



EVOLUTION OF FLASH VIDEO

PRESENTED BY ALLAN KENNEDY

Spark Media inc.
www.spark-media.ca

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Why and when should I use video?

Video usability decisions:

- target audience
- web video guidelines
- Good reasons
- Bad reasons

Flash s Video Monkey

- Vectors and jpg file sequences
- Challenges and limitations with this format.

Flash s Video Caveman

The illusion of interactive video

- Nike RunTo

I worked the online portion of the campaign in 2003 as lead flash developer and technical consultant in conjunction with Henderson Bas (formerly ninedots) and Wieden + Kennedy.

Technology: This project employs PNG s with transparency against a programmatically animated and diverse background. This could not have been properly executed with video until player 8- where video and transparency are available.

Results: This was an incredibly popular and successful online and offline campaign that drew thousands of people to Toronto in the summer of 2003. Video was recorded of each person passing the finish line- which they could later view themselves passing the finish line while online by simply inputting their finish time.

2004 Communication Arts Annual Adverting and Design :
January/ February, vol.19

2003 Media Innovation Awards - Best of Show

2003 CMA Awards Interactive- Gold Medal

2003 Digital Marketing Awards- Best of Show

2003 Digital Marketing Awards- Integrated Campaign - Gold

2003 Digital Marketing Awards- Experimental - Certificate

- **Camp runamuck**

A summer triathlon game where players paddle, climb and dive their way to the finish line. The game was also packaged and distributed as a CD-ROM and part of a nation-wide tour.

Technology: This project also employs PNG s with transparency against a programmatically animated and diverse background.

Results: For the month of June 2002, Family Channel had unprecedented traffic to their website to play this game.

Flash s Early Civilized Man

I worked on this campaign as Interactive Art Director and lead flash developer with Extreme Group.

Technology: Use of the Sorenson Spark Codec with video pre-rendered against a background image (Flash player 6).

- **Notworthit.ca**

Results: unprecedented downloads of youth safety content.

2006 Applied Arts Interactive Award in the public service and charity category, featured in 2006 Applied Arts Interactive annual.

2006 Strategy Magazine review and Digital coverage

Modern Day Man

I worked on this campaign with Extreme Group and Acadia University as Interactive Art Director and Lead flash programmer.

Technology: This project employs the [On2 VP6](#) codec which supports transparency in video (Flash player 8)- finally doing what the cave man aspired to do. This uses static video and video which can perform independent of the background.

- Acadia portal

Results: Not a good solution for the clients needs.

2006 Webby Award: Official Honouree for Acadia University Portal
2006 Macromedia (now Adobe) site of the day (Jan. 11, 2006)

- Streams pieced together based on initial user input
- To stream or not to stream, that is the question- and the good ol' stand-by- progressive download.

Futuristic Man

Video objects interact with each other based on advanced flash programming.

- My ball example- incorporates AI into video interaction.
- Streams pieced together based on live user interaction- new level of user interaction and control.

Q & A Period

10 minutes

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www.spark-media.ca
info@spark-media.ca

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Summary of technical evolution

The Flash Player was originally designed to display 2-dimensional vector animation, but has since become suitable for creating [rich Internet applications](#) and streaming video and audio content.

- Player 3 added alpha transparency
- Player 6 Added Sorenson Sparc video codec
- Player 7 supports streaming audio and video
- Player 8 new video codec ([On2 VP6](#))