

COMPETITION: Submission deadline is September 30, 2014

Motion Picture 2.0

A New Recording Technology

Not only has the Smartphone transformed our perception of image and film: it has altered our action as well. To make clearly illustrate the significance of this radical social change, the ZKM I Institute for Visual Media has developed a new type of image recording and reproduction, namely, the recording technology Motion Picture 2.0, which can be installed as Smartphone application. The revolutionary feature of this App is that camera orientation is both simultaneously recorded and subsequently physically perceptible in the PanoramLaboratory. In collaboration with the Federal Ministry of Education and Research, the ZKM has organized a competition as part of the Science Year 2014 – The Digital Society: all those interested are invited to come and experiment with this new technology. The submission deadline is September 30, 2014.

Motion Picture 2.0 Competition

All those interested are invited to submit his or her experiments with the new Motion Picture 2.0 technology. A pupil's competition is also planned, endowed with prize money to the value of €1,000 (1st prize), in addition to the main competition generously endowed with prize money to the value of: 1st prize €5000; 2nd prize €3000 and 3rd prize €1000. The competition submissions period commences with the launch of the website on Monday, July 28th. The contributions will then be evaluated by jury members at the beginning of October, and the winners presented on Saturday November 29, 2014, as part of the Giga-Hertz Prize. All submissions can be viewed in the ZKM Panorama-Laboratory or as simulation on the project's own website www.motionpicture2.zkm.de, both during and following the competition.

The New Recording Technology: Motion Picture 2.0

In the light of radical technological changes in image recording and reproduction currently underway, the ZKM has developed an application facilitating new approaches to images. By means of the newly developed application, your own Smartphone simply and rapidly becomes a carrier medium for a new recording technology: with the new method Motion Picture 2.0, the camera orientation is recorded whilst recording. Consequently, the image window can be reproduced when playing. With traditional cameras, by contrast, camera orientation during film recording is lost. In conventional reproduction, the recorded film is played on a static monitor or television. As a result, the film's reception remains physically passive, viewer orientation is independent of camera orientation, which has recorded that which has been shown.

Press Information

July 2014

Motion Picture 2.0
A New Recording Technology
Competition

Location
ZKM I Karlsruhe

Press Contact

Dominika Szope
Head of Department Press and
Public Relations
Tel: +49 (0)721 / 8100 – 1220

Regina Hock
Assistant Press and Public
Relations
Tel: +49 (0)721 / 8100 – 1821

E-Mail: presse@zkm.de
www.zkm.de/presse

ZKM | Center for Art and Media
Karlsruhe
Lorenzstraße 19
76135 Karlsruhe
Germany

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Through this newly developed technology, the viewer's habitual modes of reception are surprised. Here, the viewer does not passively perceive the video material from the vantage point of his sofa in a forward-gazing position, but is rather integrated physically. Motion Picture 2.0 sets in motion entirely new effects of that which is shown.

Physical Integration of the Viewer: The PanoramaLaboratory

Ideally, orientation-true video recording with Motion Picture 2.0 takes place in the ZKM PanoramaLaboratory. The ZKM has housed a publically accessible PanoramaLaboratory since 2009, a permanent location for presenting to viewers artistic-scientific panoramic works. In this panoramic projection environment, the physical aspect of image reception – which, with the concept of 'embodiment' adopts a current thesis in cognitive research – is experienced with one's own body.

Though the videos produced with this application can already be viewed on mobile end devices in a simulation of orientation-true and close physical viewer integration, the full effects of this new technology only really come into their own in the context of the aLaboratory.

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Tel: +49 (0)721 / 8100 – 1821

E-Mail: presse@zkm.de
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Wissenschaftsjahr 2014

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