

Concept Videos

Starfire is a project launched by SunSoft, an interface that is stored into a computer that communicates to the user for all types of jobs. For example, it was able to scan objects, remote cameras that were across the borders, video call people, search relevant information with key words, view cctv footage and edit videos etc. However, this was just a video prototype. Despite the fact that it was a video, it clearly promoted the product's usage. As shown in the video prototype of Starfire, the main character was able to get her car into production thanks to Starfires ability of searching and comparing data. Throughout the video prototype all the advantages of Starfire were clearly projected to the audience. Moreover, its setting allowed the target audience to be directly targeted and see themselves actually use Starfire themselves. Therefore, creating a video prototype to display a product's usability and capabilities is very useful.