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USING MULTIPLE CAMERAS IN THE PASSENGER COMPARTMENT TO CREATE IMMERSIVE CONTENT FOR SOCIAL MEDIA

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USING MULTIPLE CAMERAS IN THE PASSENGER COMPARTMENT TO CREATE IMMERSIVE CONTENT FOR SOCIAL MEDIA

Technical task:

Content in social media today has a quality that until a few years ago was only known from elaborate film and television productions. Only a few vehicles even allow content to be created for social media and instant messaging. As a rule, cars have at most an RGB camera on the rear-view mirror, which does not allow for high-quality content production.

Initial situation:

- Time in the car can be insufficiently used to create content for social media.
- The car brand could be damaged with content of low production quality or potentials could not be used.

Solution:

The passenger compartment is equipped with several cameras, which capture the scenery in the vehicle from different perspectives. Each passenger can be captured by several cameras. By changing the perspectives, an immersive experience is created that clearly stands out from monotonous videos and livestreams with the mobile phone.

Advantages:

Vehicle occupants can generate high-quality content while driving or stationary. In addition to an enhanced user experience, this allows the AUDI brand to have a positive presence in social media.

Possible application:

Several cameras are installed in the vehicle. In addition, further video data, e.g. from outside cameras, can be included. The selection of the image to be displayed can be made in different ways:

- The vehicle occupants can select which camera images are to be recorded or transmitted, similar to a live control room. The selection can be made via different input modalities such as speech, gestures including gaze direction or touch screens.
- An intelligent algorithm analyses the scene and takes into account, among other things, interactions between occupants, gestures and facial expressions, the traffic situation and lighting conditions. Based on these analyses, the system automatically switches between perspectives.
- External viewers, e.g. viewers of a live stream, select the current camera perspective.

The results can either be recorded or streamed live.

The use of multiple camera perspectives in combination with intelligent algorithms can additionally be used to virtually create further perspectives. These can either be used synonymously with real camera perspectives or a virtual camera pan can be created between real cameras.