



The return of
Peacock

Content

Agency

Basic Information

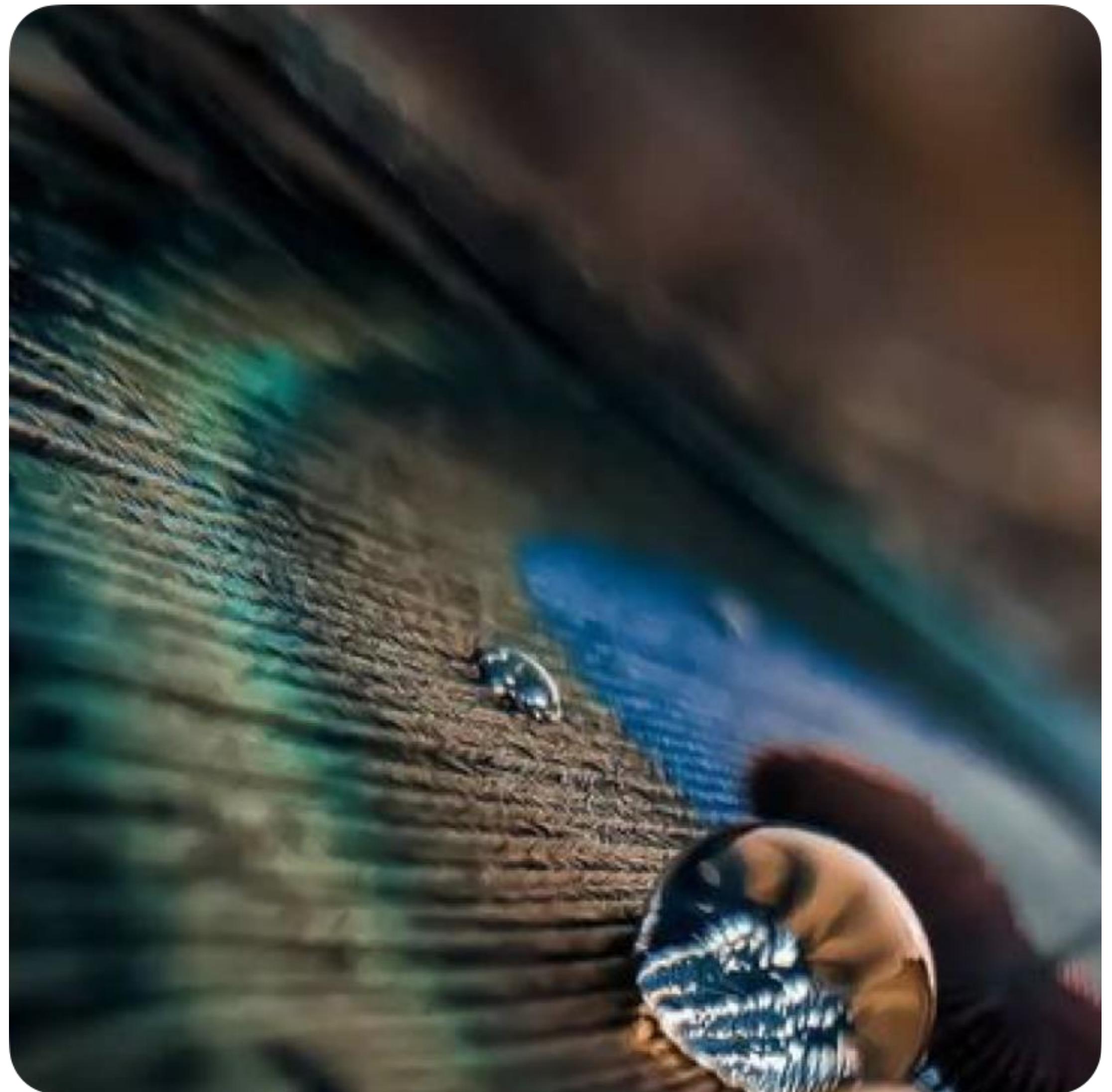
Display Info

Technical Specs

Swan & Dragon Fly Creative

Mood/Direction

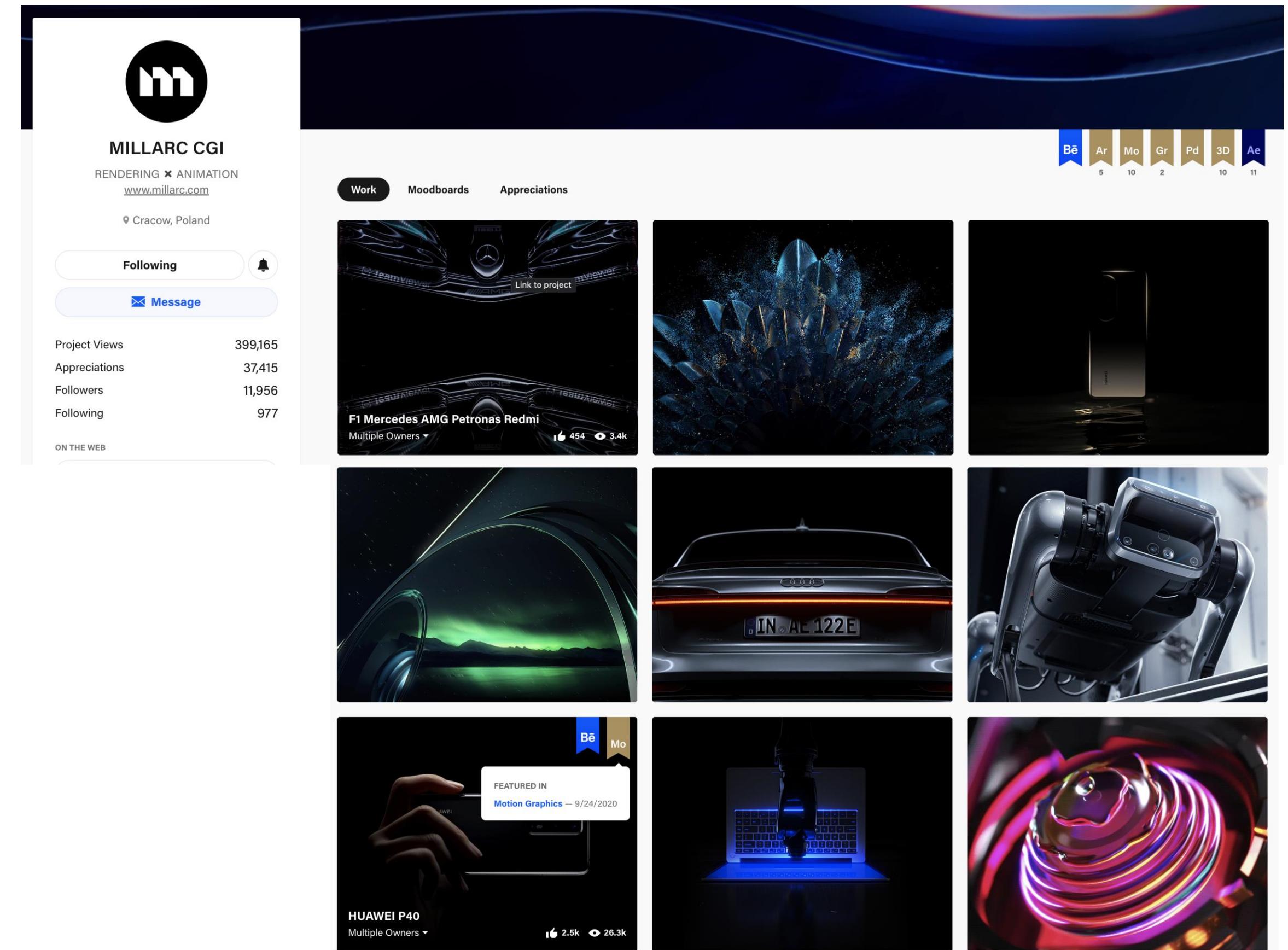
Timeline



Agency

Millarc, We decide to use one agency to execute both assets in order to be more productive, low cost and keep the consistency of the final product execution

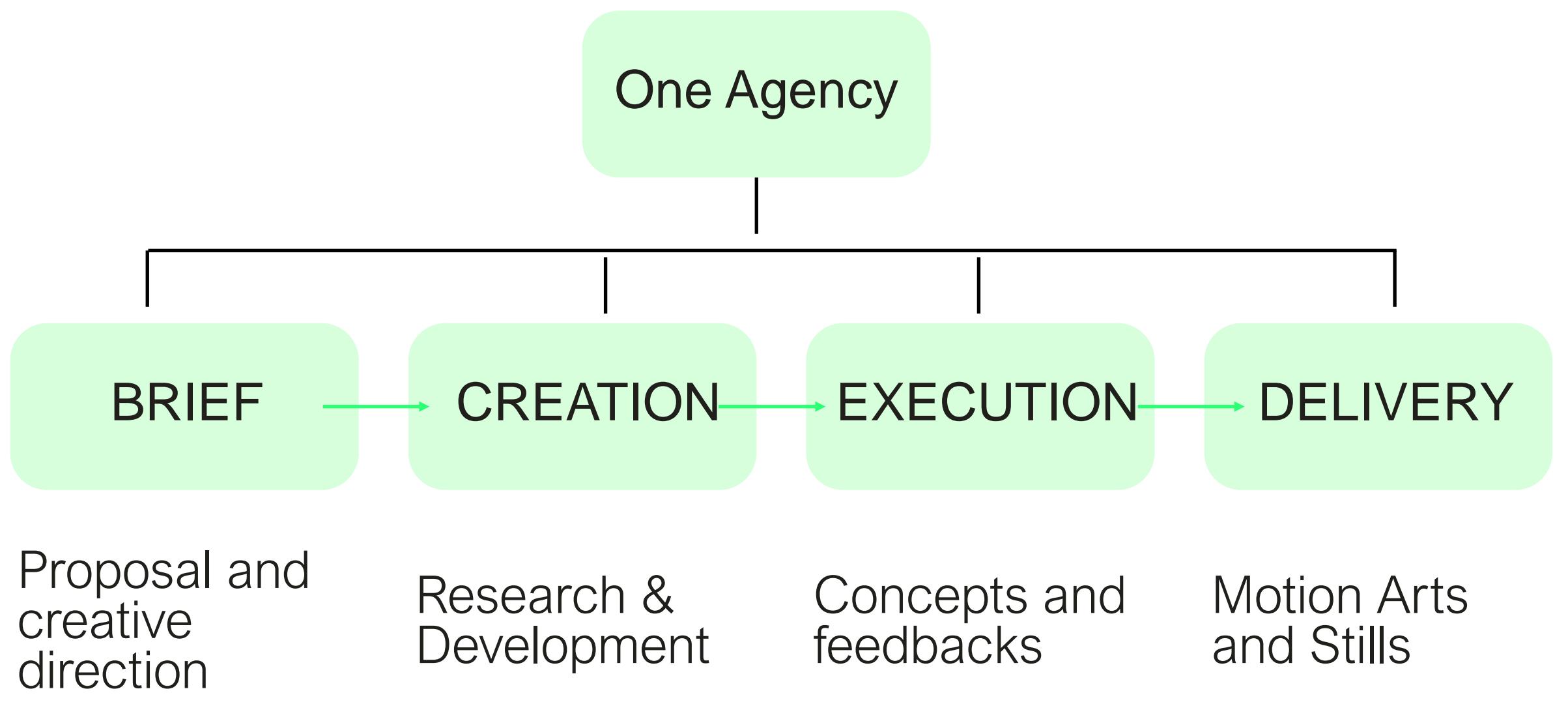
Millarc, its our former vendors for the first generation of Find N wallpaper's



Basic Info

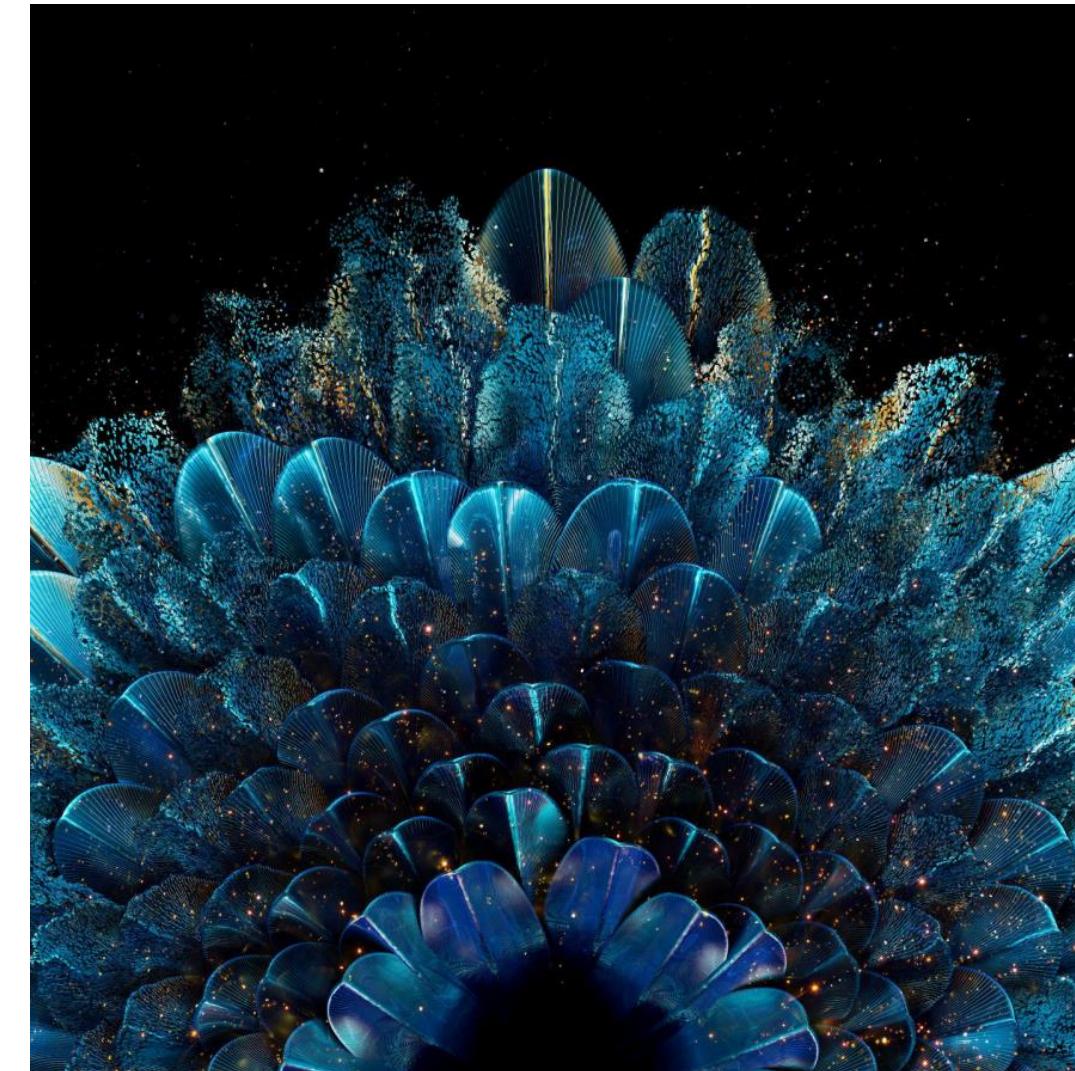
The project scope is in direction of efficiency and improve the execution of the project by : Time, quality and consistency

The main reason why we decide to move forward to create a seamless with only one agency (Millarc) its because they have work with us for the first generation and they know what we need



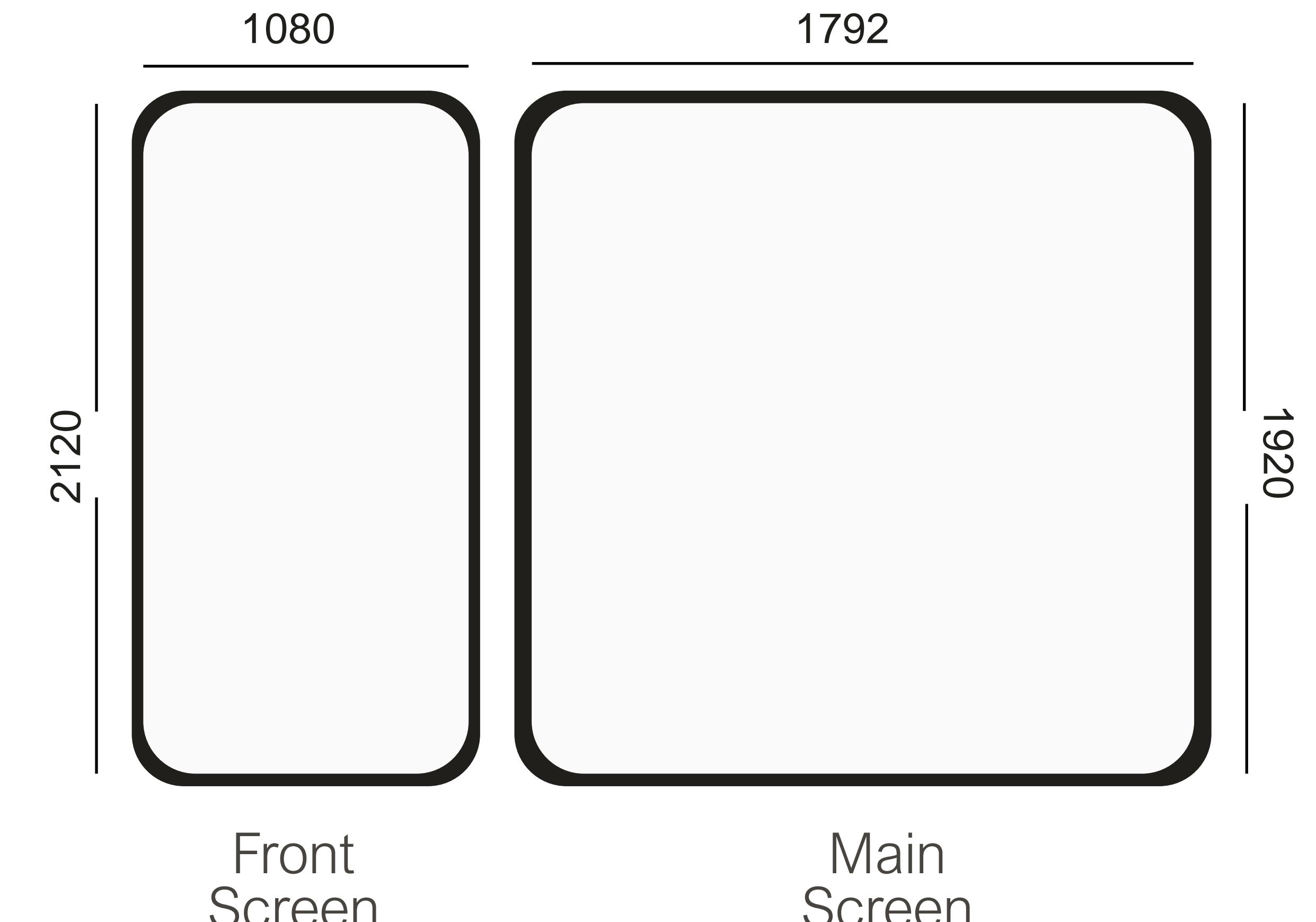
Basic Info

The background of this project is to keep the iconic shape of the first generation improve small details and provide a new overwhelming experience to our consumers



Display Resolution

Swan



Front Screen Crop

For this generation we want to have a different approach of the front screen design, the direction is to use the main wallpaper and find one attractive and outstanding solution for the cropping, from the wallpaper but looking like another composition



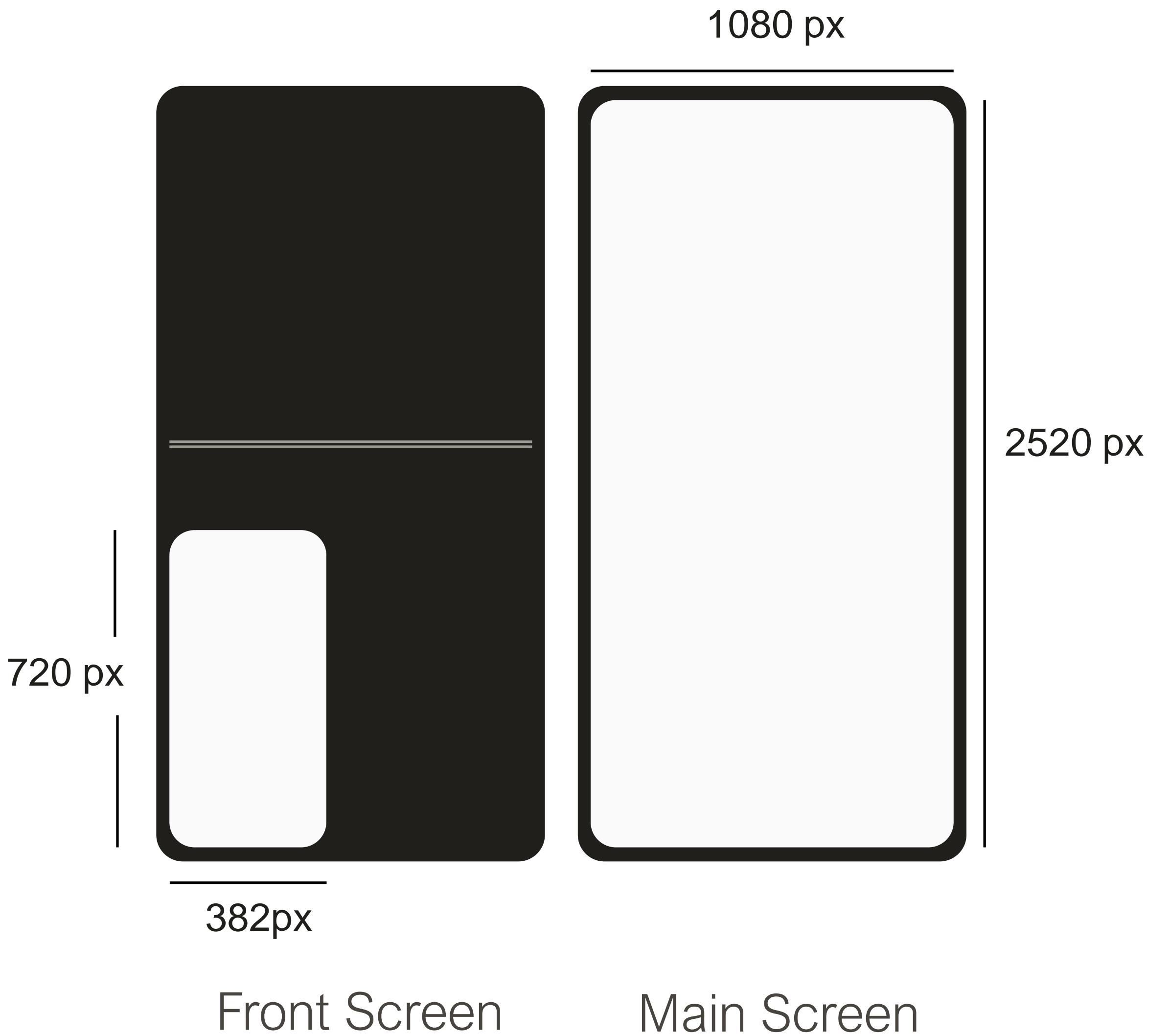
Front
Screen

Main
Screen

*The image above is only for reference proposes

Display Resolution

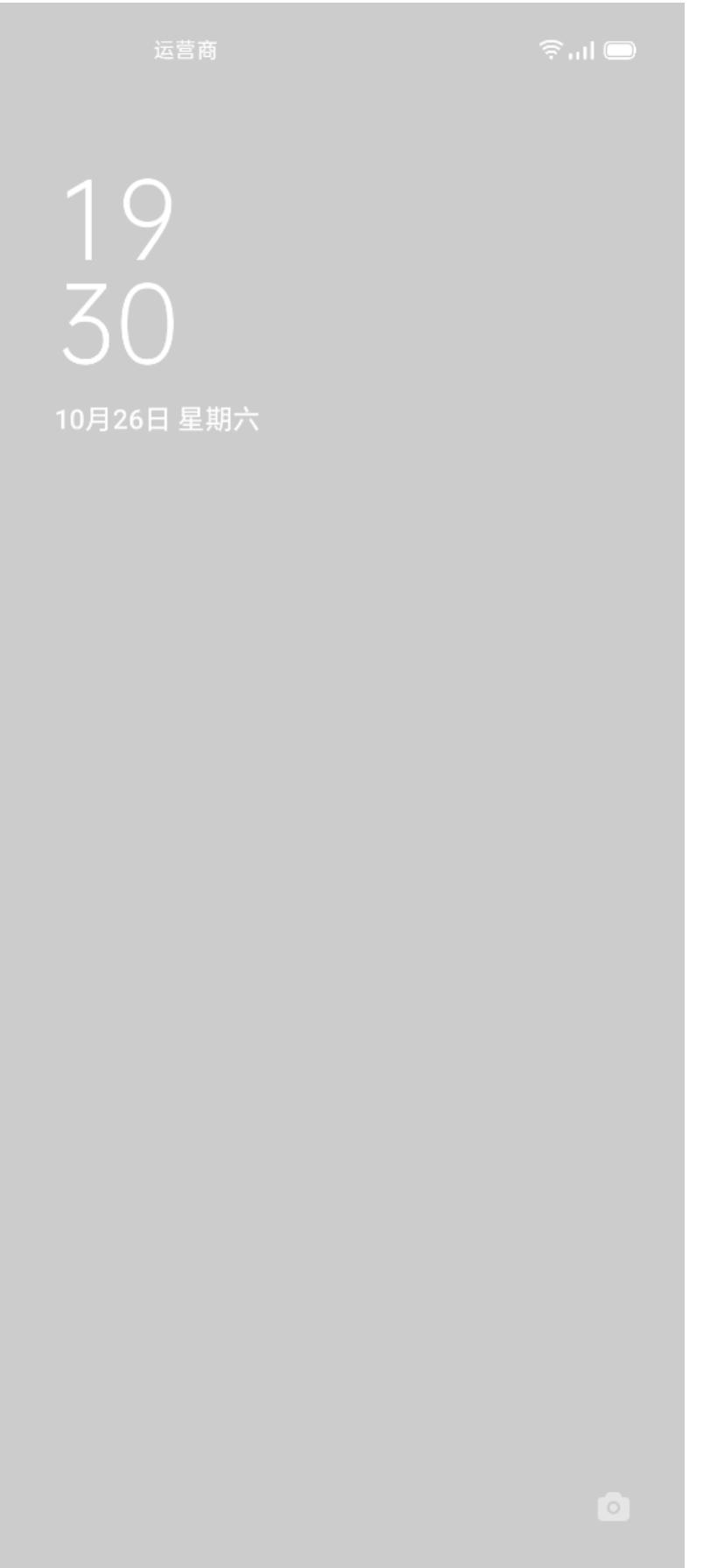
Dragon Fly



Wallpaper In Use

Ideally the wallpaper doesn't affect the clear display of the desktop text or icons.

We hope the system will automatically select the white default text. So the picture should not be too bright. The average brightness should not exceed $B=80\%$.

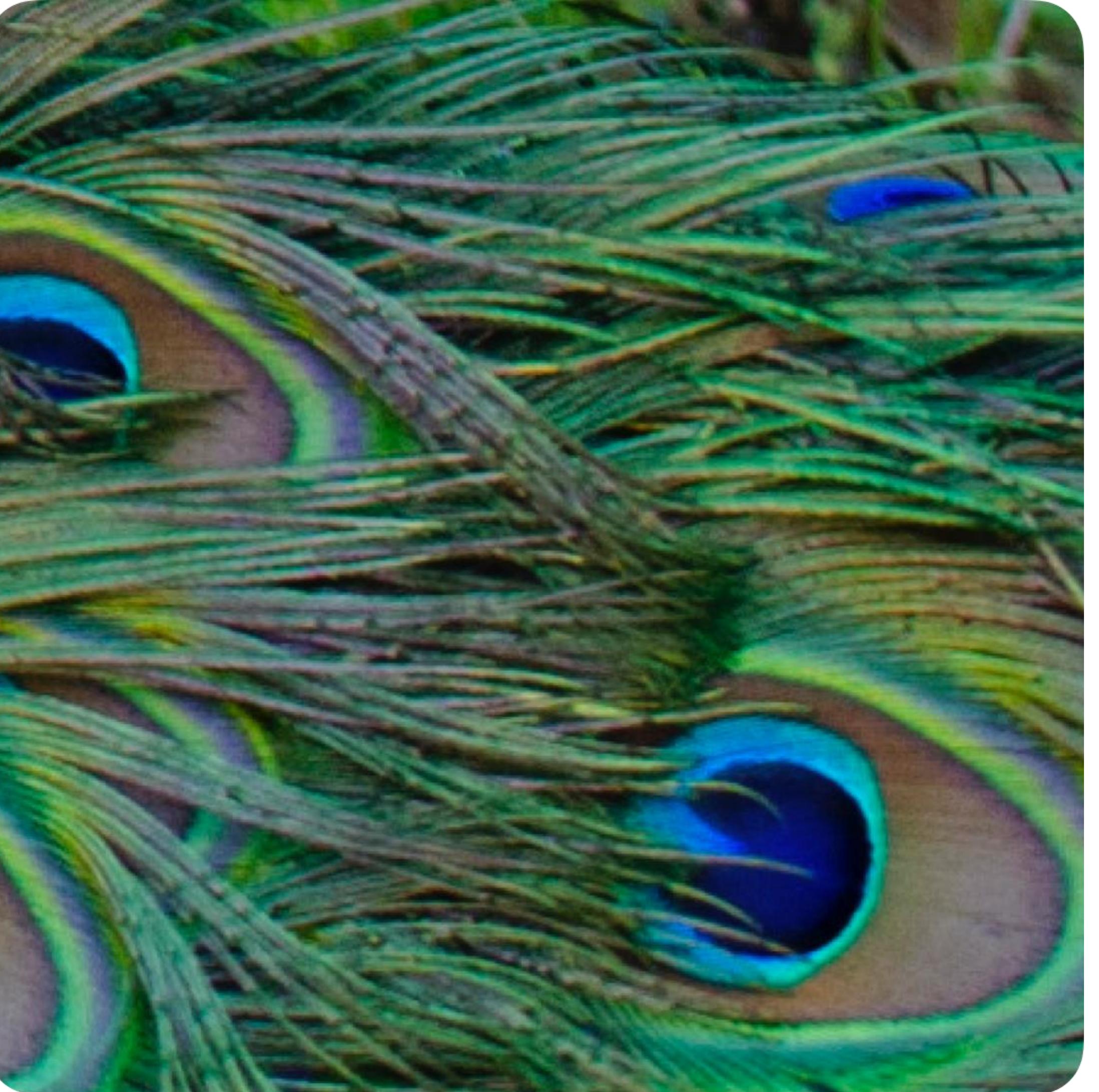




Swan
&
Dragon
fly

Swan & Dragon fly

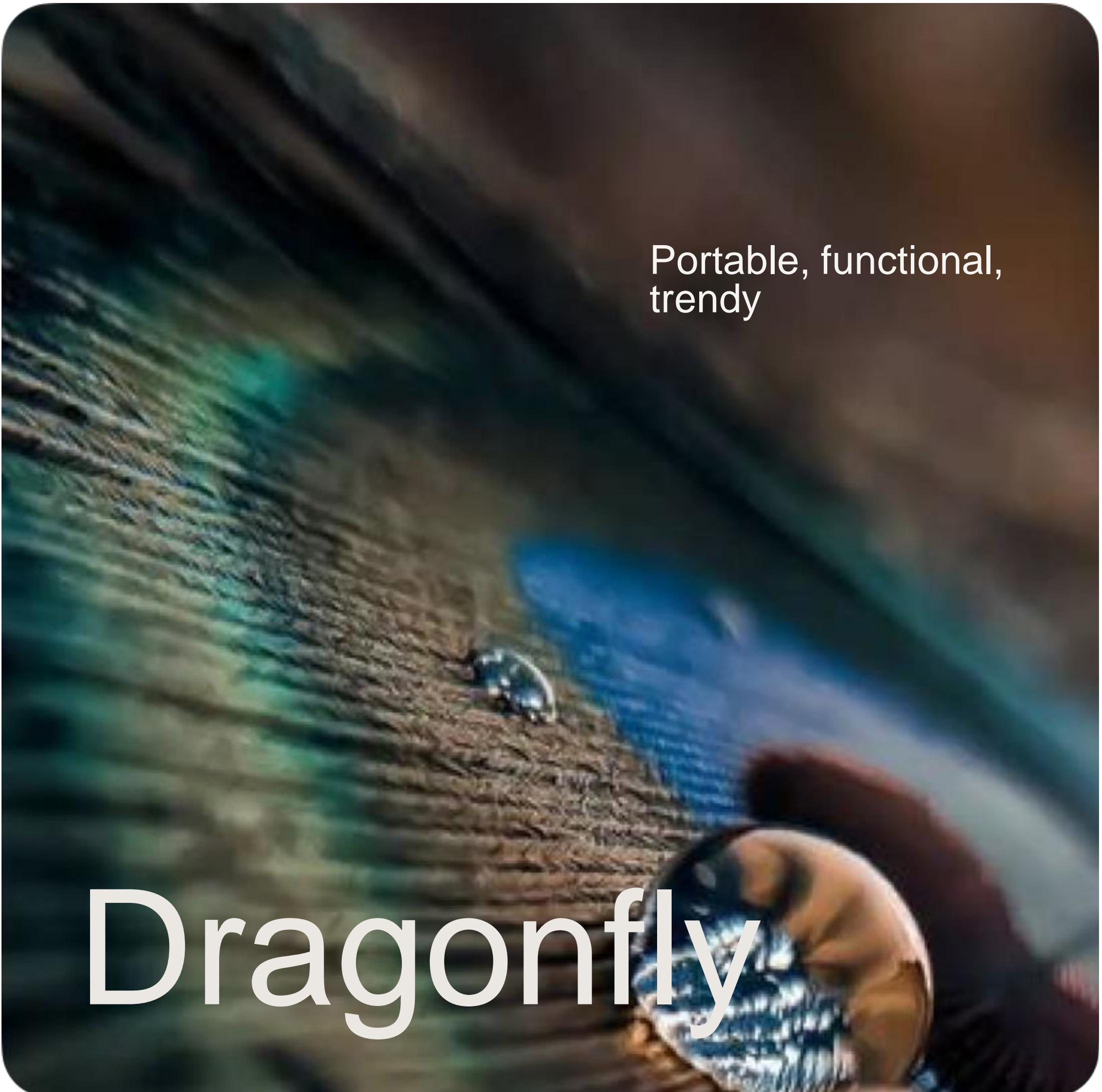
From the same icon
the difference is on
the details





Swan

Bigger screen, multi-user experience,
highest performance



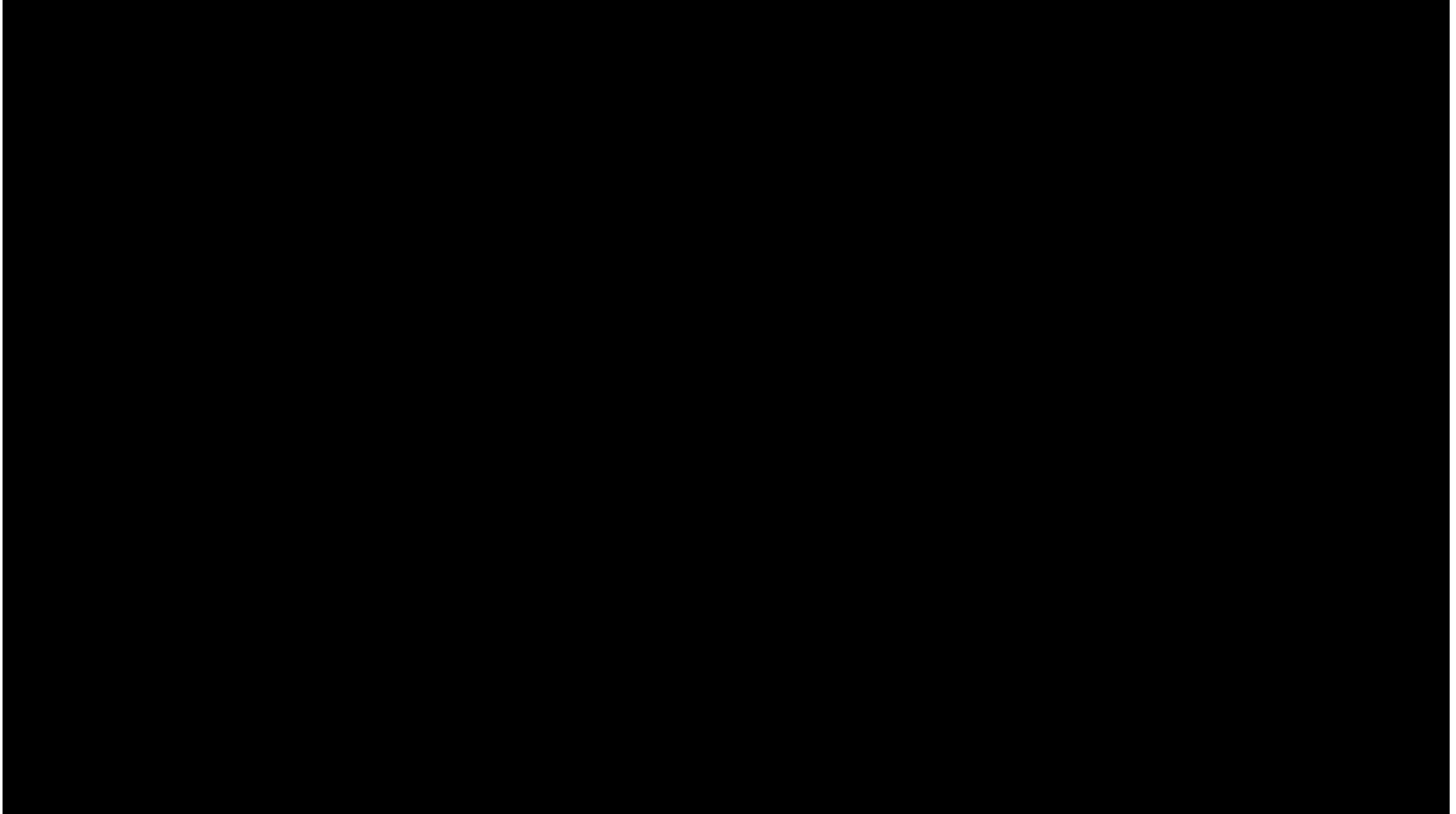
Dragonfly

Portable, functional,
trendy



Wallpaper Design

Swan/Dragon Fly



Swan its going to follow the previous generation of the whole creative direction but we want to improve materials quality and experience as we have done something interesting we need to bring innovation to our assets

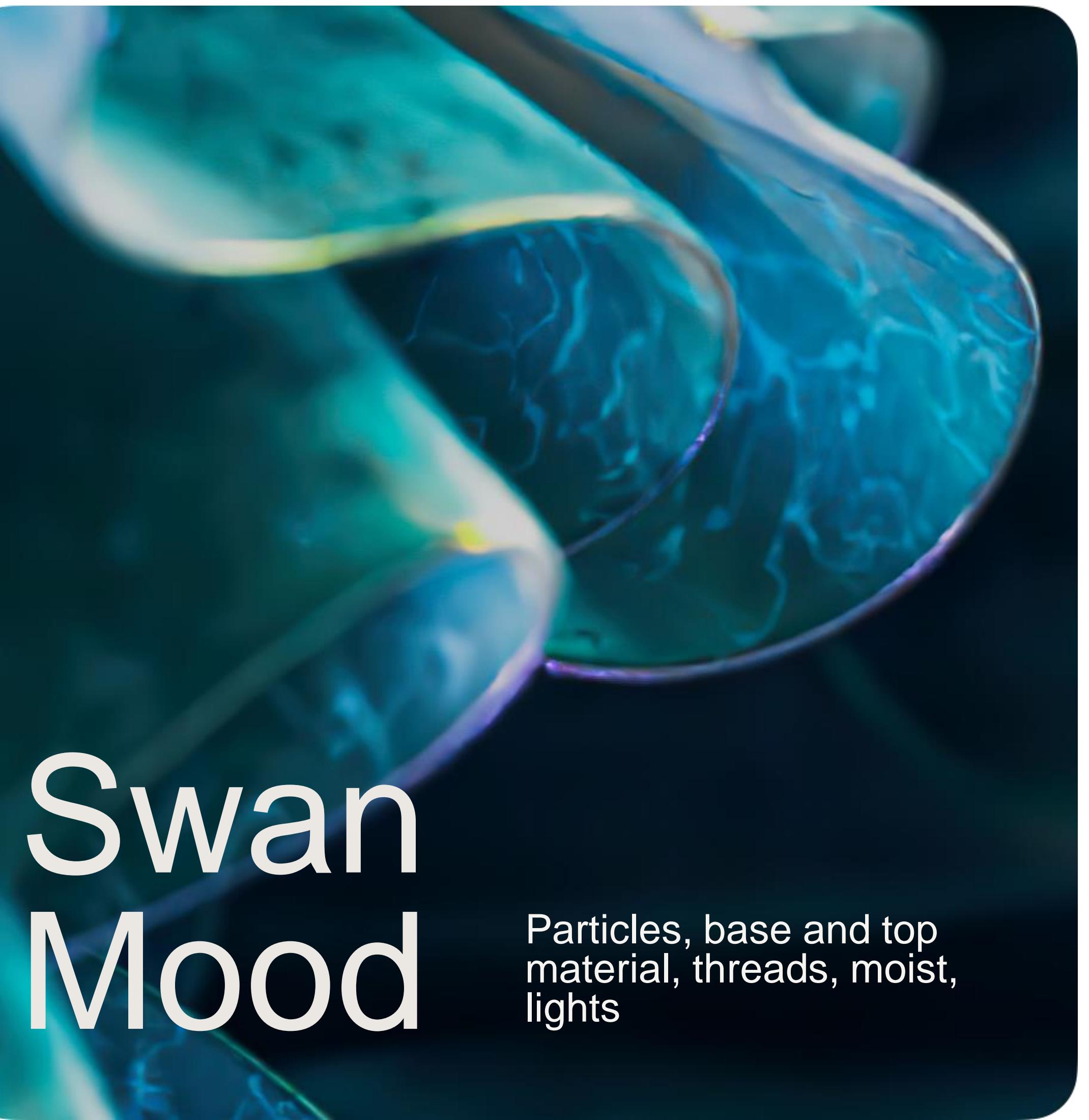
OPPO CREATIVE LAB

Keywords

Elegant

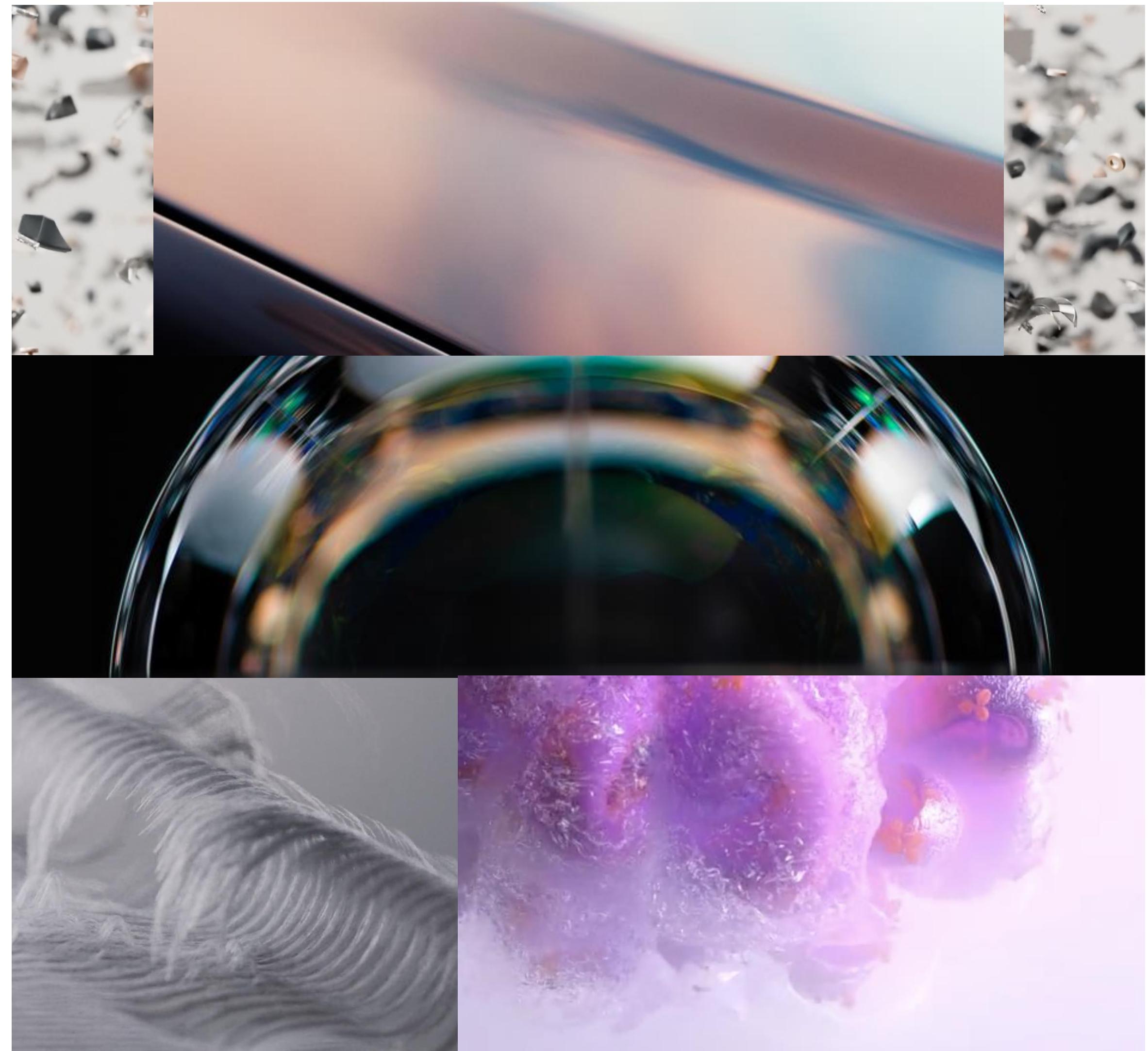
Premium

Sophisticated



Swan Mood

Particles, base and top
material, threads, moist,
lights

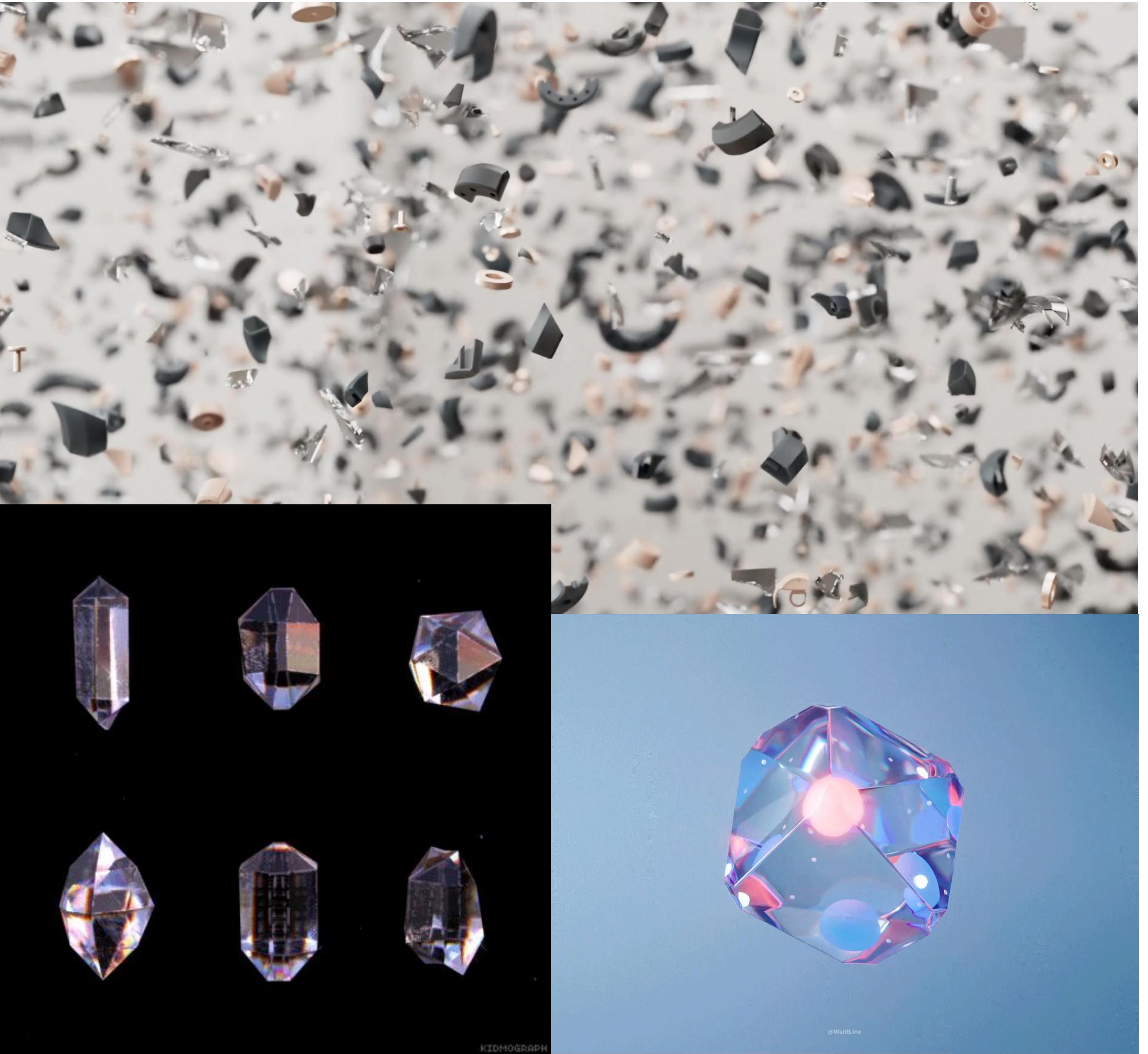


Swan Materials

PARTICLES

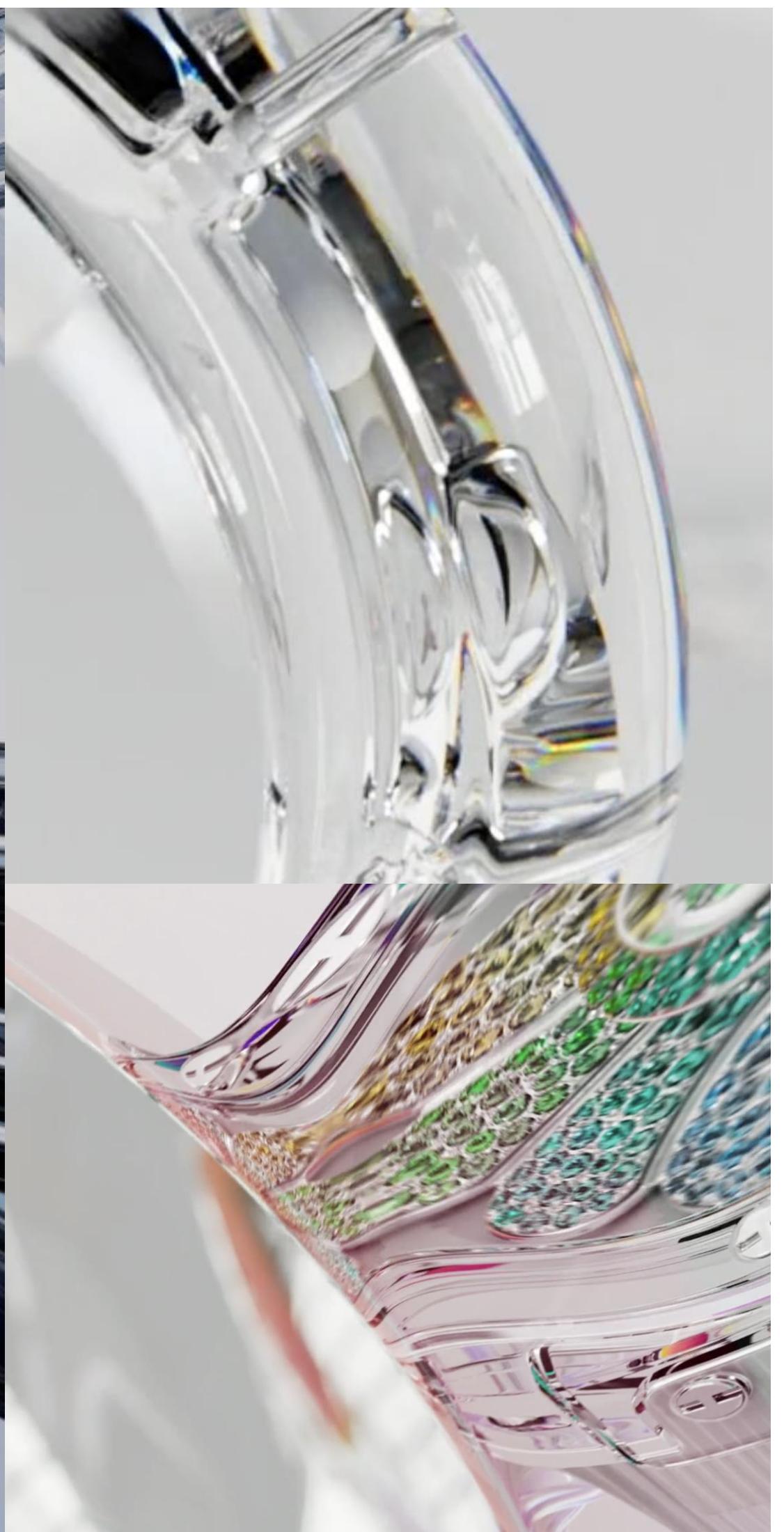
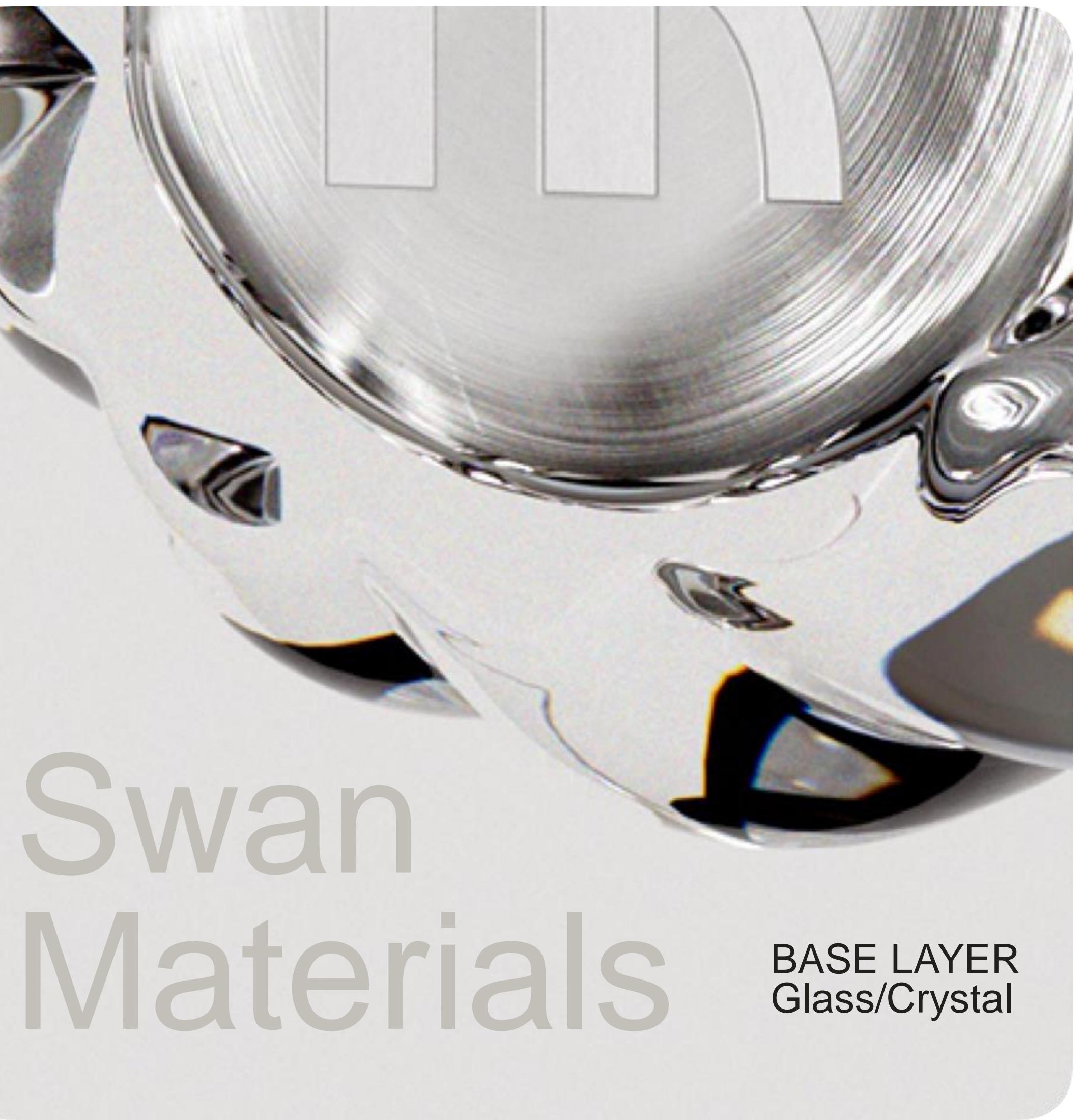


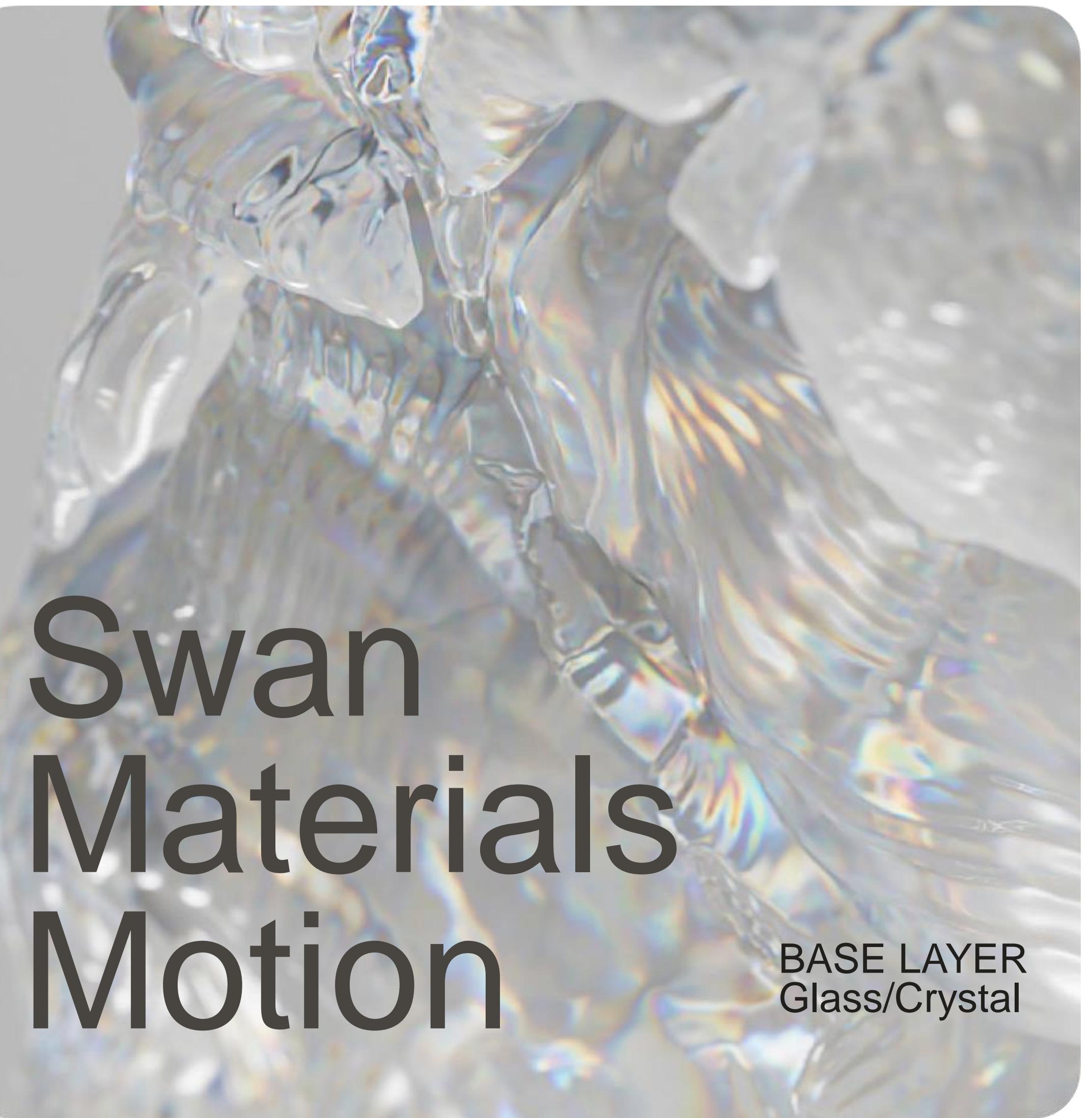
Wallpaper Design



Swan/Dragon Fly

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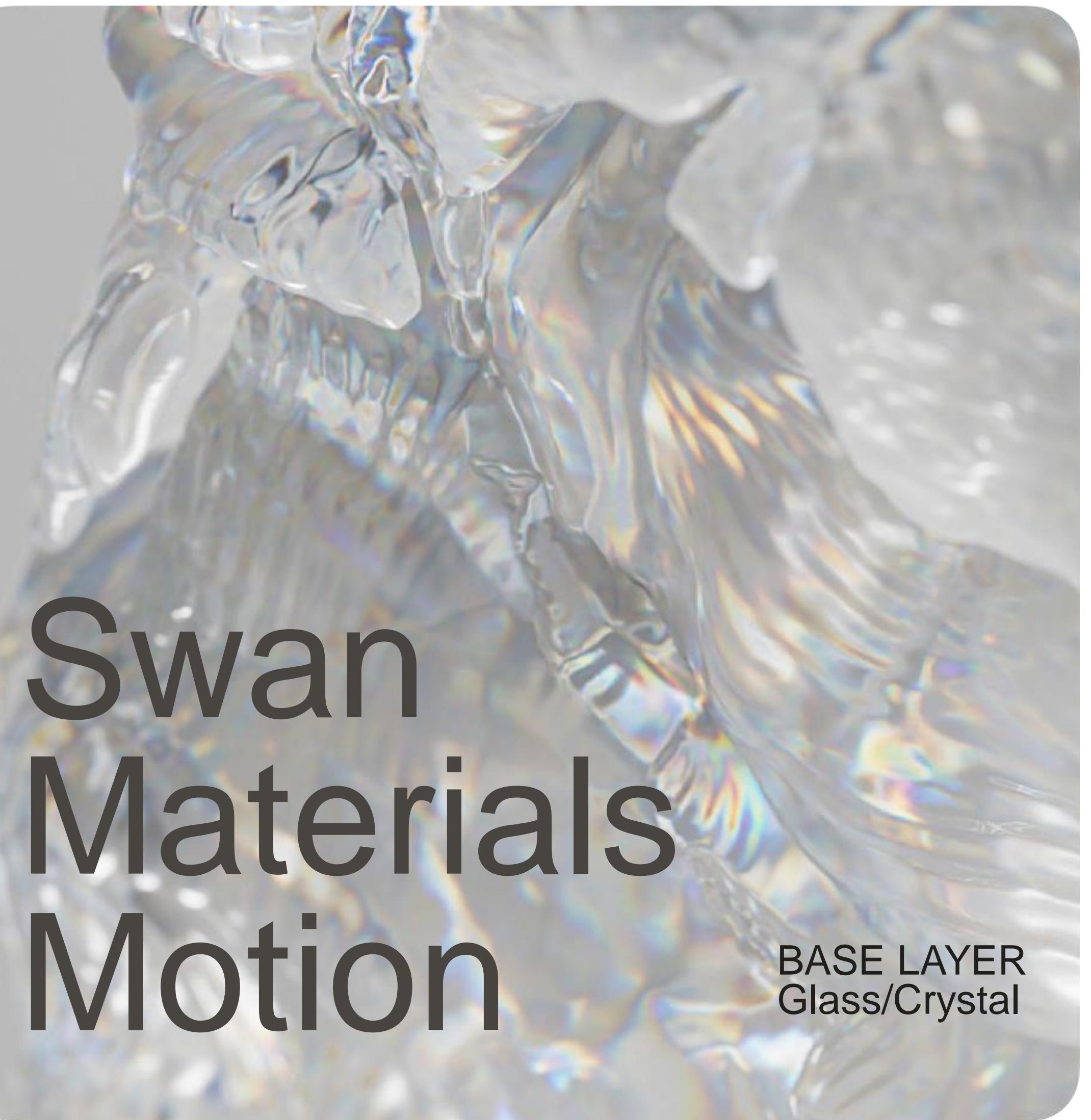




Swan Materials Motion

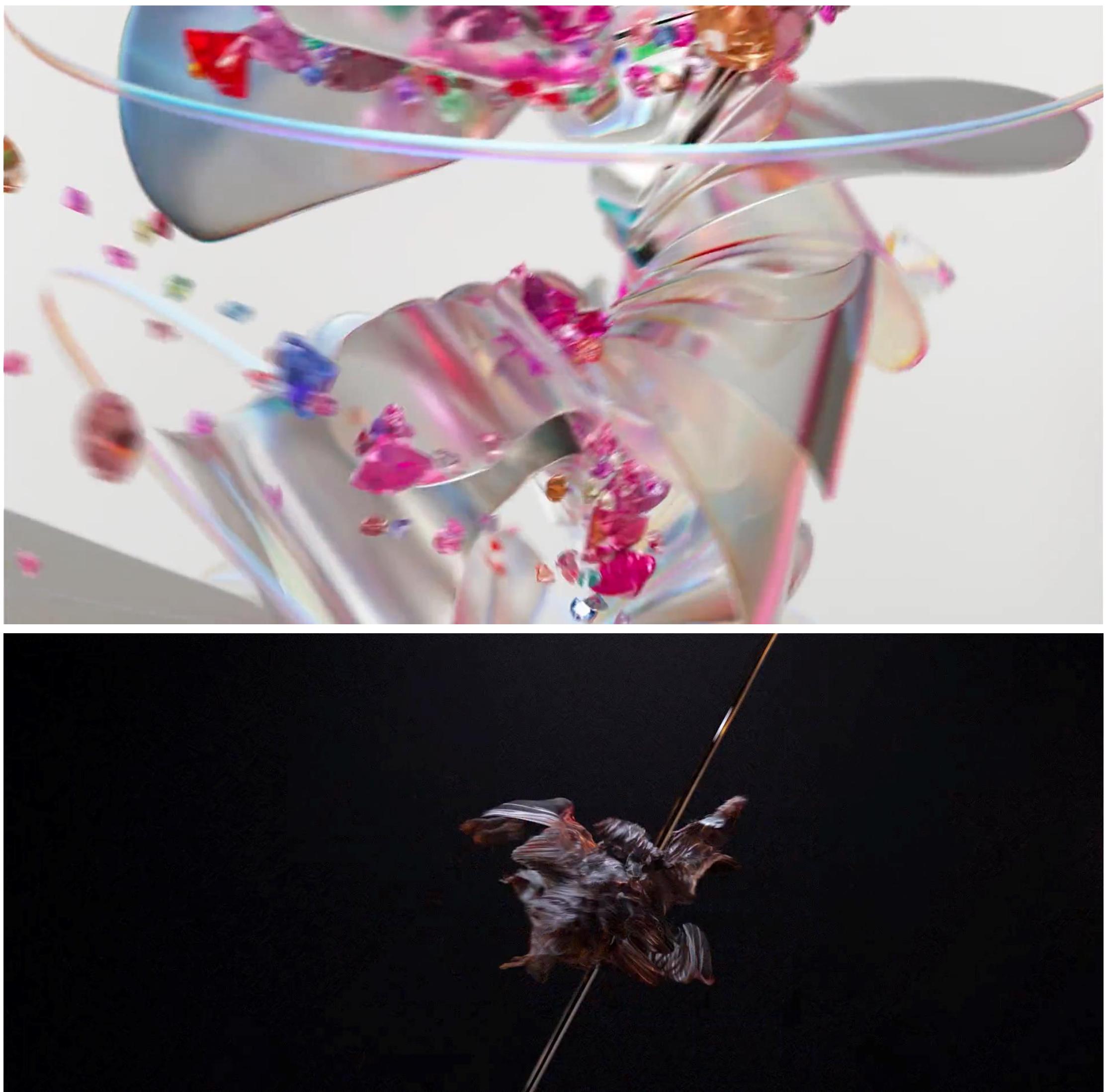
BASE LAYER
Glass/Crystal





Swan Materials Motion

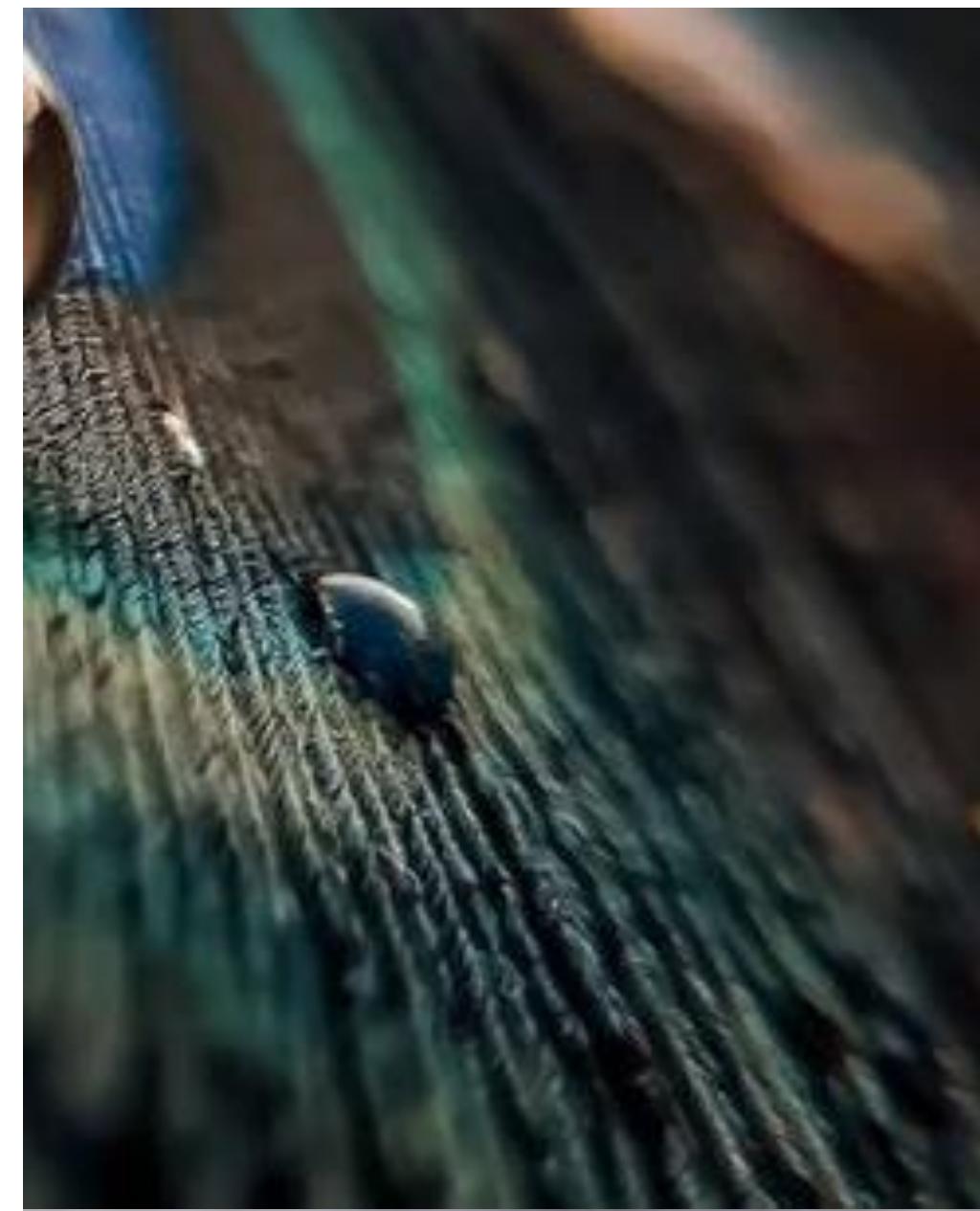
BASE LAYER
Glass/Crystal





Swan Materials

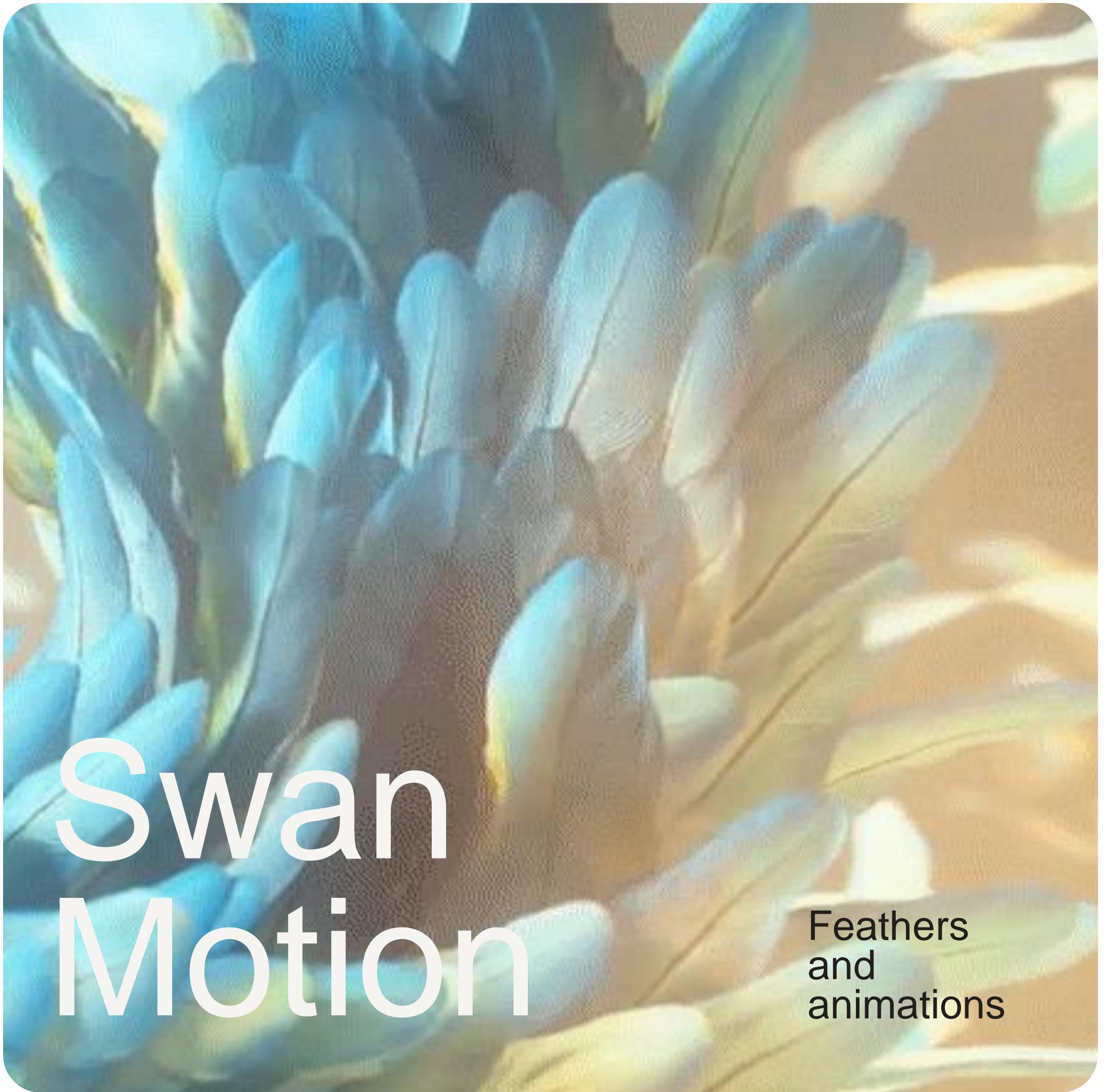
Details
Threads

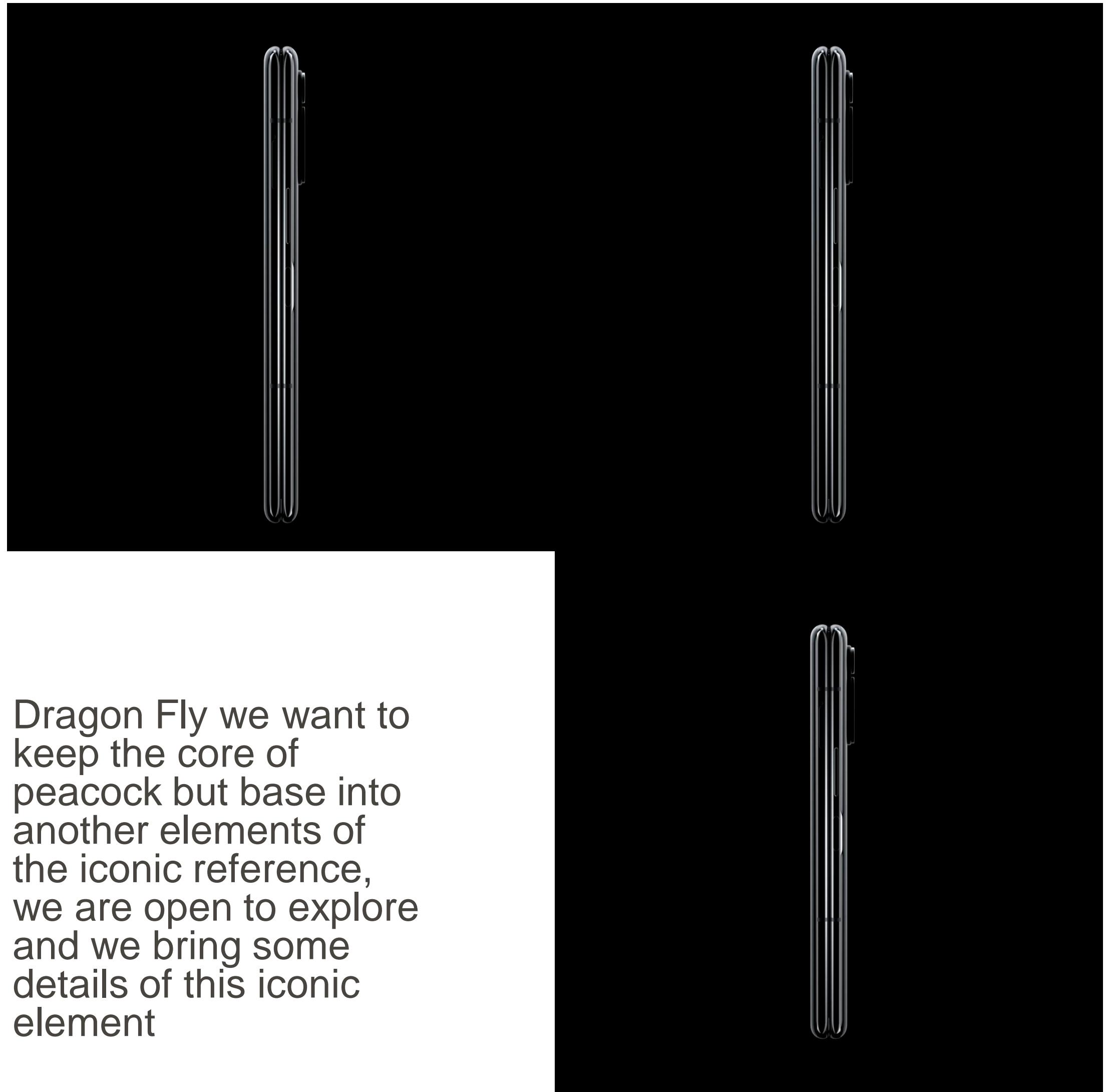


Swan Materials

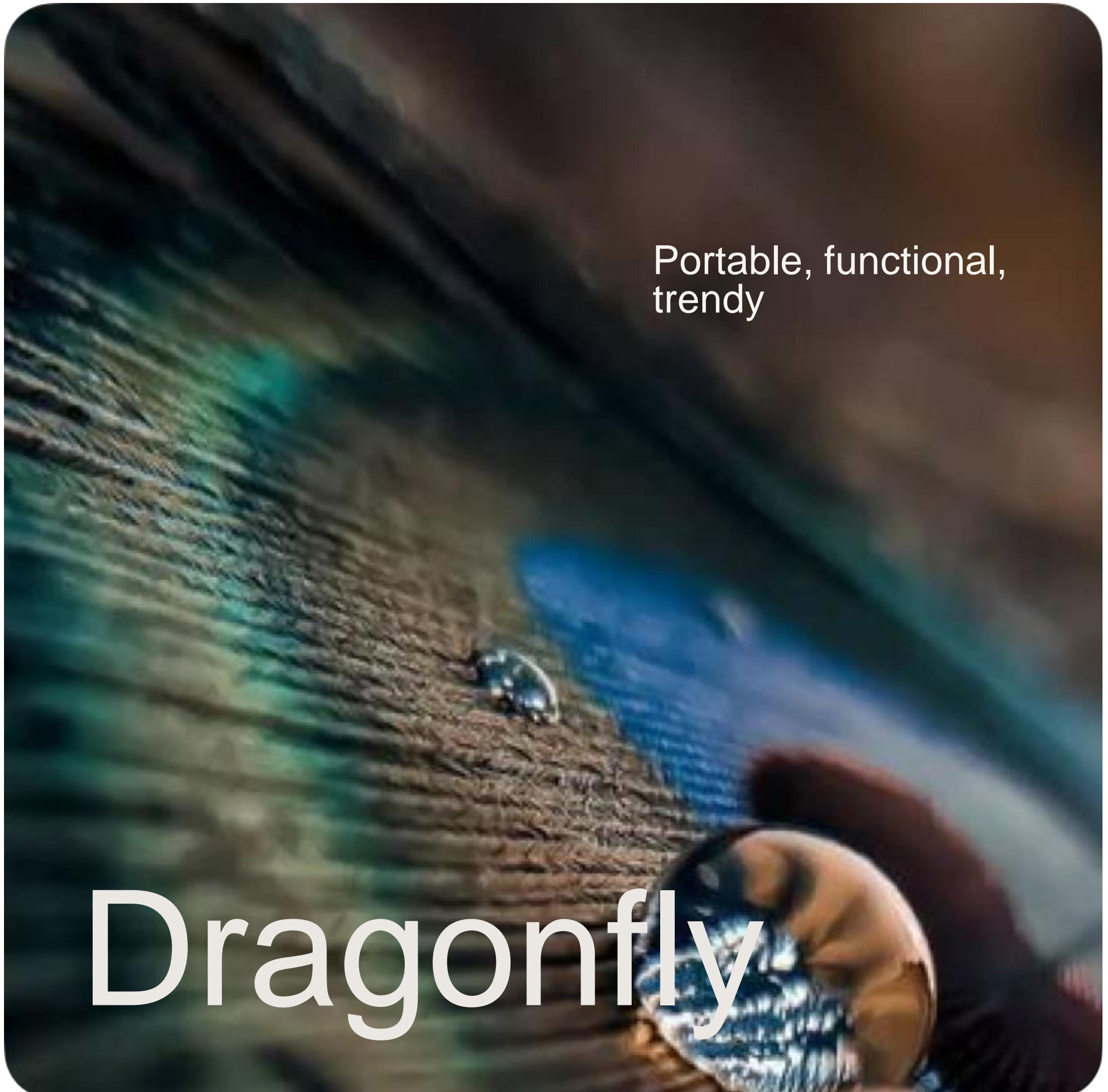
Main Material
Silk/Soft metal





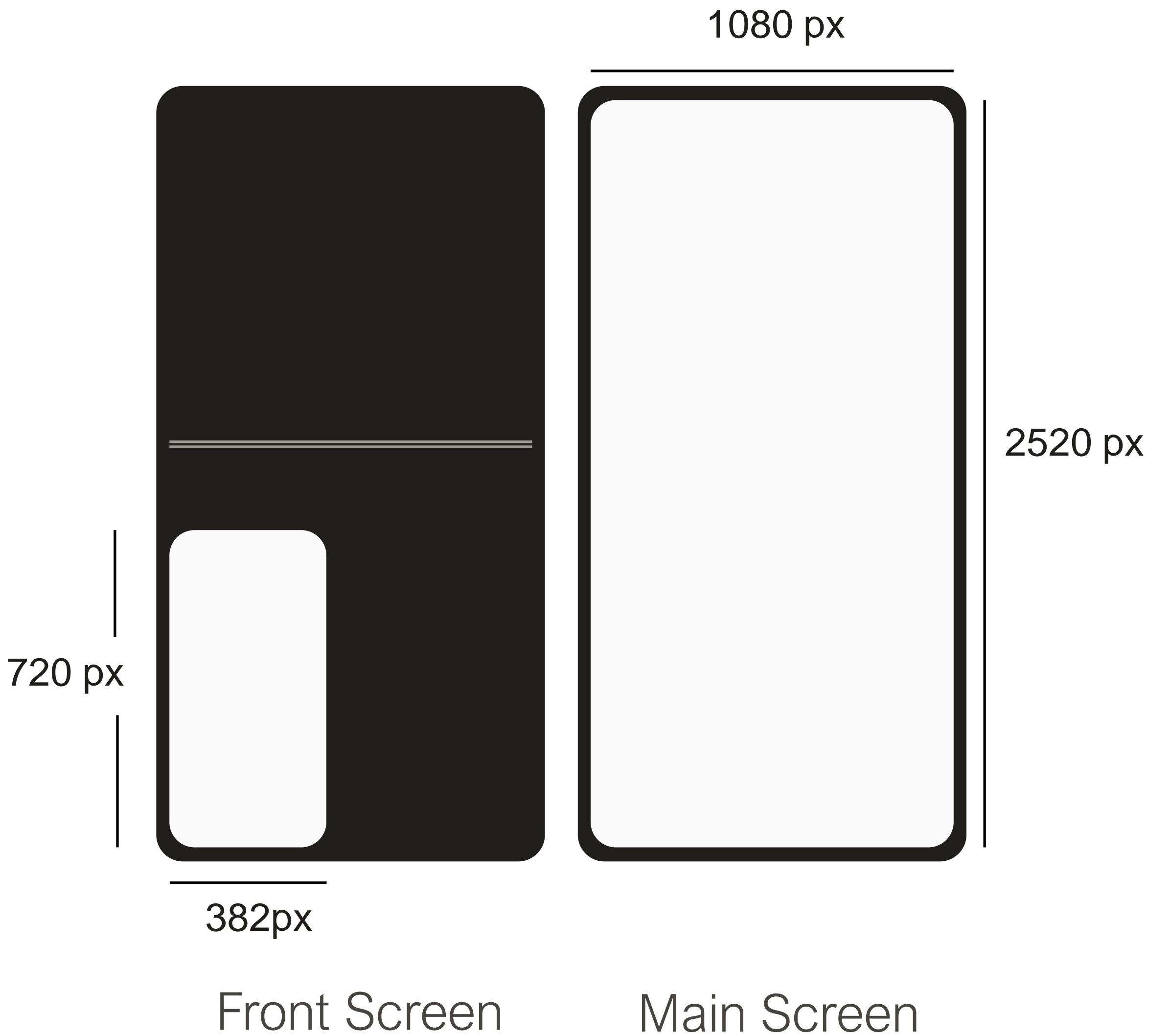


Dragon Fly we want to keep the core of peacock but base into another elements of the iconic reference, we are open to explore and we bring some details of this iconic element



Display Resolution

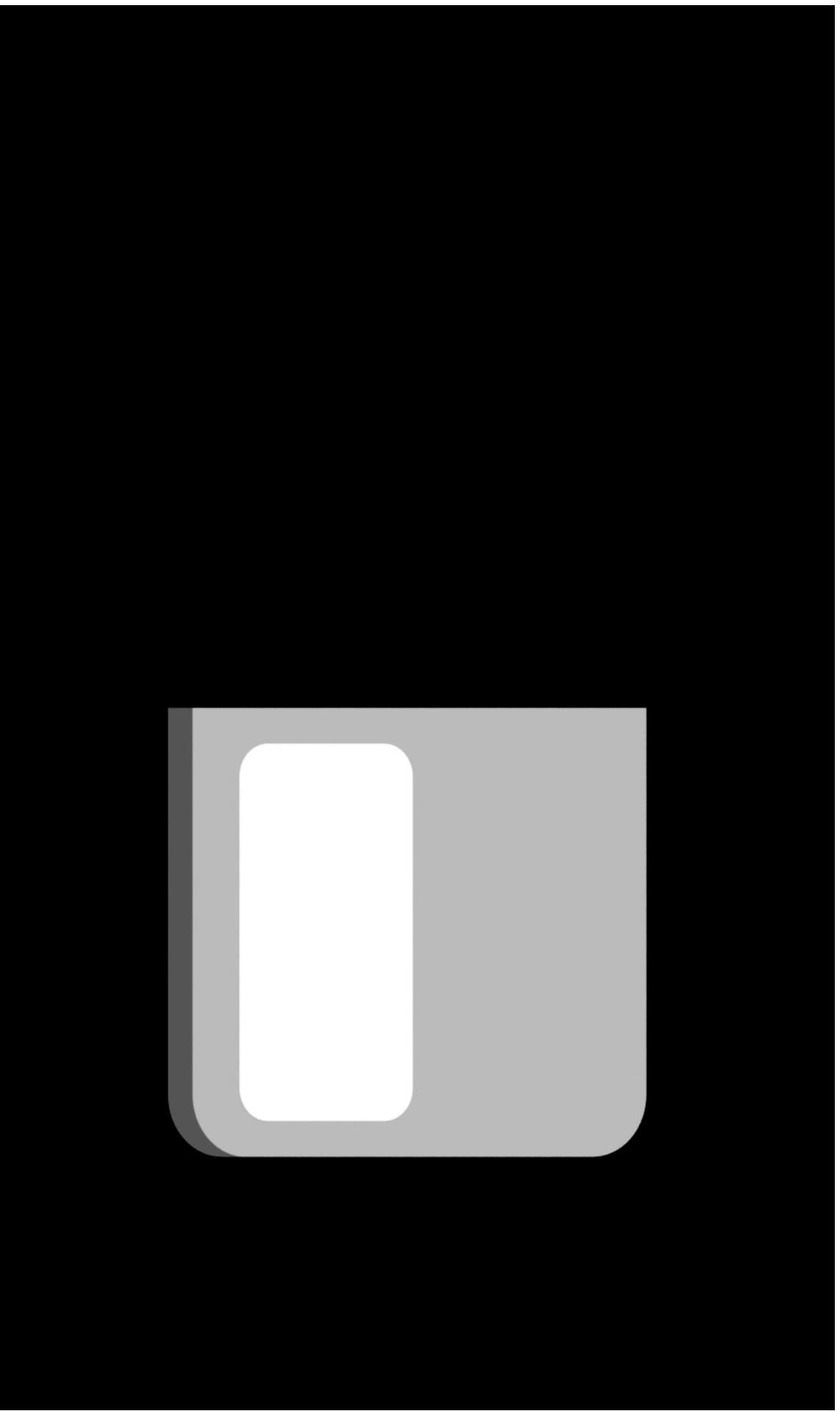
Dragon Fly



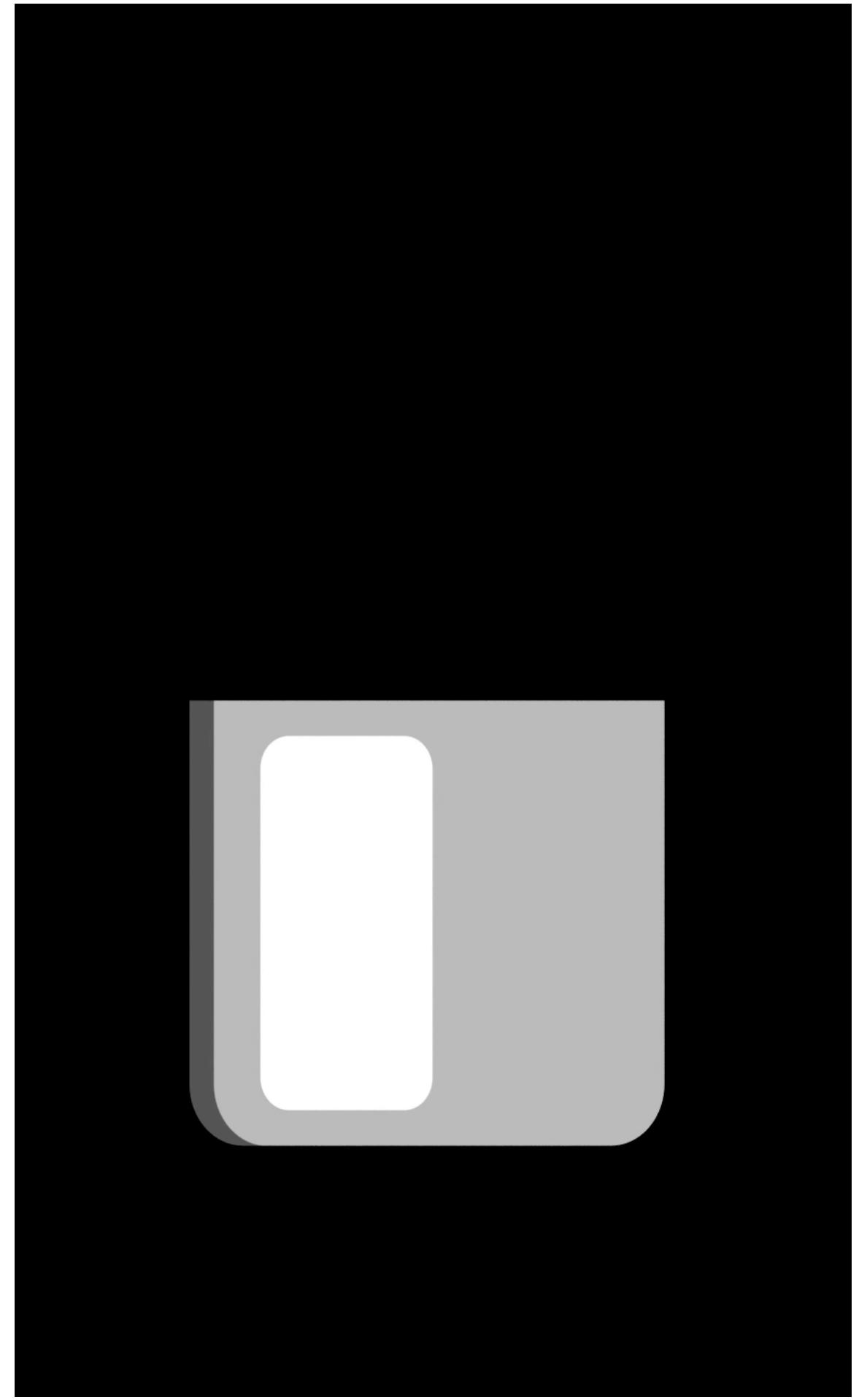
Dragon Fly Motion Opening

References
of the
opening
animations

Option 1



Option 2

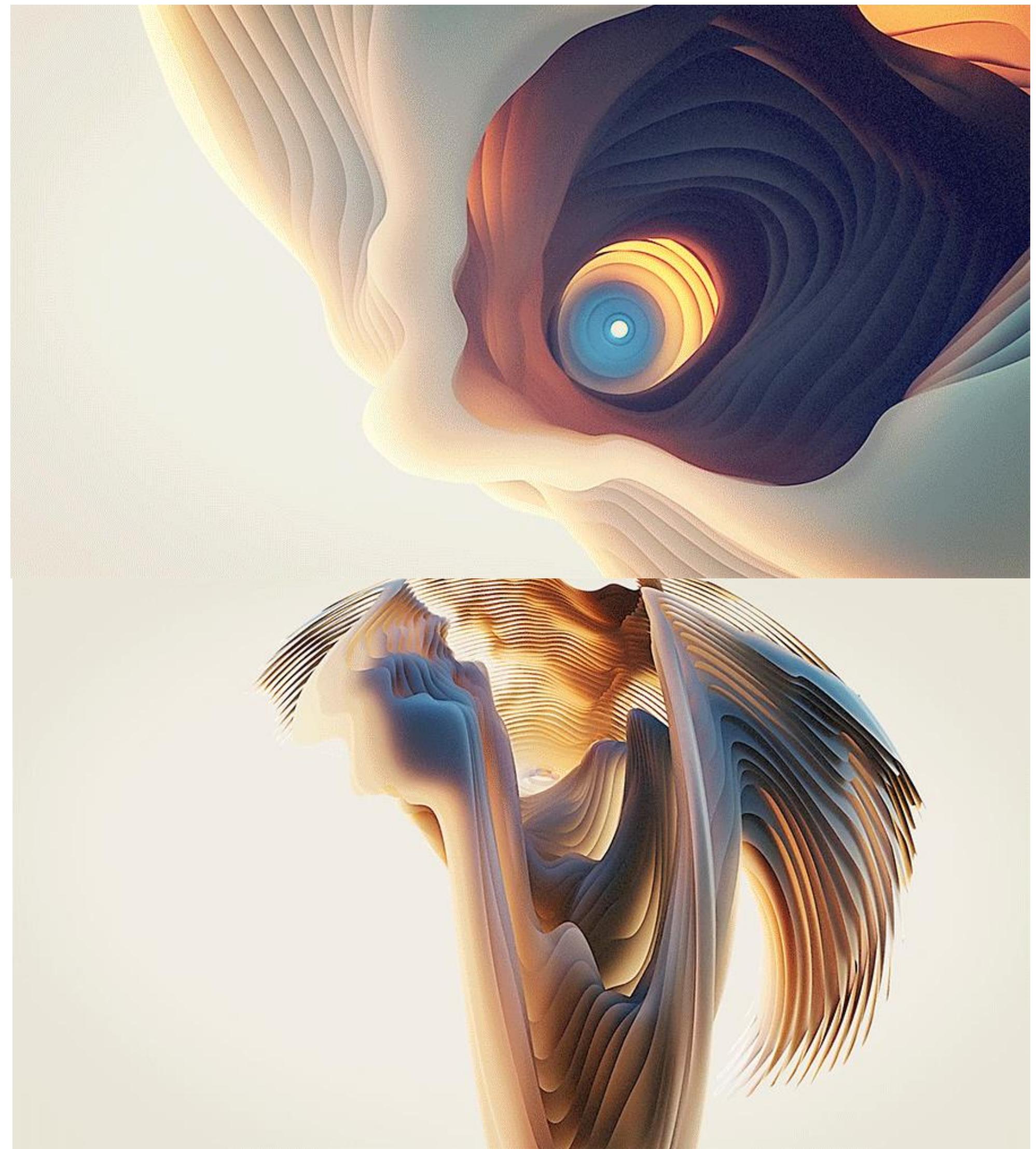


Option one is the most
accurate but as this is not a
mandatory we can explore

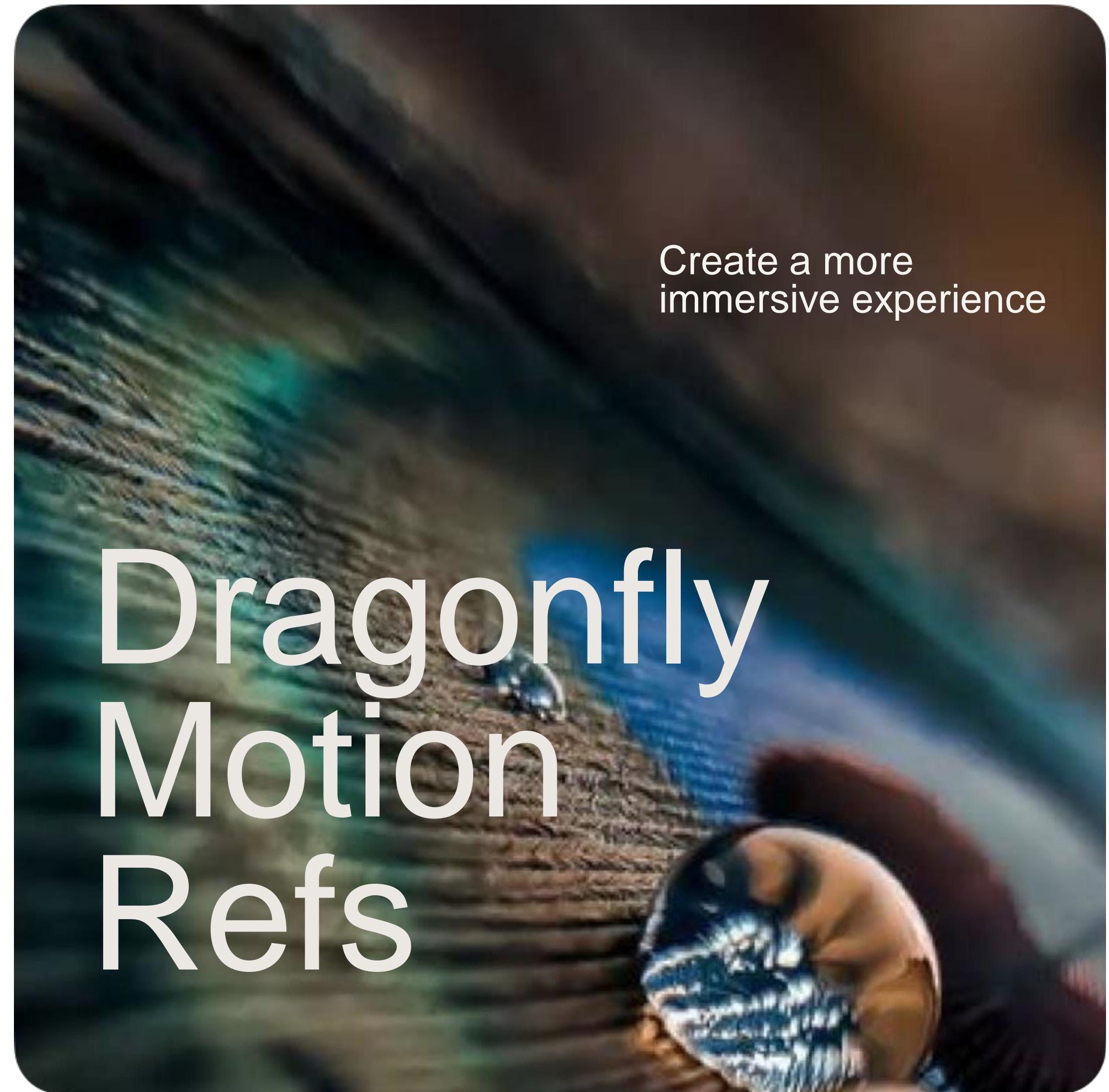
Dragon Fly Materials

Sober and
Sophisticated





Wallpaper Design



Swan/Dragon Fly

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Demands

Standard version

Delivery time : 9/10

Swan*2 sets (dark & light)

Dragonfly*2 sets (dark & light) *dragonfly wallpaper
front and main screen
we need dynamic
treatment

CNY version

Delivery time : TBD

Swan*1 set

Dragonfly*1 set

Special version

Delivery time : TBD

Dragonfly 1 set only

Technical Parameters

Motion:

- TBC

Static:

- TBC

Timeline

The project's kick-off time will be confirmed when the contract is drawn up.

- 1 . Research and development : 3 weeks
Exploration of different motion patterns, shapes, textures, and materials.
- 2 . Production : 4 weeks
- 3 . Finalization : 1.5 weeks
Rendering, adaptation to different formats.