile devices
SUMMARY

• Why?
  – Music creation, compelling live shows, fan engagement, marketing, promotion

• Then
  – An emerging technology, interactive installations, AR in live performance

• Now
  – Mass market reach through webcam and mobile apps,

• Future
  – Tablets, consoles, more

• Challenge
  – Delivering entertainment value vs. novelty
QUESTIONS

Jarrell Pair

• E-mail: jarrell@lp33.tv

• Company: www.lp33.tv

• Web: www.jarrellpair.com

• Blog: www.laboratory4.com

• Twitter: laboratory4