

Can Hollywood Survive in the Digital Age?

C. L. Max Nikias, Dean
Z. A. Kaprielian Chair in Engineering

Communications Capital of the World



USC's "Arsenal" in Media Research and Education

Schools

USC Annenberg School for Communication

USC School of Cinema and Television

USC Thornton School of Music

USC Viterbi School of Engineering

Research Centers: More than \$100 million per yr.

Annenberg Center for Communication (ACC)

Entertainment Technology Center (ETC)

Norman Lear Center for Entertainment

Integrated Media Systems Center (NSF ERC)

Information Sciences Institute (ISI)

Institute for Creative Technologies (ICT)

Funded by U.S. Army

***Unique* in all of academia**

**Combines Hollywood storytelling skills and
advanced technologies**

**Creates realistic, interactive training scenarios for
U.S. combat troops**

Mission Simulation (Virtual Humans)

Our goal: Virtual humans to simulate the human element

Behaviors not pre-scripted

Behave by understanding situation and reasoning about possibilities

Communicate in natural language

Can explain actions & coach

Coordinated gestures and non-verbal communication

Understand social situation

Respond emotionally to situation





FULL SPECTRUM WARRIOR

Focus of *FSW* is to develop critical thinking, decision making, and leadership skills
FSW forces students to make rapid decisions in complex ambiguous situations
FSW allows TDs to modify scenarios and create various levels of difficulty
FSW leverages cutting edge research in AI
to create enhanced AAR capability
FSW is a First Person Thinker game - not a First Person Shooter



A New Technology and a New Industry



Roaring 20's - Hollywood & Sound



Hollywood's Golden Age



Hollywood Goes Worldwide



Rome 1949

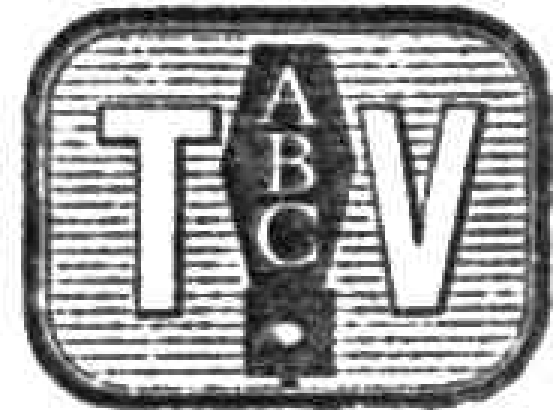
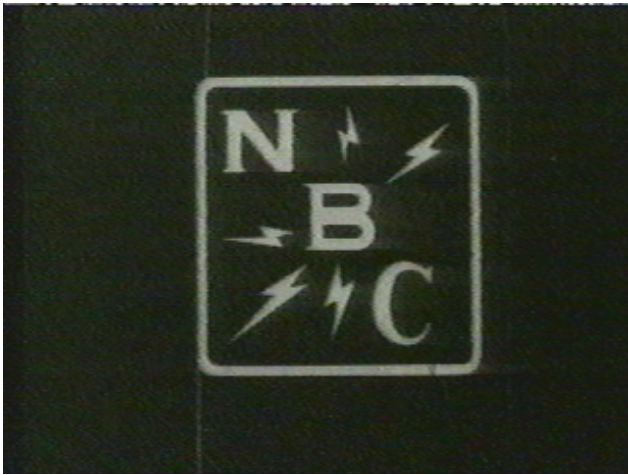


Bollywood
(Bombay, India) 1951



Tokyo 1954

A New Challenge



1950's CinemaScope: Hollywood's Response to the New Competitor - TV



EXEBD 77581

20th Century-Fox presents THE FIRST PRODUCTION IN

CINEMASCOPE

RICHARD BURTON
JEAN SIMMONS

The Robe

Colours by TECHNICOLOR

VICTOR MATURE
MICHAEL RENNIE

Produced by FRANK ROSS

Screen Play by PHILIP DUNNE
Adaptation by Gina Kaus

From the Novel by LLOYD C. DOUGLAS

Directed by HENRY KOSTER

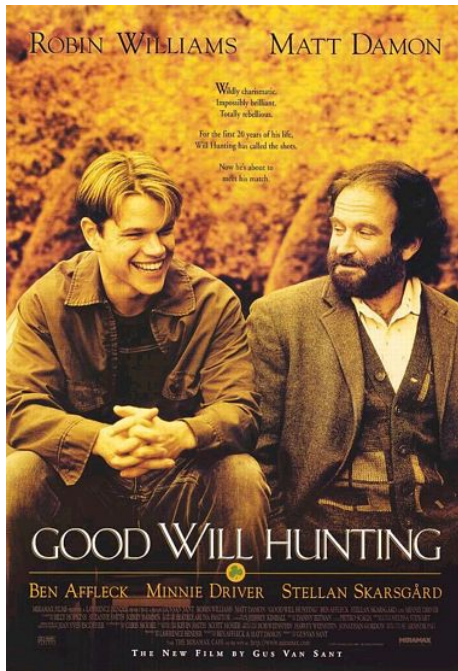
WINSON GREEN PICTURE HOUSE

Commencing MONDAY, SEPT. 27th
POSITIVELY FOR SIX DAYS ONLY

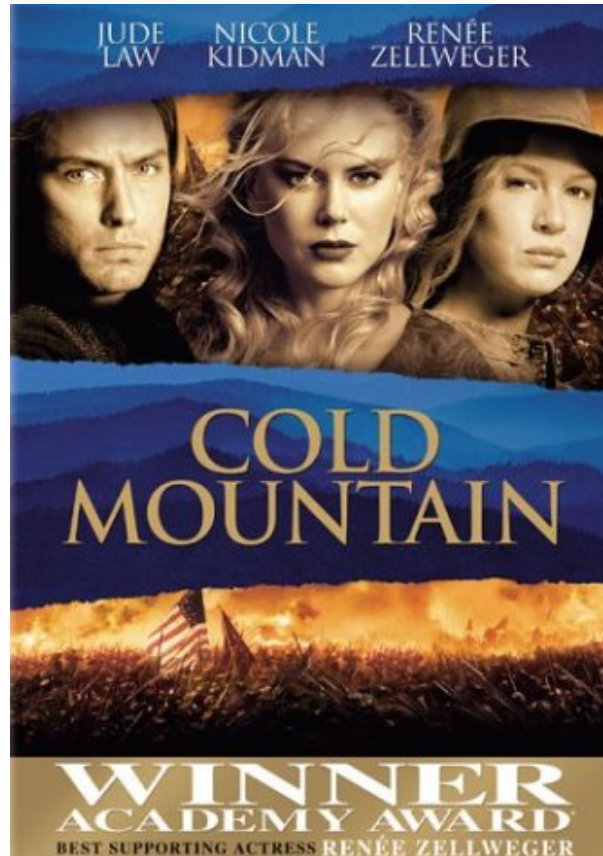
1954

EXEBD 77581

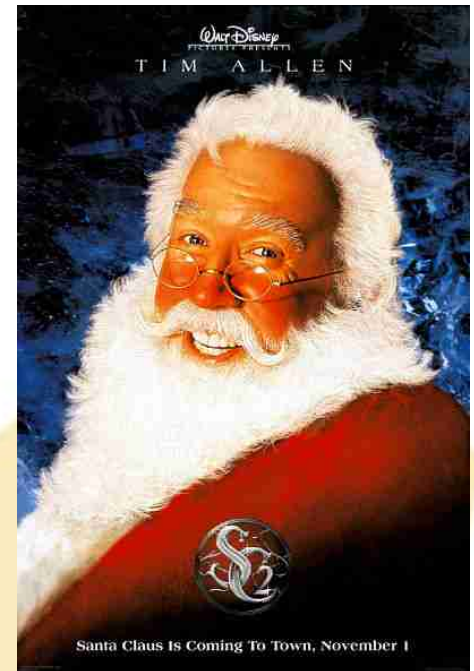
Runaway Productions



Filmed in Canada



Filmed in Romania!
Southern Life During
the Civil War



Filmed in Canada

The Old Technology: Excellent But Expensive

Large Studios

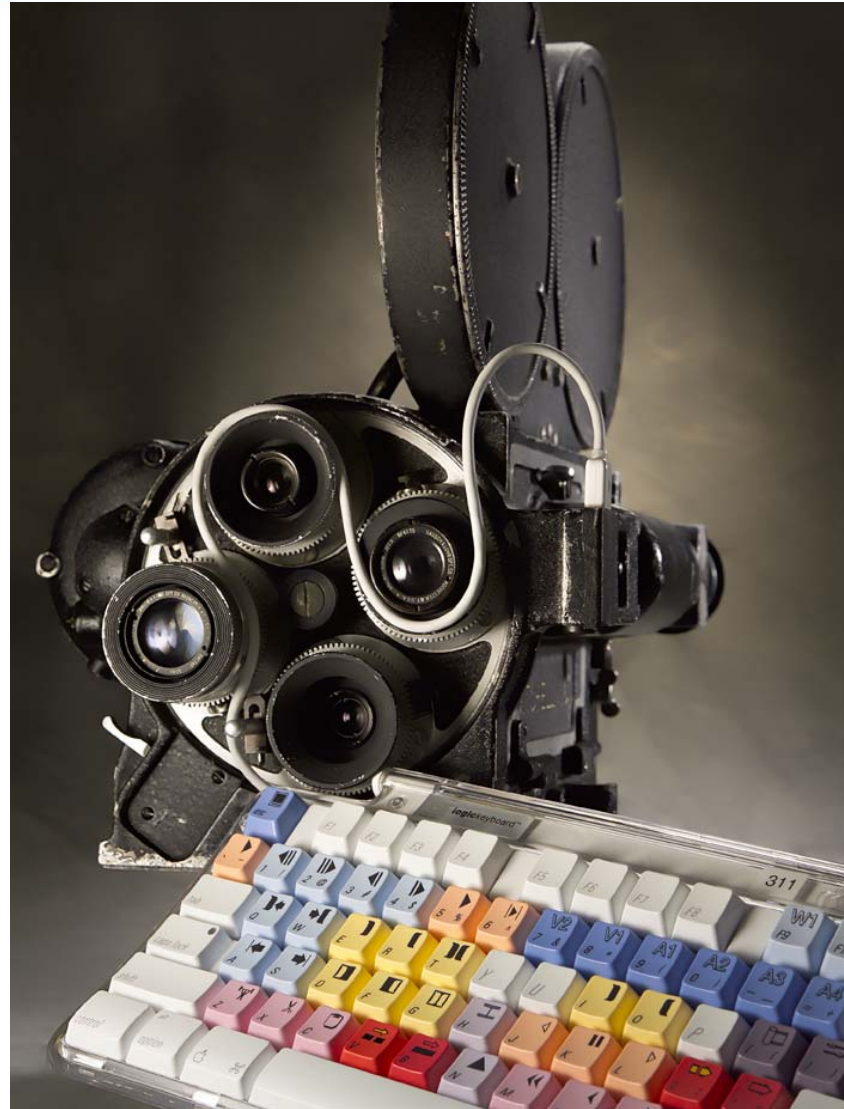


Large Theaters



Technology Revolution

Film -> Digital



The New Technology: Faster, Cheaper, Better

Small Studios



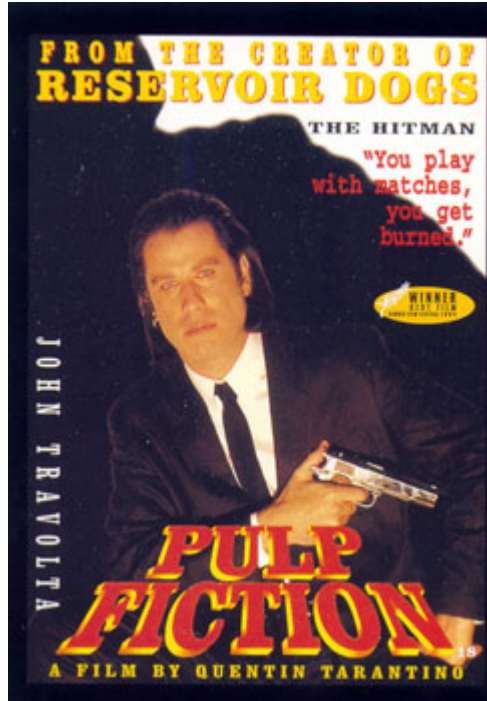
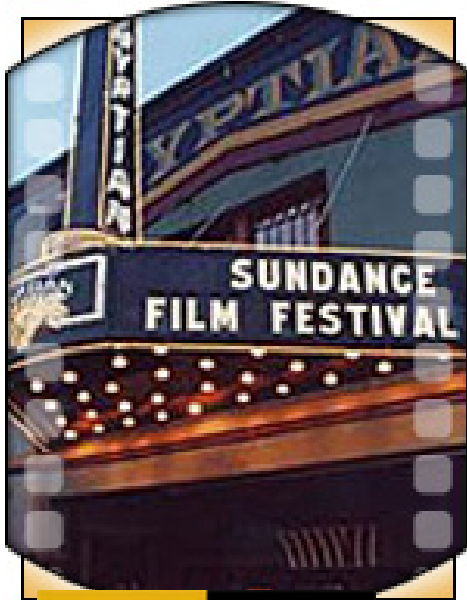
Theatres



Digital Production



Independent Film Makers



Film Video Photography



instantfilms 

JOIN OUR EMAIL LIST

MOVIES MADE IN 48 HOURS

WATCH FILMS

SCREENINGS

HOW IT WORKS

PARTICIPATE

SPONSORS

PRESS

ABOUT US

UPCOMING EVENTS

INSTANT FILMS 16
October 10, 2004

Best of INSTANT FILMS
TBD

INSTANT FILMS Open
February 2005

SPONSORS

InstantFilms gratefully acknowledges the support of the following companies!



NOV
2

[View all](#)

INSTANT FILMS #16
A VERY SCARY INSTANT FILMS
SUNDAY OCTOBER 10, 2004

BUY TICKETS NOW
8 PM SCREENING / 7PM DOORS

7 DIRECTORS, 7 WRITERS, 24 ACTORS
48 HOURS, 7 NEW FILMS

Latest Films Now Available - REALLY!

For the last few days technical problems have been plaguing our video streams so that some people were seeing the wrong films while others were mysteriously seeing the correct films. Scary! We're happy to say that we've exorcised the demons (just in time for Halloween) and now everyone should see the right films!

"Hate or Date" Screening

4th Wall Screenings will show "Hate or Date," which swept the audience awards at Instant Films 16, on November 4th at M Bar (1253 N. Vine in Hollywood). For More Information Go to <http://www.4thwallscreenings.com>.

Instant Films on IFILM

Check out some of the best of Instant Films showcase on IFILM. Make sure to check them all out!

2004 FEATURE FILMS



Hate or Date
directed by
Ben Rock
written by
Adam Stein

[WMV](#) / [QT](#)



Let The Buyer Beware
directed by
Nate Starck
written by
Gerald McClanahan

[WMV](#) / [QT](#)



Captain Freedom: Still At Large
directed by
Charles Papert
written by
Ronit Kirchman

[WMV](#) / [QT](#)

[SEE MORE INSTANT FILMS](#)

- Home
- The Team
- What We Do
- News
- Contact Info

Emerging Pictures will be syndicating the 2005 Full Frame Documentary



Opens Oct. 27th at
Emerging Cinemas
at Theatre Row
in Manhattan



The future of independent film is now

Emerging Cinemas

Distribution/Repping

Talent Management

Marketing Consultants

Home of the Brave

Second Best

This Old Cub

Tony 'N Tina's Wedding





Save \$100 Online On The **New Sidekick II.**
 >> Everybody Needs a Sidekick.
 T-Mobile Sidekick II

[home](#) [animation](#) [comedy](#) [music](#) [extreme](#) [action](#) [drama](#) [spotlight](#) [shockwave.com](#)
[sign in](#) [register](#)

home

SEARCH

ROCKFISH

Watch Now!

←
→

sexy beasts

Psst! Don't tell anyone, but sex and violence are everywhere (even on the Internet). See these shorts that explore both.



◀ [NEW - Sex Objects X, L and V](#)

[NEW - Dad's Dead](#)

[Ten](#)

animation



Magnetism

[STOP MOTION](#)

[FLASH](#)

[COMEDY](#)

[MORE...](#)

Top 5 Animation

1. [Good to be in DC!](#)
2. [This Land](#)
3. [Day Off the Dead](#)
4. [Bottom of the 9th](#)
5. [Magnetism](#)

comedy



Day Off the Dead

[SPOOF](#)

[STAR POWER](#)

[ROMANTIC](#)

[MORE...](#)

Top 5 Comedy

1. [Bushwhacked](#)
2. [Blood Syrup](#)
3. [Ten](#)
4. [The New Dick Cheney](#)
5. [MasturNader](#)

music



Star Wars Gangsta Rap SE

[MUSIC VIDEOS](#)

[SPOOF](#)

[MUSICAL FILMS](#)

[MORE...](#)

Top 5 Music

1. [Star Wars Gangsta Rap SE](#)
2. [The Real Hussein 2](#)
3. [George, the Texican](#)
4. [Slam Bush](#)
5. [Internet Killed the Video Star](#)

spotlight



First-Look Lounge

[SERIES](#)

[GREATEST HITS](#)

[ATOMFILMS HI-DEF](#)

[MORE...](#)

Top 5 Spotlight

1. [Mock the Vote](#)
2. [First-Look Lounge](#)
3. [Ninjai: The Little Ninja](#)
4. [Angry Kid Series 2](#)
5. [Joe Cartoon](#)

extreme



NEW - Air: Cherry Blossom

action



Blood Syrup

drama



Trick

shockwave.com



NEW - Max Altitude Snow





IM. E-mail.
Web. Camera.
Phone.
And More.

ACADEMY OF MOTION PICTURE ARTS AND SCIENCES

HOME | ACADEMY AWARDS® | EVENTS | PRESS | SITE MAP / SEARCH



ACADEMY PUBLICATIONS



50 Designers/50 Costumes: Concept to Character Catalogue
The Academy's accompanying catalogue for the 50 Designers / 50 Costumes: Concept to Character Exhibiton is available for purchase.

ACADEMY AWARDS®

Academy Awards Database
The complete record of past Academy Award winners and nominees.

SCIENCE & TECHNOLOGY COUNCIL

The Academy Science and Technology Council
was created by the Academy Board of Governors in 2003 in response to the major technological developments taking place in the motion picture industry.

PRESS

Pair Named 2004 Academy Film Scholars

EVENTS AND SCREENINGS



Available Soon!

Oscars® and Animation - NY
November 15, 2004

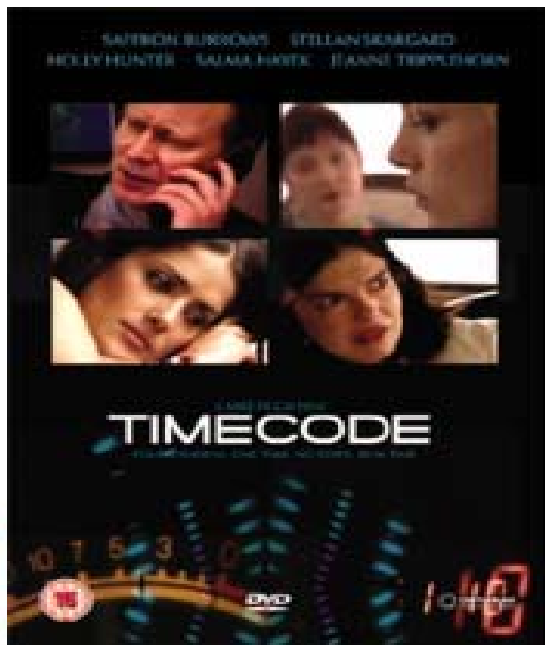
Chinatown
November 18, 2004

The George Stevens Centennial Retrospective Screenings
October 4 - November 22, 2004



©A.M.P.A.S.©

Time Code



Time Code Clip
QuickTime™ and a
Cinepak decompressor
are needed to see this picture.
Goes Here



DVD, Video Stacks Will Disappear



Movies from Internet



The Competition Multiplies



IMSC--NSF ERC: Home Theater



Remote Media Immersion

Acquisition

- 16 microphones
- Digital camera



Compression



Immersidata storage
and access



Transmission



Rendering

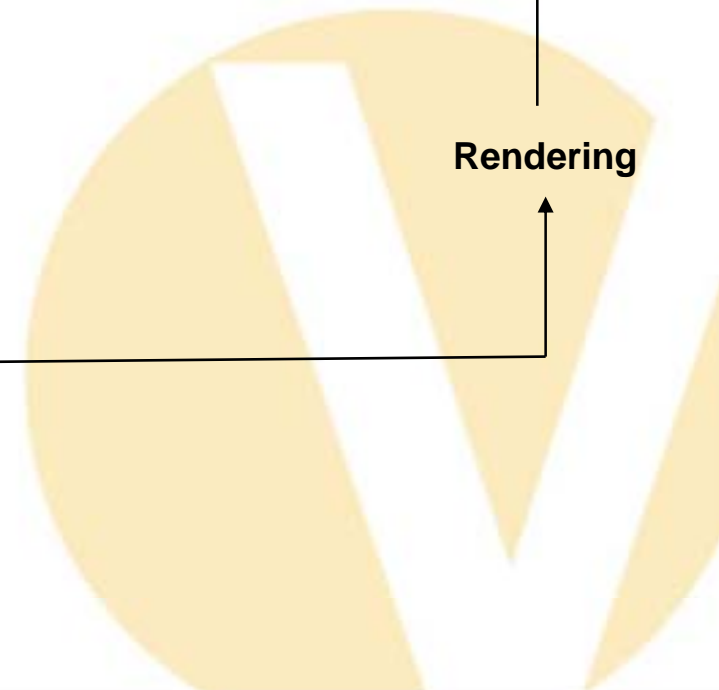
Synthesis of
Immersive
Environment

Video Files

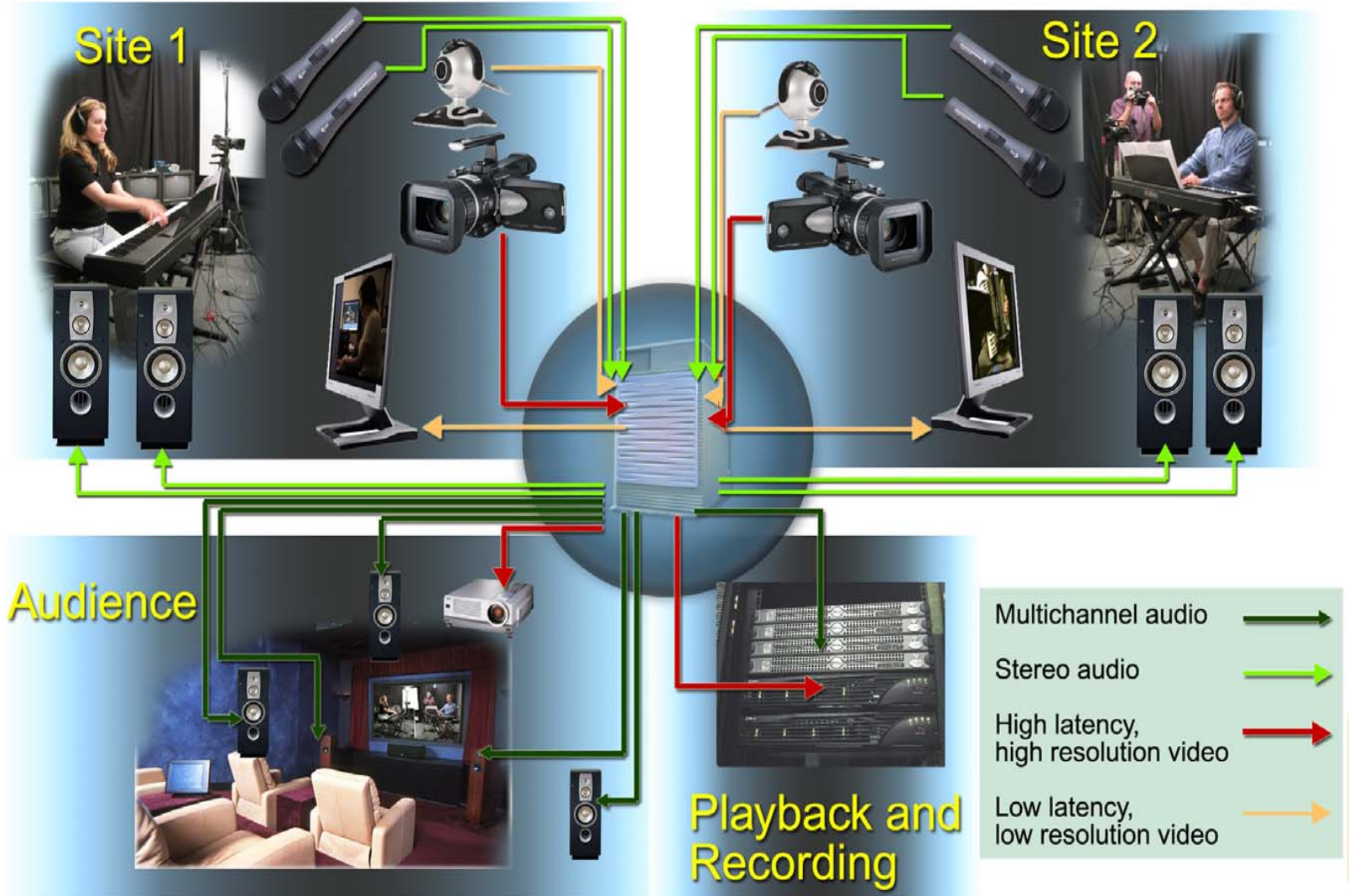
PC: concert hall_music.avi

Mac: hall_mus.mov

QuickTime™ and a
Video decompressor
are needed to see this picture.



IMSC: RMI Architecture



IMSC: Remote Media Immersion

Immersive Audio

QuickTime™ and a
MPEG-4 Video decompressor
are needed to see this picture.

QuickTime™ and a
MPEG-4 Video decompressor
are needed to see this picture.



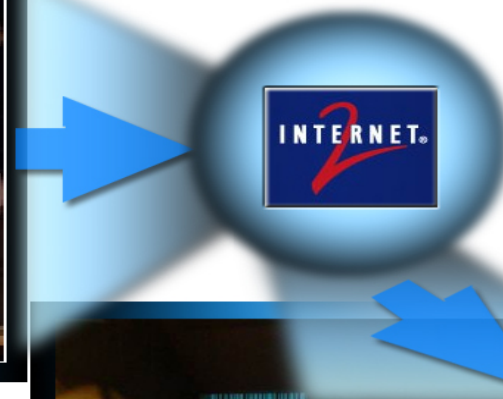
First RMI Demo: 2002



New World Symphony, Miami Beach

**Audio: 10.2 channel, immersive
sound system**

Video: HDTV 1920x1080i



550 seat USC Bing Theater

Movie Theaters Not Going Away



Does Hollywood Have Vision and Will?

