The Ask

Sony has commissioned Britelite Immersive to design and deploy an interactive content demonstration for their new Ultra Short Throw 4K Projector.

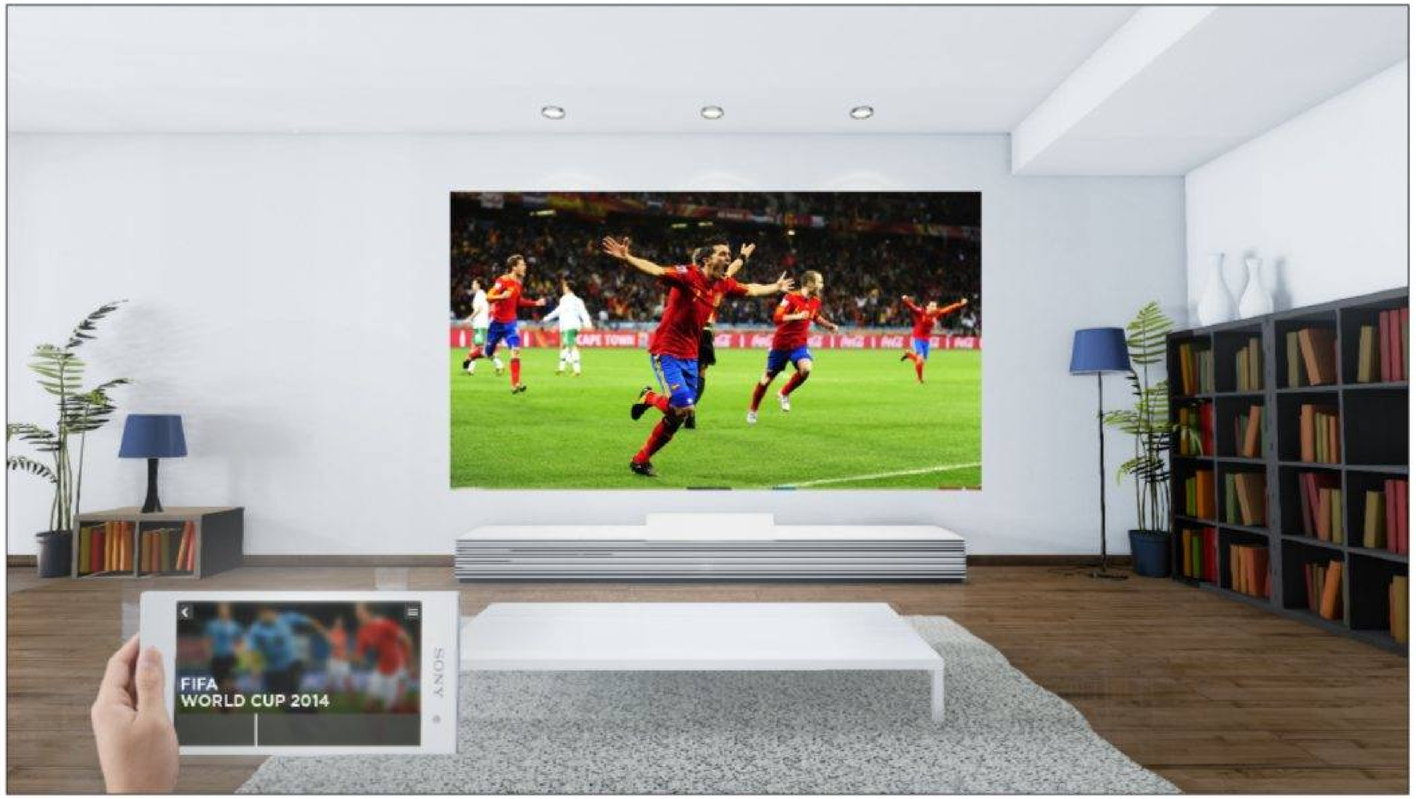
Project Overview

Easy navigation and viewing of gorgeous 4K content is our primary goal for this demo.

A Sony tablet will be used to replace a traditional remote control device and will employ the use of elegant, contemporary UI.

Automated lighting and sound design will accompany the audience throughout the experience.

While the initial scope is narrow, this concept is intended for expansion into a full future product.



Included Hardware



4k Ultra Short Throw Projector



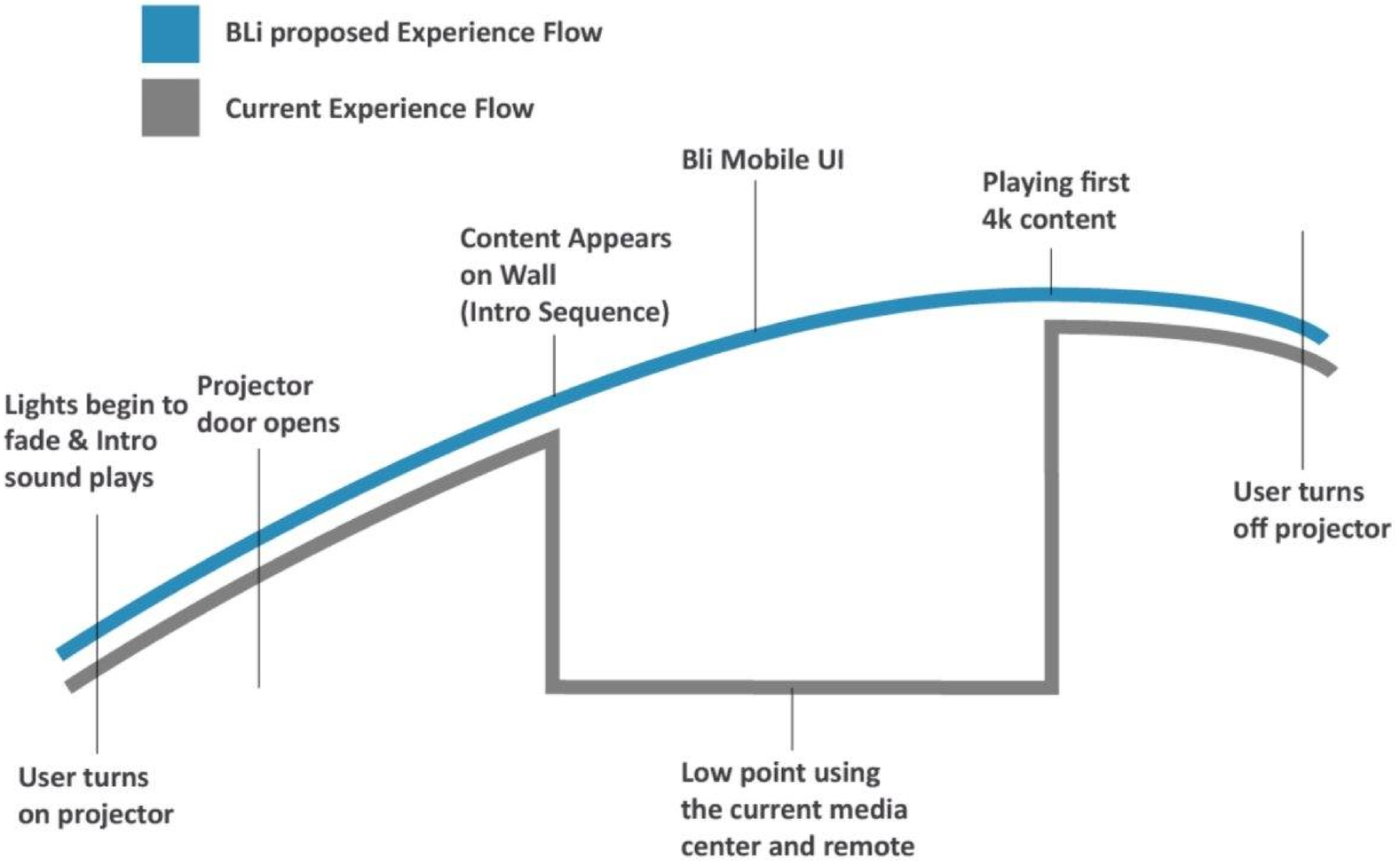
Sony Tablet

A Note on Experience Flow

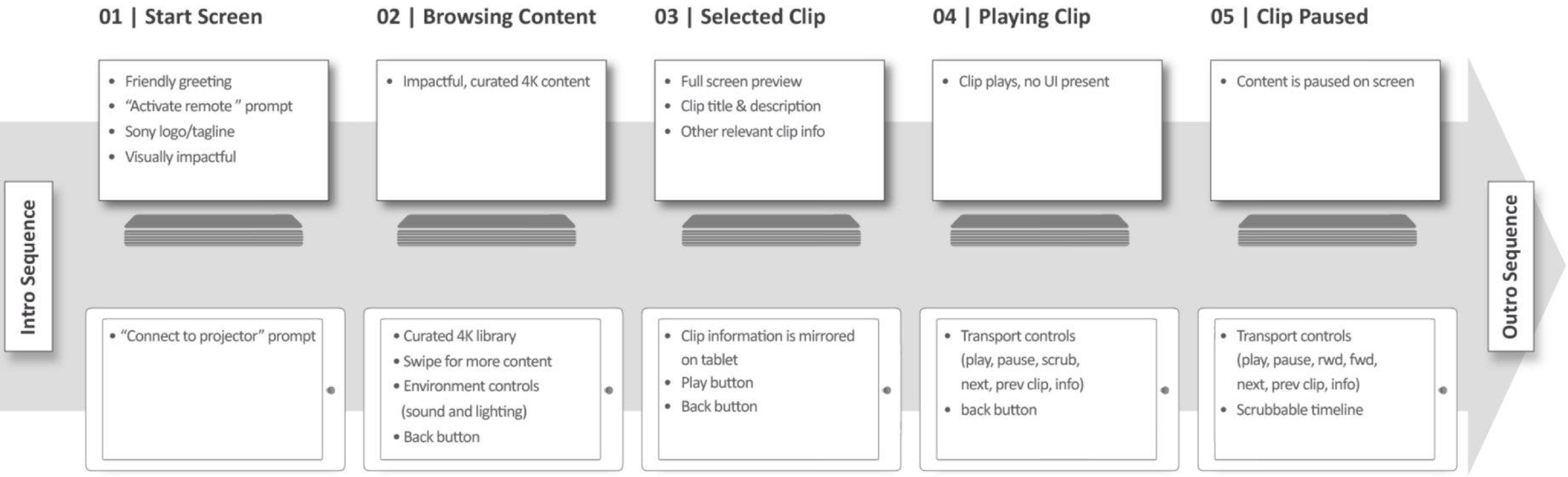
The current experience flow using the built in remote and media center with the projector does not enhance a users first impression of the device.

After building expectation with its striking physical design, the projector then uses a traditional remote and a clunky interface to browse to and play 4k content. During this time, the excitement drops, only to peak again when a 4k clip is played for the first time.

We propose to keep the user engaged and build excitement in a smooth curve all the way through projector booting to browsing and then playing 4k content.



High Level User Flow



Persistent Tablet Controls

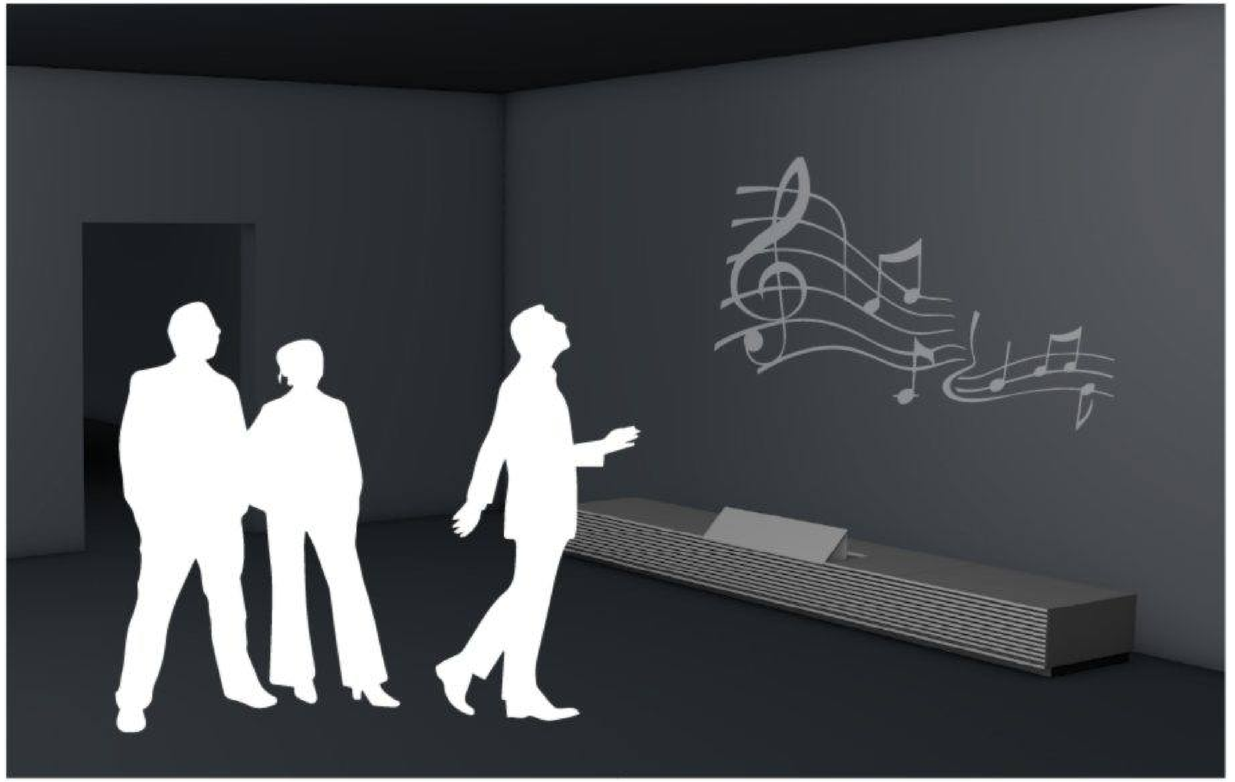
- Room lighting
- Volume control
- Home/back
- Power Down

Intro Sequence

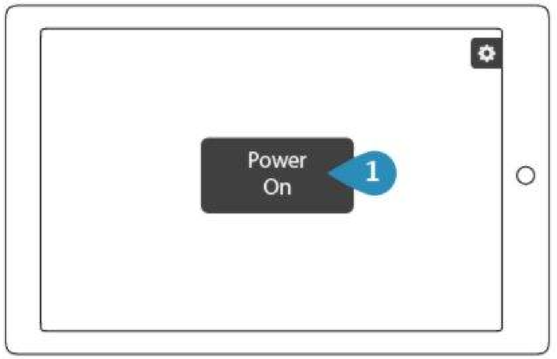
The projector's power on and warm up phase is triggered upon users entering the viewing space.

A pleasant startup sound fades in as the projector's lens door slides open.

An animated splash screen will then emerge, showcasing the vibrancy and detail of the projector. The visual image will then transition to the start screen.



1 Presenter intiates the experience by tapping the power on button.



01 | Start Screen

After the startup sequence has concluded, we will be introduced to the projector's interface.

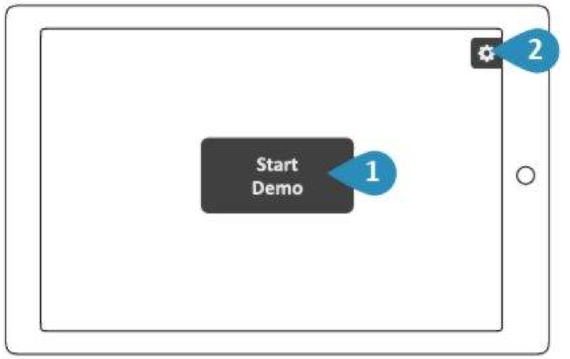
The interactive experience begins with a Sony branded welcome screen, that features an ambiently swaying backdrop.

An icon at the bottom confirms the tablet has established a connection to the projector and is ready for use as a remote.

The experience will hold on this title screen until the presenter acknowledges that they are ready by tapping the "Start Demo" button on the tablet screen.

1. Tapping "Start Demo" on the tablet screen will take us to (02|Content Browser).
2. Brings up persistent controls (room lights, volume, etc).
3. Prompt reaffirming tablet as remote appears on wall.



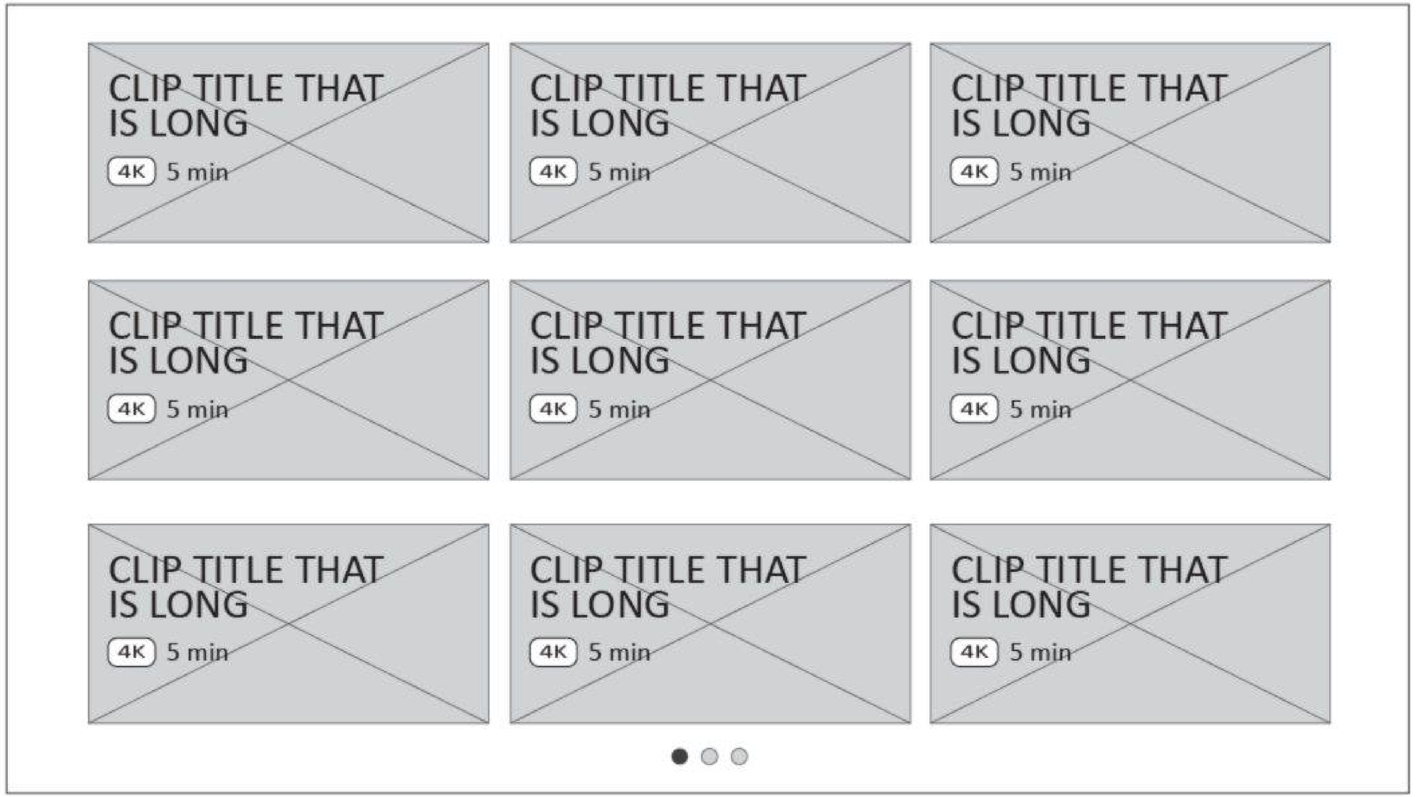


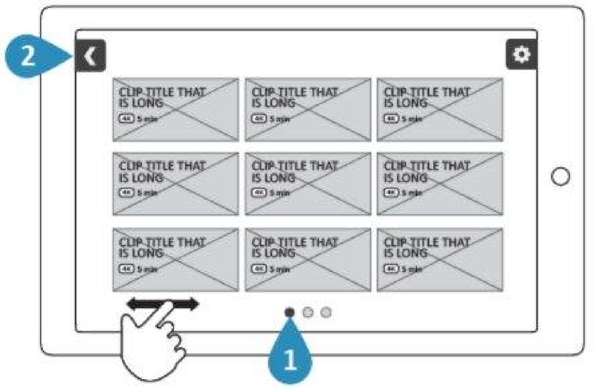
02 | Content Browser

After initiating the demo, the presenter and audience will see preview thumbnails of various 4K clips animate on.

Basic information about each clip such as title and duration will be visible. The tablet will mirror this information, along with persistent controls (back and settings) in the corners.

Additional content can be accessed via swiping left or right on the tablet screen.





1. User can swipe between different sets of clip thumbnails.

   Dots at bottom show how many sets and which is selected.

   Selecting a clip brings up a full screen preview (see next step).

2. Back button, returns to (01|Start Screen).

Future version considerations:

- *Page for "Recently played" content*
- *Search function*
- *Non 4K content*
- *Clip tagging/sorting*

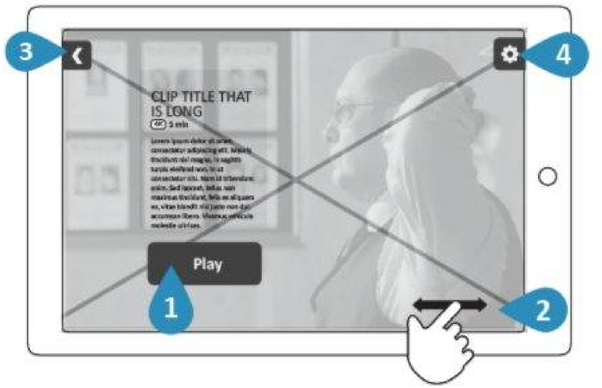
03 | Selected Clip Preview

Once a thumbnail is tapped on the tablet it will go to that clip's corresponding "Selected Clip" page, a full screen preview with a short text summary.

This information is mirrored on the tablet screen, along with a play button.

Users can easily browse to other clips by swiping left or right on the tablet.





1. User taps play to play selected clip.

   This button is not present on the wall projection, but all other information (splash image, summary text, etc) is mirrored.

2. User can swipe between different clip previews for fast navigation.

3. Back button, returns back to (02|Content Browser).

4. Bring up Persistent Controls.

Future version considerations:

- *Flag clip as "Favorite"*
- *Add to a playlist*
- *Social connectivity and sharing*

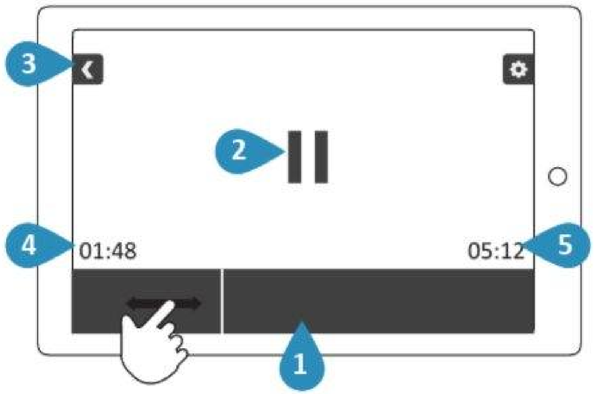
04 | Playing Media

After tapping play, the chosen clip will quickly fade in and play. The tablet screen will dim to 50% brightness, keeping focus on the projector while remaining usable.

The presenter will have the options to Pause / Play as well as scrub through the chosen clip.

If the clip ends or if the presenter presses the back button on the tablet we will return to the Content Browser page.



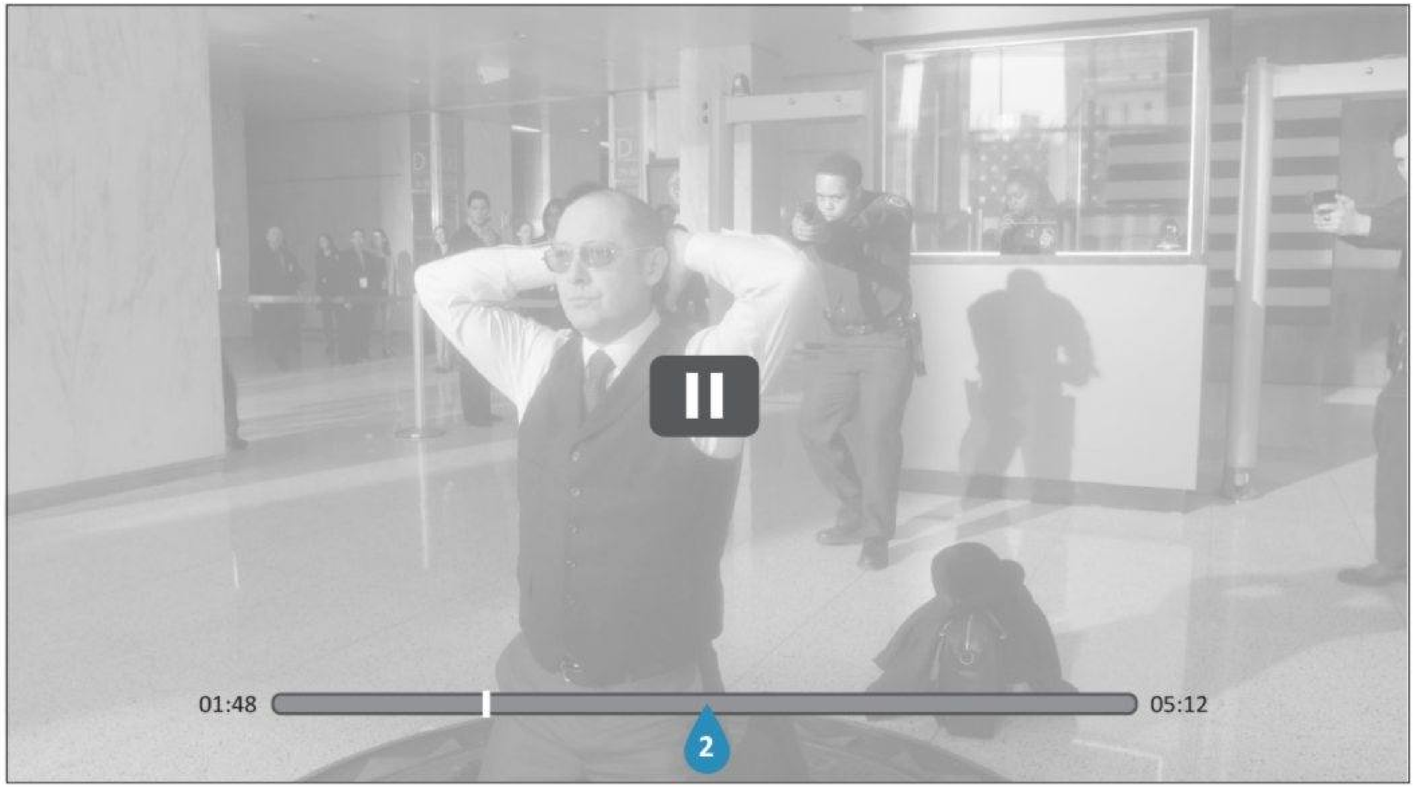


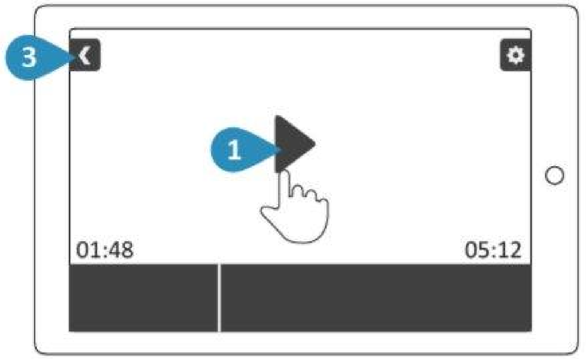
1. Scrubber for browsing through a clip. Can be triggered when the clip is either playing or paused.
2. Play / Pause button for starting and stopping playback of current clip. The entire area above the scrubber is a hit zone for this function.
3. Back button, returns to (02|Content Browser).
4. Time Elapsed, always visible when playing a clip.
5. Total clip time, always visible when playing a clip.

05 A | Clip Paused

Tapping Play / Pause on the tablet will freeze the clip in it's current position and reveal the timebar as an overlay.

Retapping Play / Pause will resume playback.

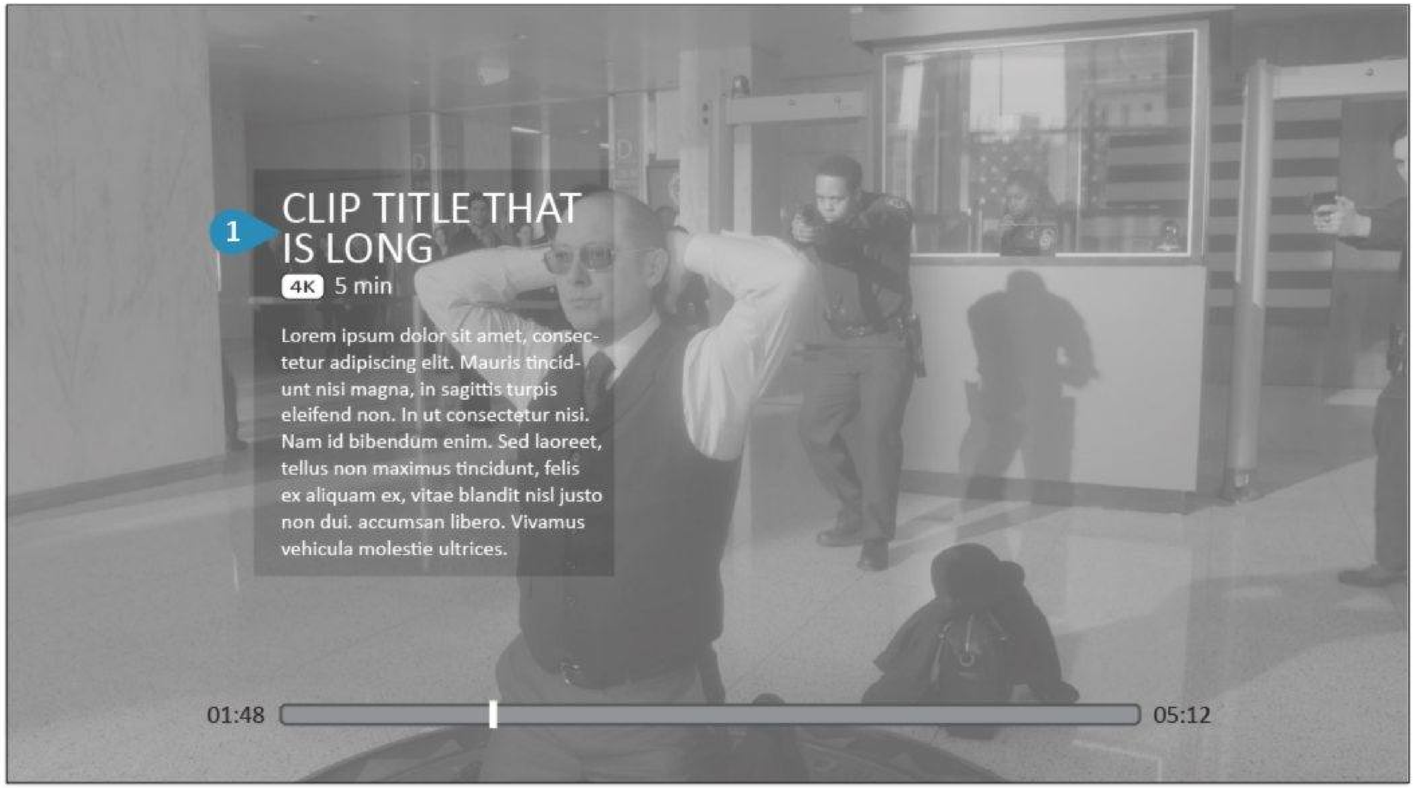




1. User taps the Play / Pause button. Clip comes to a smooth stop.
2. Timebar appears on projection screen with curent playhead mirroring position on the tablet along with time indicators.
3. Back button, returns to (02|Content Browser).

05 B | Clip Paused Delay

If a clip has been paused without user input for more than 10 seconds the pause icon will be replaced with extended information about the clip being viewed.



1 If clip remains paused for 10 seconds, projection screen will dim and summary text will fade on.



05 C | Scrubbing Clip

Swiping along the bottom of the tablet will allow the presenter to quickly navigate to any location within the video file.

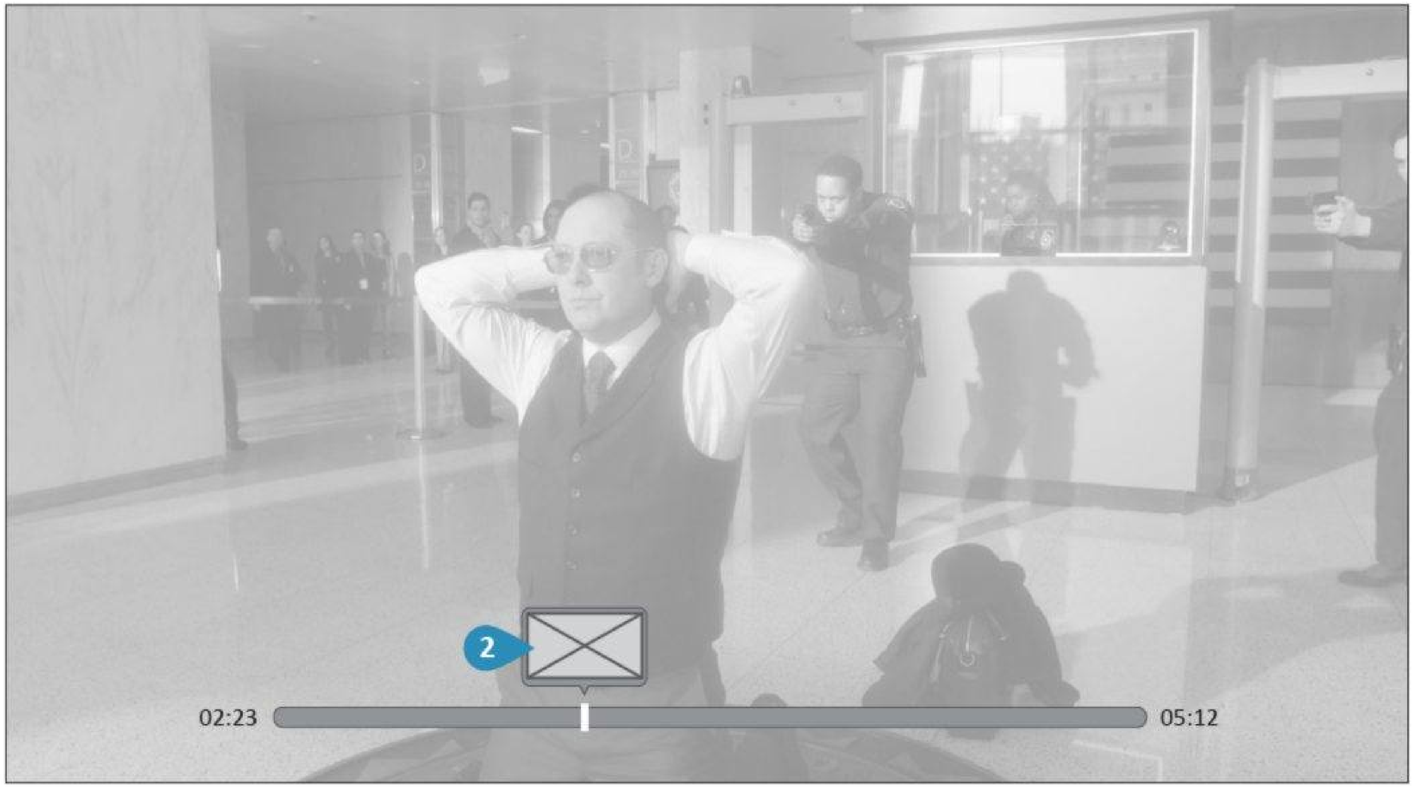
A small preview will appear above the timebar so as not to disturb the main image when scrubbing to a new location.

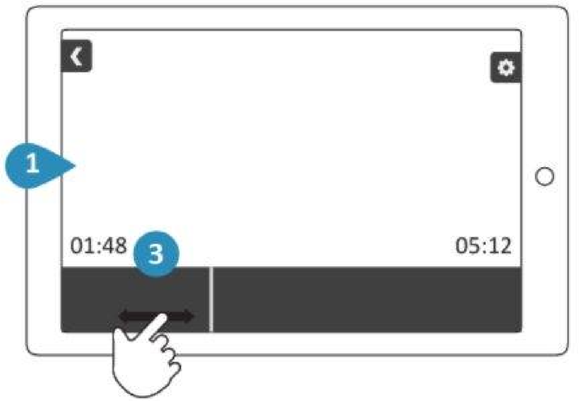
1. As a user scrubs through a clip on the tablet, a preview of the frame they are on appears full screen above the scrub bar.

2. This information is mirrored on the projection wall, with the current frame that is being browsed appearing and moving along the timebar.

3. To navigate to the current scrubbed position, the user merely taps the area above the scrub bar on the tablet. Otherwise the UI elements on the projection screen and the preview on the tablet fade after a few seconds.

   This operation can be performed either while paused or while playing.





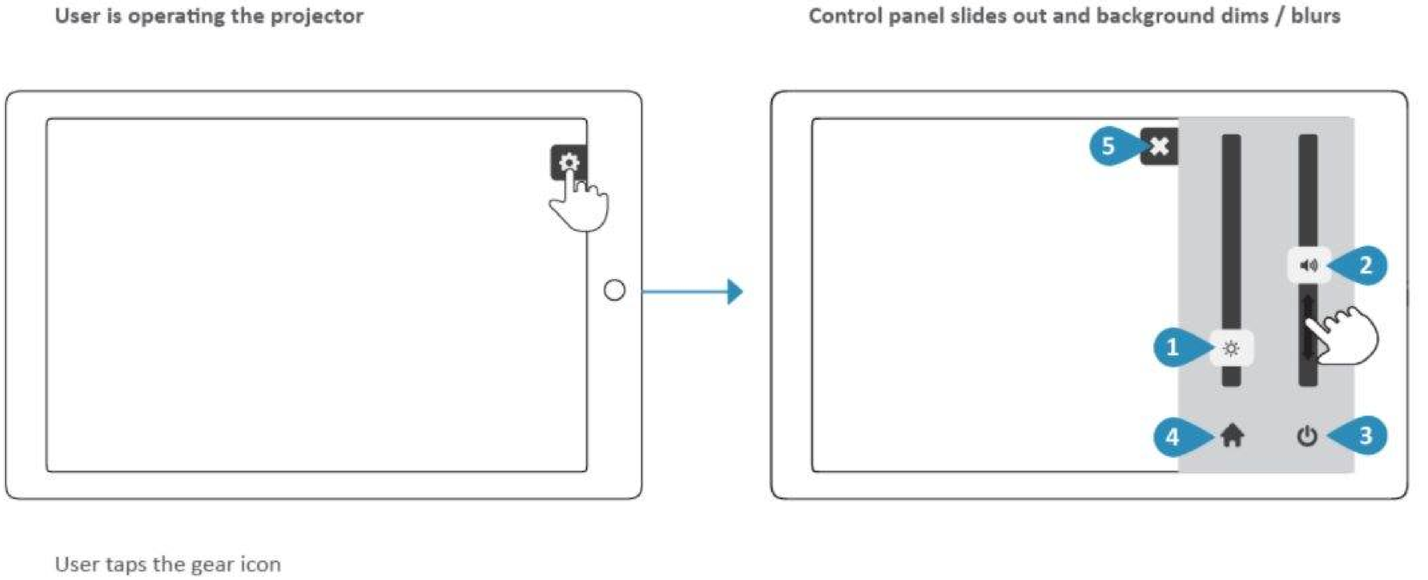
Future version considerations:

- *Mirroring scrubbed content on tablet*

Persistent Tablet Controls

An omnipresent settings tab will give the presenter quick command over the lights and volume.

Additionally, the experience can be reset or concluded from this tab.



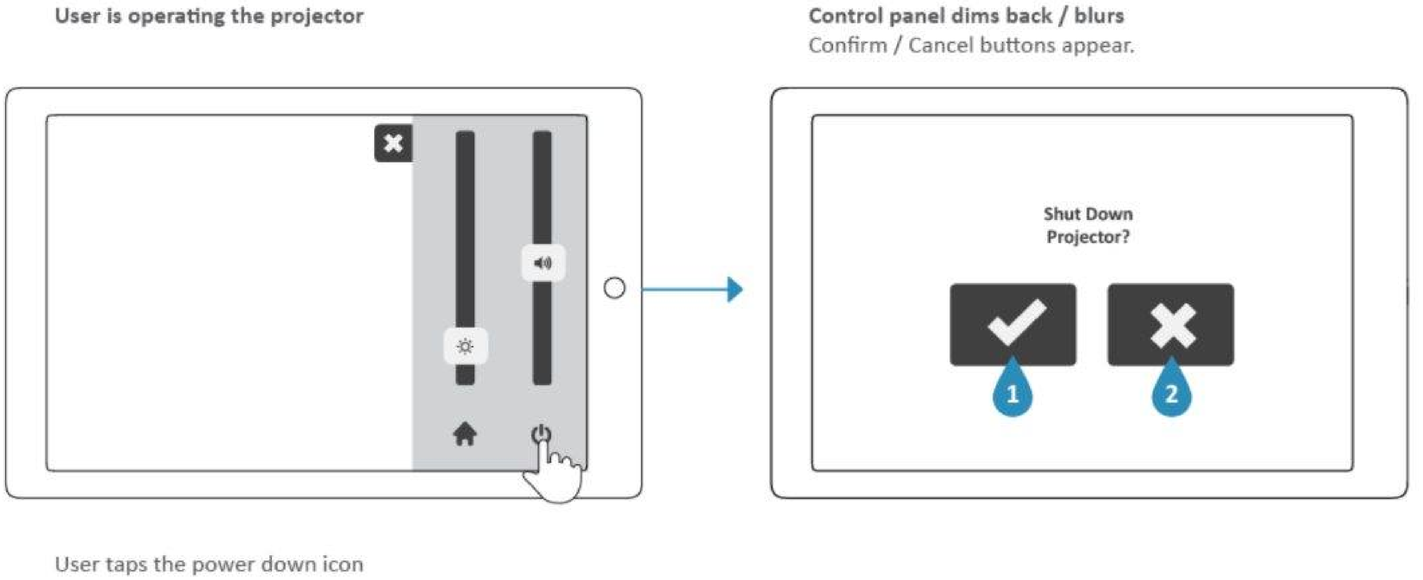
1. Slider for controlling level of room lights
2. Slider for controlling volume
3. Power down button
4. Shortcut back to Start Screen
5. Close Persistent Controls

Future version considerations:

- *User configurable lighting settings*
- *Other smart home controls*

Power Down

If the presenter chooses to power down the experience from the settings tab, a quick confirmation will appear on the tablet only.



1. Tapping “confirm” will initiate an exit animation (similiar to the startup sequence), shutting down the projector and bringing the room lights back up.

2. Tapping cancel will take the user back to last screen visited.

Outro Sequence

Upon confirmation of powering down, the interface will transition from it's current state into a powering down animation (similiar to the startup sequence).

The tone of the outro sequence will fade to black gracefully and the room lights come back up.

