

The Technology behind SHAREVILLE

SHAREVILLE is a website, a HTML page which loads a main swf file. This file has been designed and coded with Adobe Flash, the main swf loads external swf files (i.e. interactive panoramas), external videos (in the flv format) and links to documents such as Word, PowerPoint and PDF files.

Actionscripting enables a link between the main UI and various other multimedia, which offers the user elements of interactivity.

Videos in SHAREVILLE have been produced using different technologies, skill-sets and software. Characters in SHAREVILLE are real people, filmed against a green screen. In post production these sequences are edited together using non-linear editing software such as Final Cut Pro and Avid Media Composer. Once these sequences have been edited a digital version of the video is then transferred to a effects software package for continual post production.

Adobe After Effect is used for the compositing and the keying of the edited sequences. In order to achieve a greater visual impact the edited sequences are then placed into compositions whereby using a number of layers including travelling mattes and 3D renders, a realistic effect is achieved.

3D environments and models are created using a number of software packages these being Cheetah 3D and Moxon's Cinema 4D. At current we render 3D images that can be placed into the compositions created in After Effects.

Not everything we create or design is a 3D model, sometimes a more realistic environment is needed and for this we have developed 360 degree panoramas that use still images taken by a SLR camera. The stills are then stitched together using a software call Pano2VR which gives the user a full and uninterrupted 360 degree viewing experience.

A full list of Hardware and Software used to create SHAREVILLE is listed below.

Hardware

- JVC GY-100 Pro HD Camera
- Canon EOS 350D Digital SLR
- Apple Mac Pro
- Hewlett Packard Work Stations
- Green Screens and Multi Point Lighting
- Sony Radio Microphones

Software

Adobe CS4 Master Collection

- Dreamweaver
- Flash
- Fireworks
- Photoshop
- After Effects

- Final Cut Pro Studio
- Avid Media Composer
- Pano2VR
- Cheetah 3D
- Maxon Cinema 4D
- Poser 7