

1/6 **In-Character: Interactive Characters**

Hire Actors w/ Clickable Contents to act as characters in a book that would interact with customers

CLICKABLE CONTENT

INTERACTIVE CONTENT GUIDELINES


According to the site (ricohclickablepaper.com) the mobile application:

- Enables PDFs of printed or yet- to-be printed pieces with one or more hotspots
- Allows rich media results to be assigned to each hotspot (up to six links)
- Also allows the links to be updated anytime

Once a hotspot is assigned with its corresponding links, each piece/PDF of Clickable Paper is enabled on their cloud server.

SUITABLE PRINTED MATERIALS	CLOUD SERVER	CP CLICKER APPS
<ul style="list-style-type: none"> - BOOKS - MAGAZINES - BROCHURES - DIRECT MAIL - WELCOME KITS - CATALOGS - POSTERS - NEWSPAPERS - PACKAGING - SIGNAGE 	<ul style="list-style-type: none"> - INDEXES THE PDF DOCUMENTS AND THE ASSOCIATED RICH MEDIA LINKS - ANALYZES AND MATCHES THE SNAPPED IMAGES IT RECEIVES FROM MOBILE DEVICES - RETURNS THE RICH MEDIA LINKS TO THE MOBILE DEVICES 	<ul style="list-style-type: none"> - IOS OR ANDROID MOBILE APPS ARE FREE TO DOWNLOAD AND USE - APP USERS JUST SNAP AN IMAGE OF THE PRINTED MATERIAL THEY ARE VIEWING - THE APP SENDS THE SNAPPED IMAGE TO THE CLOUD SERVER AND AFTER THE LINKS ARE RETURNED, IT DISPLAYS THEM IN AN EASY-TO-USE FORMAT.

[<http://www.ricohclickablepaper.com/>]



Solution

An actor would play as a character and interact with other people in the area, this could be the customers or even other characters. They could act as characters and at the same time be clerks who would be selling the product in a subtle direction. They would also carry the book (used as <http://www.ricohclickablepaper.com/>) and then sort of break "their" fourth wall and tell "their" story to customers. In this way "both" the "character" and the "customer" are able to interact with each other.

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What is the core principle of your idea?

"To be in the world of the story by being with the characters". We usually identify with the characters in a book and a great way to introduce one is to meet one. The digital content or e-book is represented by the actor as a character along with the physical book or flyer or print he is carrying with him or as a sticker on him. The characters would carry books or clickable contents, which can be used by the customers as clickable contents
<http://www.ricohclickablepaper.com/>.

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Can your idea be applied to different formats (in a bookstore, at a trade fair, at a conference)?

Yes.

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Would it be possible to turn your idea into a reality, or at least create a prototype of it, at short notice, i.e. by the Frankfurt Book Fair in October 2014?

Yes.

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What do you estimate the costs for the prototype or the final implementation of your idea to be?

The price of hiring or renting an actor, or just asking/training current clerks to act as characters of the books.

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Creative's profile



nuhuh **PRO**
Designer

Creative's top 5 skills

Graphic Design, Product Design, Interior Design