



MYNDPLAY

Creating Interactive Video Content for the MyndPlay Platform

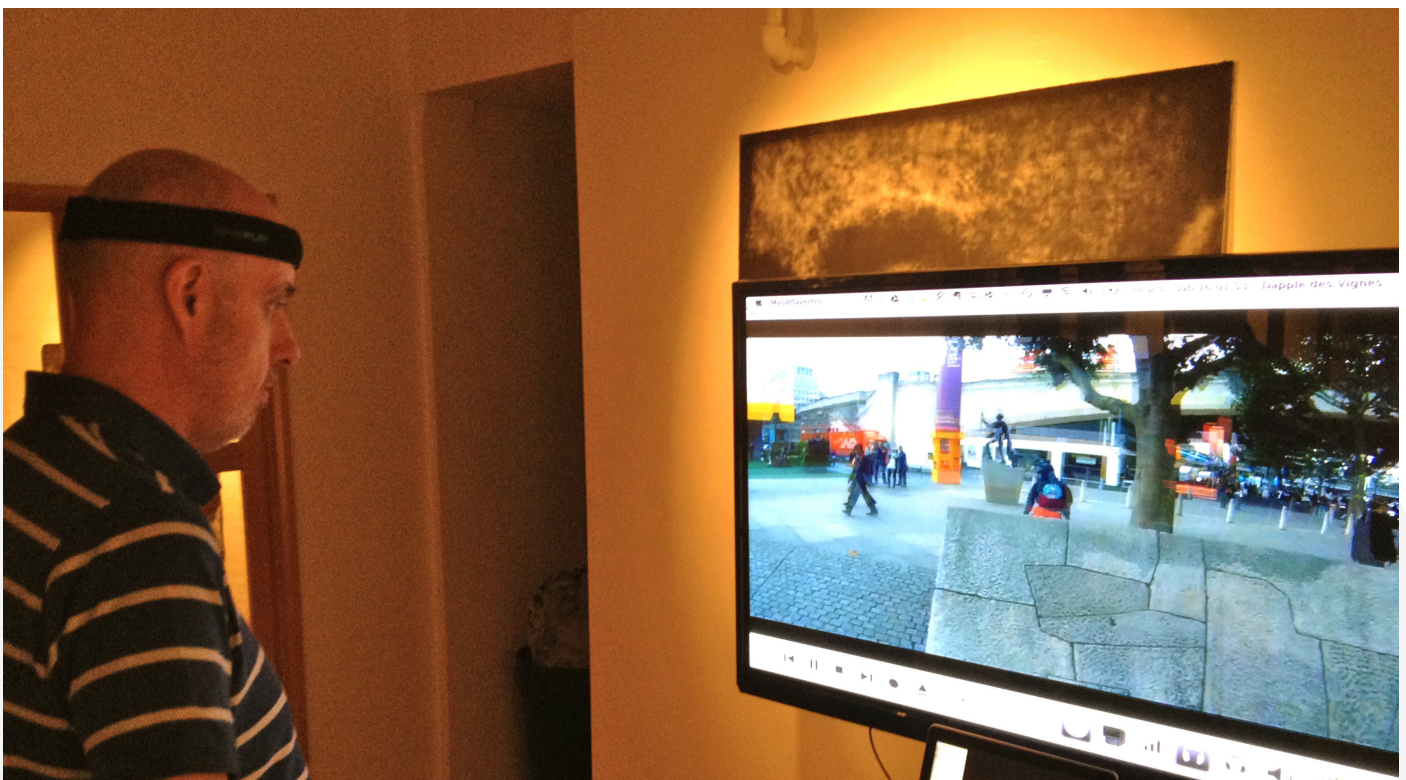


There are many things to consider when developing mind controlled content for the MyndPlayer. Though the foundation of the content is very similar to any other game or film based project, the best practise method is down to ingenious design from conception. This document, as simply as possible, will enlighten potential content producers and developers to the ideal process of making mind interactive content.

There is no limit to the genre of applications that will work with MyndPlay. The EEG headsets can be worn on any head, be utilised by any brain and caters for multiplayer content. We have successfully created content for various sectors including Education, Entertainment, Security, Sports, Corporate Environments, Mental Wellbeing, Marketing and Advertising. Below are some examples of the formats produced by MyndPlay:

- Short interactive POV films
- Sports Training Games and Applications
- Multiplayer gaming: i.e. Tug of War 2 Player, Mynd Racer and Archery 2 Player
- Mental wellbeing and stress management videos
- Interactive POV experiences i.e. Parkour app
- Interactive trailers and adverts: i.e Red Bull
- Mind navigated mazes and puzzles
- Multi Player films and games
- Choose your own adventure films
- Corporate training and workplace conflict management
- Interactive educational videos for learning

What MyndPlay has achieved, is the development of a unique operational platform that will allow any entity to create mentally engaging mind interactive content that allows the viewer an immersive experience with optimal feedback facilities.



Parkour Heroes Part 1 being played at the Hoxton Film Festival 2012

To begin, we will have a quick overview of the components involved in successfully producing content for MyndPlay.

Things to think about....

PLANNING & PRE PRODUCTION

You should think like a game developer when designing your interactive content.

Scripts should factor in all aspects of interactions and outcomes.

Story Flow (Story Board) detailing how outcomes and interaction connect and merge.

Transitions need to be factored in when shooting so thought must be allocated to stitching of scenes.

Genre: What kind of content do you want to develop and for who? Will it be a sporting application, mental training application, educational / learning application, psychological entertainment or simple fun etc?

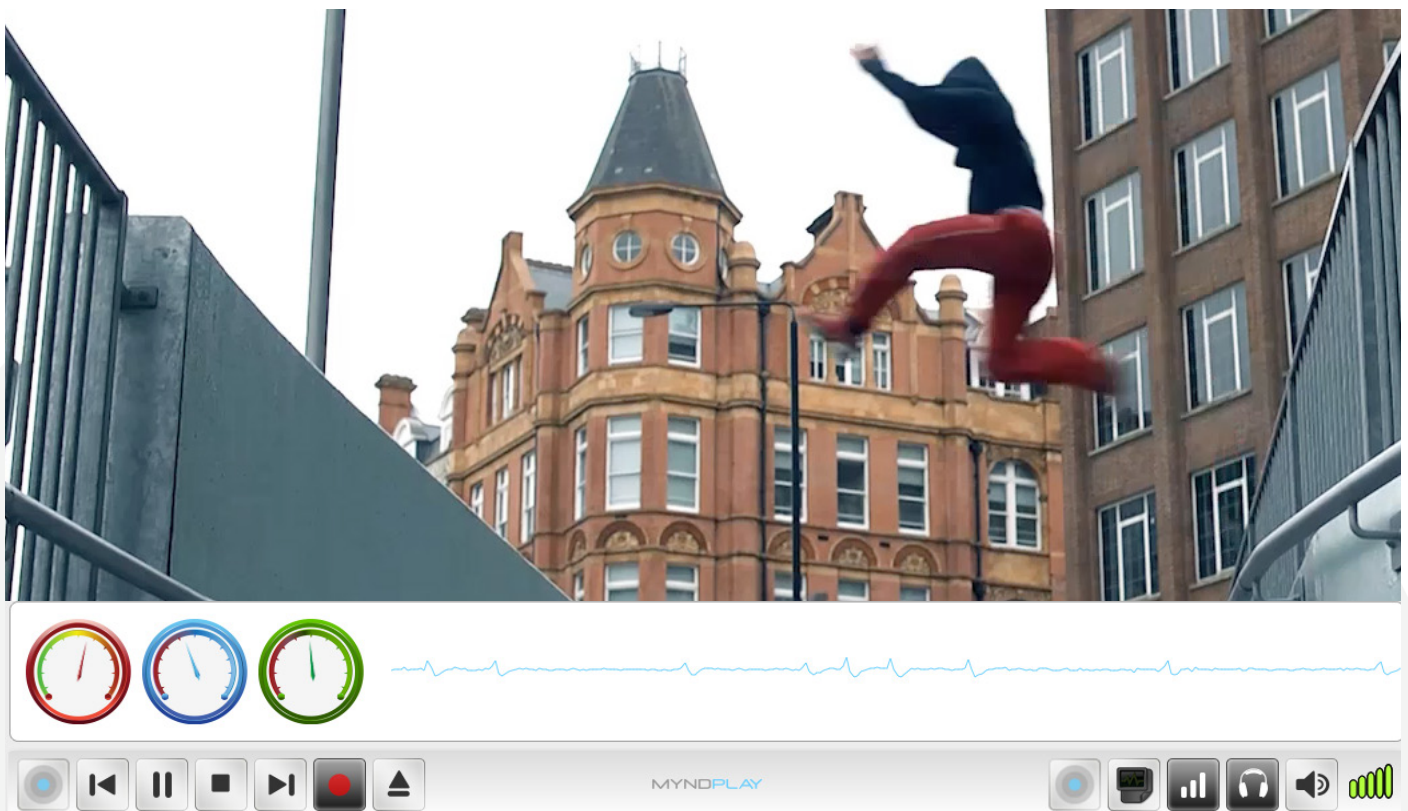
Format: Would the content be in the form of a movie, a game, an advert or conceptual content for unique user experiences? Abstract installation / Art? Visual or audio only? Single or multiple player content?

Structure: - whether content will be have gaming elements, looping etc

Production: - attention to cuts, joining multiple outcomes to scene, continuity, extra footage.

Post Production: - editing footage, sequence of outcomes

Output: - format for delivery of content to MyndPlay for inclusion of interactivity



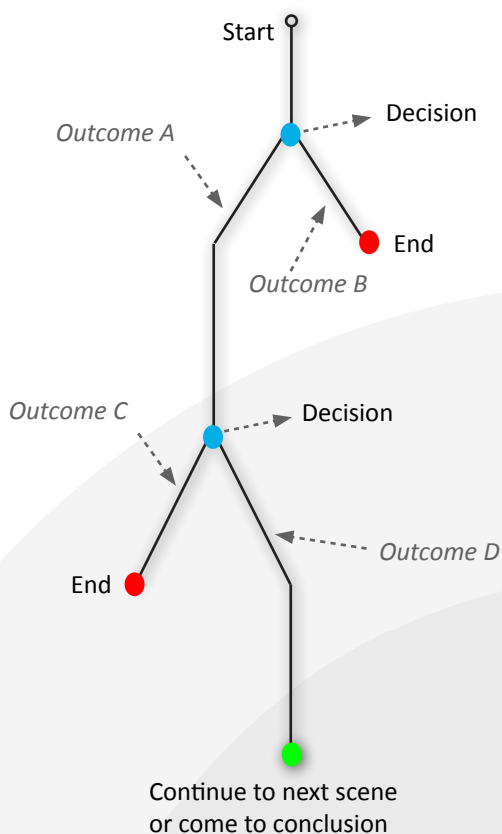
Screen grab of Parkour Heroes Part 1 being played in MyndPlay Pro Tools media player.

STRUCTURE

Once you have determined what you want to create you will need to develop a flow and structure for the interactivity; we have provided samples and flow diagrams of possible structures you could implement, the options below are not exhaustive.

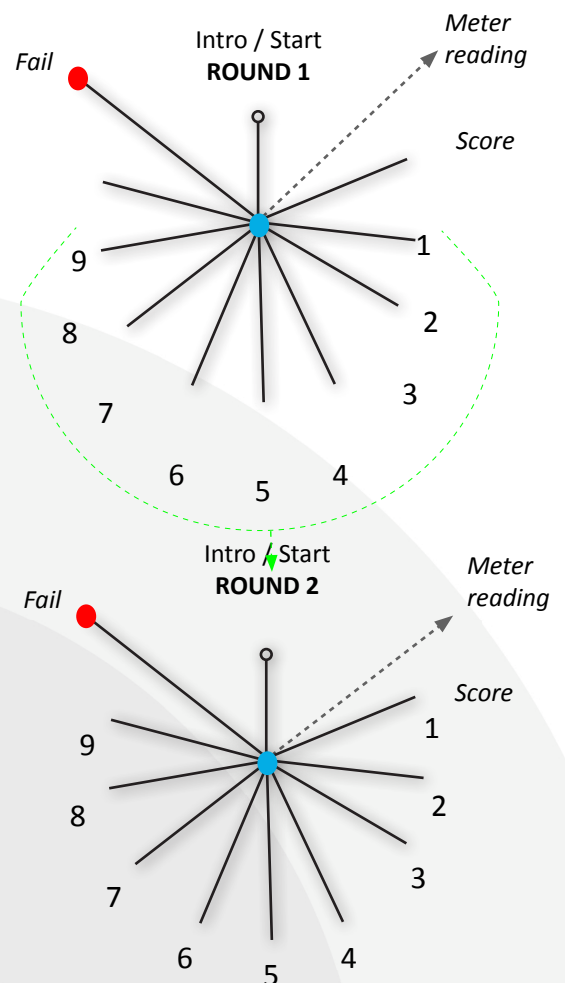
Examples for structuring MyndPlayer content

Simple Format with minimal interactivity.



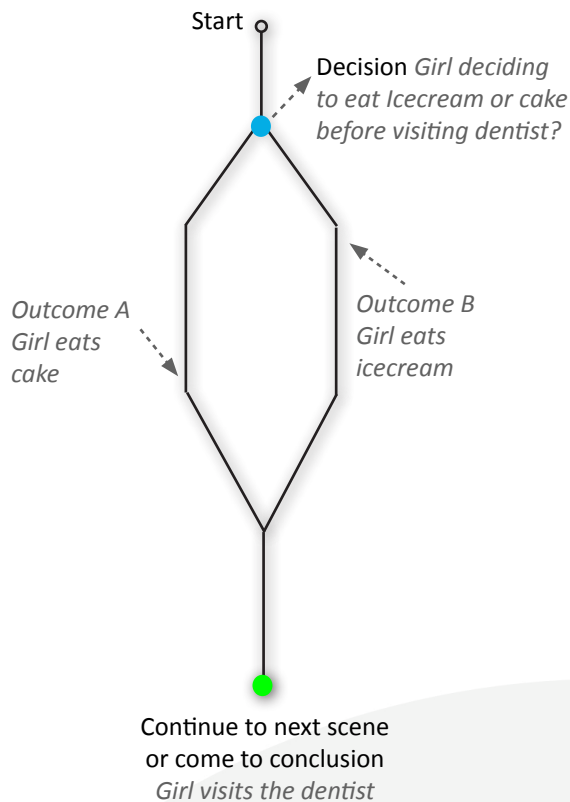
● Interactive point ● End point ● Conclusion / Next Scene

Simple Format with single interactive point and multiple outcomes. Can be used to compliment game-like content e.g. Rounds in our 'Archery Lite App'.

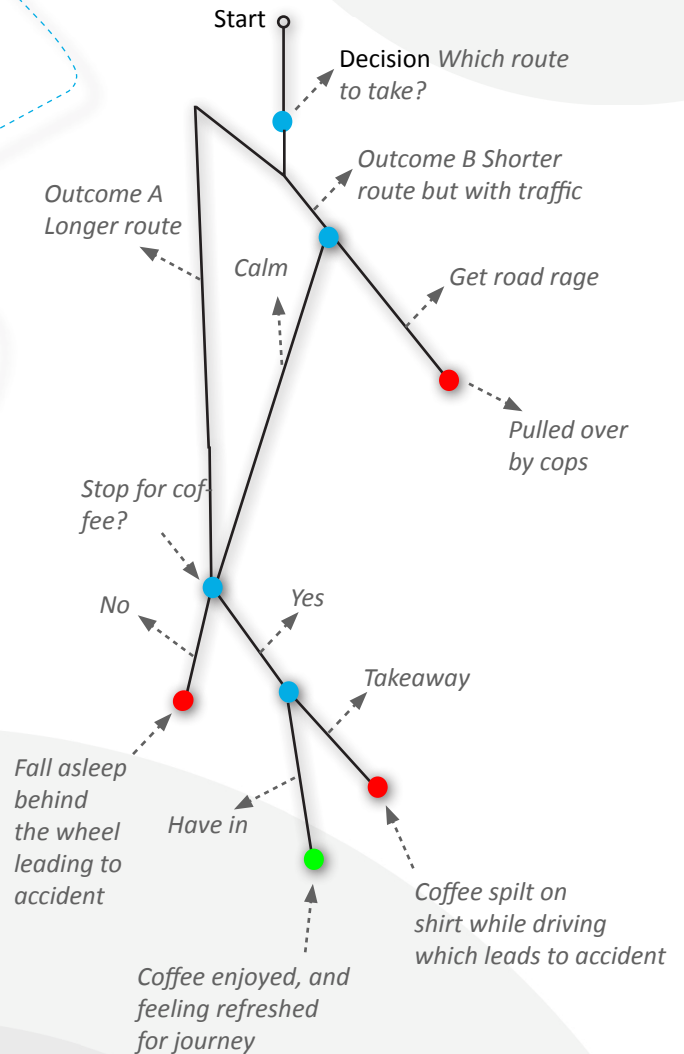


Examples for structuring MyndPlayer content continued...

Isolated format where interactivity does not affect the overall plot



Complex format with multiple outcomes



USING EXISTING FOOTAGE

Intelligent design prevents unnecessary production costs and wasted time. Existing footage can be used to incorporate the MyndPlay system also. In early examples we used existing YouTube footage to create interactions and multiple outcomes. Focus to win the bout between Rocky and Dolph Lundgren in 'Rocky IV'. Stay mentally calm to make a successful sniper shot in film 'Leon' or focus to successfully score goals in a penalty shoot-out in a game of soccer. By simply inserting an interaction element to the film where the character needs to make a decision or react to a cause, MyndPlayer will detect the viewer's mental reaction at this point and play the relevant outcome depending on the focus and relaxation thresholds set.

GAMING DYNAMICS

Interactive points within content can either change the course of a story / plot, add a hidden scene or extra interaction or the content can be looped until the viewer achieves the required results to progress with the story or plot (Loop vs No Loop). Our example of looping can be seen in our Parkour Heroes II: Training application where the viewer has to mentally engage with a series of free running training exercises. If the viewer fails to successfully complete one exercise, the content loops to the beginning of that particular exercise until they are successful and can proceed to the next level. View trailer - <http://youtu.be/2Zd-8mPzICg>

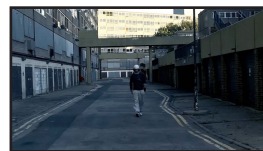
When Parkour Heroes II is viewed on a timeline it reflects the sequence below.



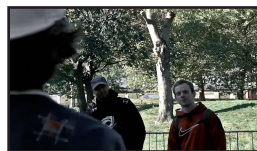
Set the environment



Intro to protagonist



Intro other characters



Overview of plot



Task is set - Follow the leader

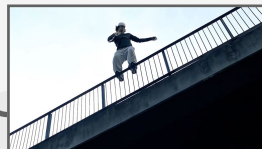


If task is failed - Restart task



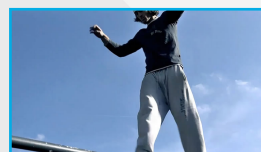
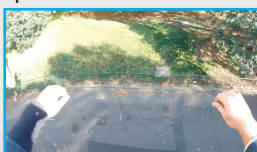
Fail

If task is semi failed - Restart task even though the scene played is different to fail.



Semi Fail

If task is passed - Move onto next scene



Pass

Plot is set for the next scene



INTERACTIVE SCENE OUTCOMES



Scene Intro



Outcome 1
not open



Outcome 2
open with spray



Outcome 3
open with big spray



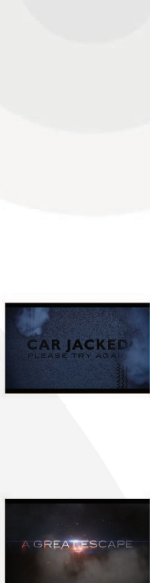
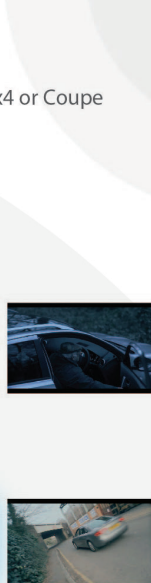
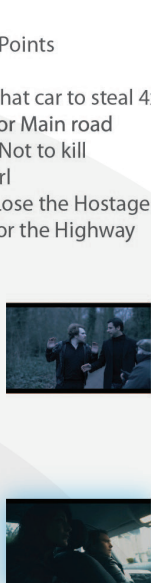
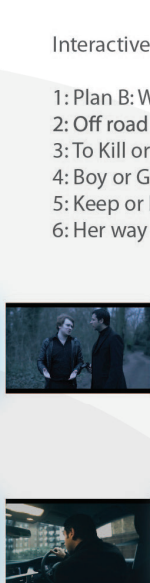
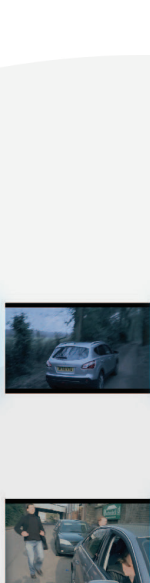
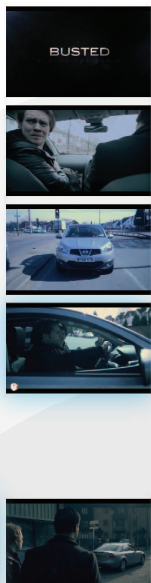
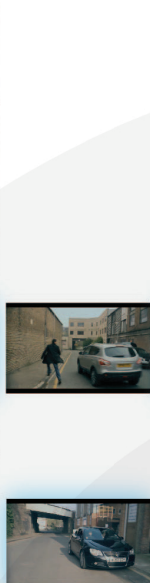
Outcome 4
explodes

E.G. in the Redbull Concept application above (open a can of Redbull using your mental focus) the outcomes are – can does not open / open with spray / open with big spray / explodes. Depending on the threshold set for the interactive point, the outcome will be chosen based on the performance of the viewer.

In the Great Escape interactive movie, there are six interactive points. Each point, depending on the viewer's response will alter the course of the film. Each negative path will lead to the film's premature end.

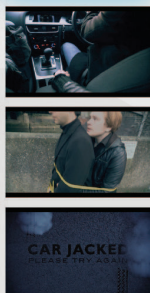
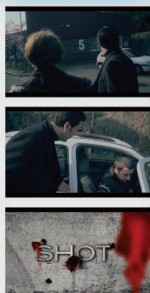
START HERE

THE GREAT ESCAPE?



Interactive Points

- 1: Plan B: What car to steal 4x4 or Coupe
- 2: Off road or Main road
- 3: To Kill or Not to kill
- 4: Boy or Girl
- 5: Keep or Lose the Hostage
- 6: Her way or the Highway



INTERACTIONS

There are two core ways of harvesting the viewer's interactions:

Passive: The video can change pathways depending on the viewer's response with or without visual notification, the difference being it is designed to harness or measure a particular emotional response to stimuli.

Active: The film can change pathways by visually prompting the viewer to make an active decision through focus or relaxation thereby adding more gaming mechanics.

Passive



Active



Myndplay uses coloured dials for active content so that viewers can identify whether they are being read for Focus / Attention feedback or Meditation / Relaxation feedback.



Focus



Meditation



Zone
(Focus + Meditation)

Meters can be customised as per your requirements. They will have to maintain the same colour coding as above. Red = Focus / Attention and Blue = Meditation Relaxation. Needles are fixed and are non-changeable elements. The system's meter reading **thresholds**: feedback of the viewer brainwaves can be set to a particular threshold to deliver the relevant outcome. Levels of difficulty can be controlled. E.G. a feedback of 85% or more will play positive outcome scene



PRODUCTION

Special care must be paid to the cuts between the scenes and the outcomes while filming. Producers must be meticulous about continuity between the ending of a scene and the beginning of an outcome.

If there are multiple outcomes involved, each outcome must visually begin so that there are no jumps in continuity. For example, if the scene ends with a man holding an umbrella in his left hand, the outcome scene should reflect this when it has been selected to play after the meter reading.

Use markers / tape to remember positions when changing shots. Ideally, using photography with multiple angled shots also help preserve positions.

Shooting time for recording interaction points should be around 20 or more seconds so that editors can play around with footage in post production. It is better to have more footage than less.

It is imperative that the levels of white balance is maintained while filming all scenes.

Use tripods as much as possible to avoid differentiation between the end of a scene and the start of an outcome.



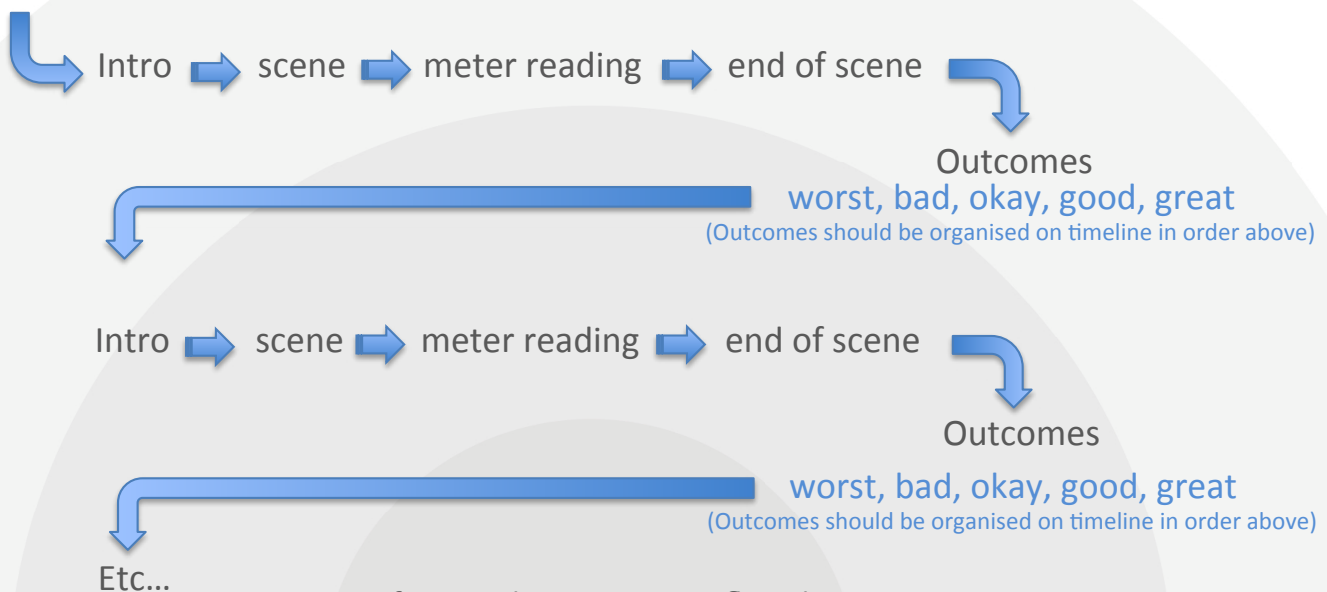
POST PRODUCTION

Structured timeline makes easy work of editing interactions.



- Single Timeline for all content
- Transitions need to be factored in when shooting
- Sounds and fades should correlate with scenes
- Time line should show worst case to best case outcomes in ascending order

Start



Refer to Parkour Heroes Pt2 flow chart on page 6

TIME CODES

Time Codes - All clips are merged in a single video file. The duration of each clip is defined by START/END time codes below.

00:00:00:000

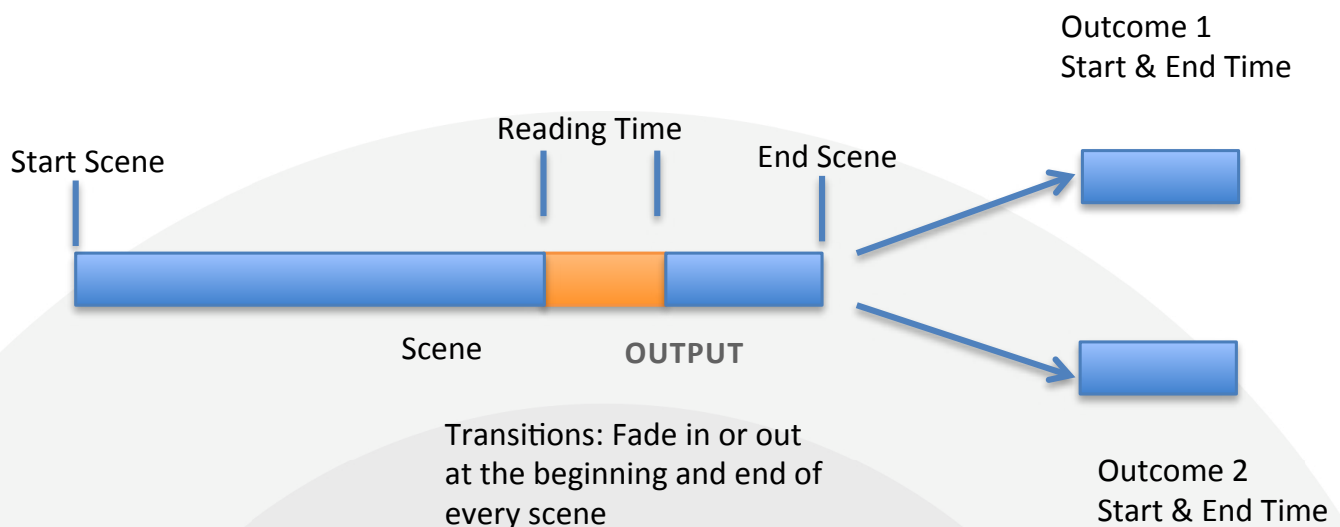
Hrs:Mins:Secs:Msecs

Times required for encoding interactivity:

- Start scene time
- Start reading time
- End reading time
- End scene time
- Start outcome
- End outcome

IN	OUT	Timer Start	Timer End	Timer Duration
00:00:00	01:50:17	01:39:18	01:47:18	8:01
01:50:18	02:12:03			
02:12:14	02:36:16			
02:36:17	03:54:17	03:40:20	03:52:14	11:20
03:54:18	05:25:21			
05:25:22	06:59:00			

Example of how time codes can be supplied



We output our interactive movies using MyndPlay magic at the moment. All we need are your MP4 video file and timecode sheet. on the next page you can find our basic terms which you must adhere to when creating any content for the MyndPlay platform.

We will soon be launching MyndCreate which will allow you to create your own interactive file, eliminating the need for our magic...

MYNDPLAY TERMS

MyndPlay are always happy to work with directors and producers to assist in the development of mind interactive films and content. This guide is not definitive so please feel free to email us on info@myndplay.com to discuss any ideas you may have.

Creating and submitting content is deemed agreement of the terms.

Terms:

- 1: MyndPlay will only advertise and sell content that adheres to Content Guide below.
- 2: MyndPlay videos and apps will be exclusively sold via the Online App Store unless otherwise agreed.
- 3: MyndPlay have final approval on all content to be sold online
- 4: MyndPlay will charge the consumer on behalf of the content producer and on a monthly basis transfer owed monies (70%) to the content producer or Production Company.
- 5: MyndPlay reserve to right to remove content from the system at any time, notice of objections will be sent to the producer.
- 6: MyndPlay will test and upload all content directly to server until the content creator is completed

Content Guide:

- 1: All content supplied must be encoded as mp4 using H264 and use the AAC audio codec.
- 2: The file should be submitted as a single timeline video file and Interaction points must be marked with either a fade or solid colour transition of a minimum 9 frames to enable smooth transition of scenes.
- 3: All files must be supplied uncompressed in order to pass them through our Compressor prior to upload, please do not compress files as this will lead to quality loss through over compression.
- 4: MyndPlay content must not contain nudity or be of a pornographic nature.
- 5: MyndPlay content must be rated according to the country of origins broadcast rating system.

Fees:

If you wish to create content to sell online you will be required to pay an integration fee which is determined by the complexity and length of your content. the average costs are \$350-\$1000 per app; however this is negotiable for certain projects.