

The background of the image is a soft-focus photograph of a group of people dancing in what appears to be a studio or stage setting. The lighting is warm and focused on the center of the frame.

# *dance* *fest*

A dark grey silhouette of a person in a dynamic dance pose is centered within the word "fest". The person's arms are wide open, and their legs are bent in a leaping or jumping position.

MADELINE CHAN | NATHAN HAHN | SAMANTHA LANDEN | CINDY ZENG

# TEAM

*who we are*





**CINDY ZENG**

*IS & HCI*



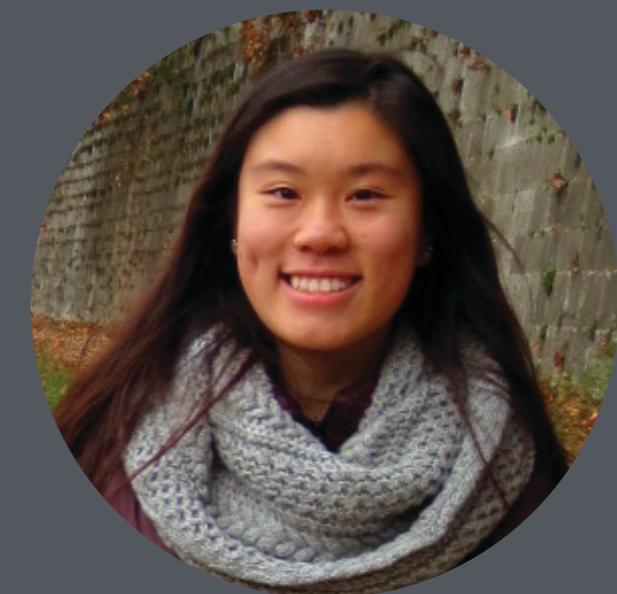
**NATHAN HAHN**

*IS & HCI*



**SAMANTHA LANDEN**

*IS & HCI*



**MADELINE CHAN**

*ARCH & HCI*

# TOPIC

*our focus*



How do we make concerts more \_\_\_\_\_

How do we make concerts more **social** ?

# SPACE

*who where when*



**61%**

of EDM fans plan to attend  
**more** EDM events

**33%**

of EDM fans started going to EDM  
events **before** they started listening  
to electronic music regularly



# JOHN

22, edm amateur

- Just graduated college
- Software engineer in Pittsburgh
- Poor dancer
- Feels insecure
- New to people in the EDM scene

“Sometimes I want to dance, but no one is dancing and I’m not good enough to be the first one dancing.”



# JANET

23, edm pro

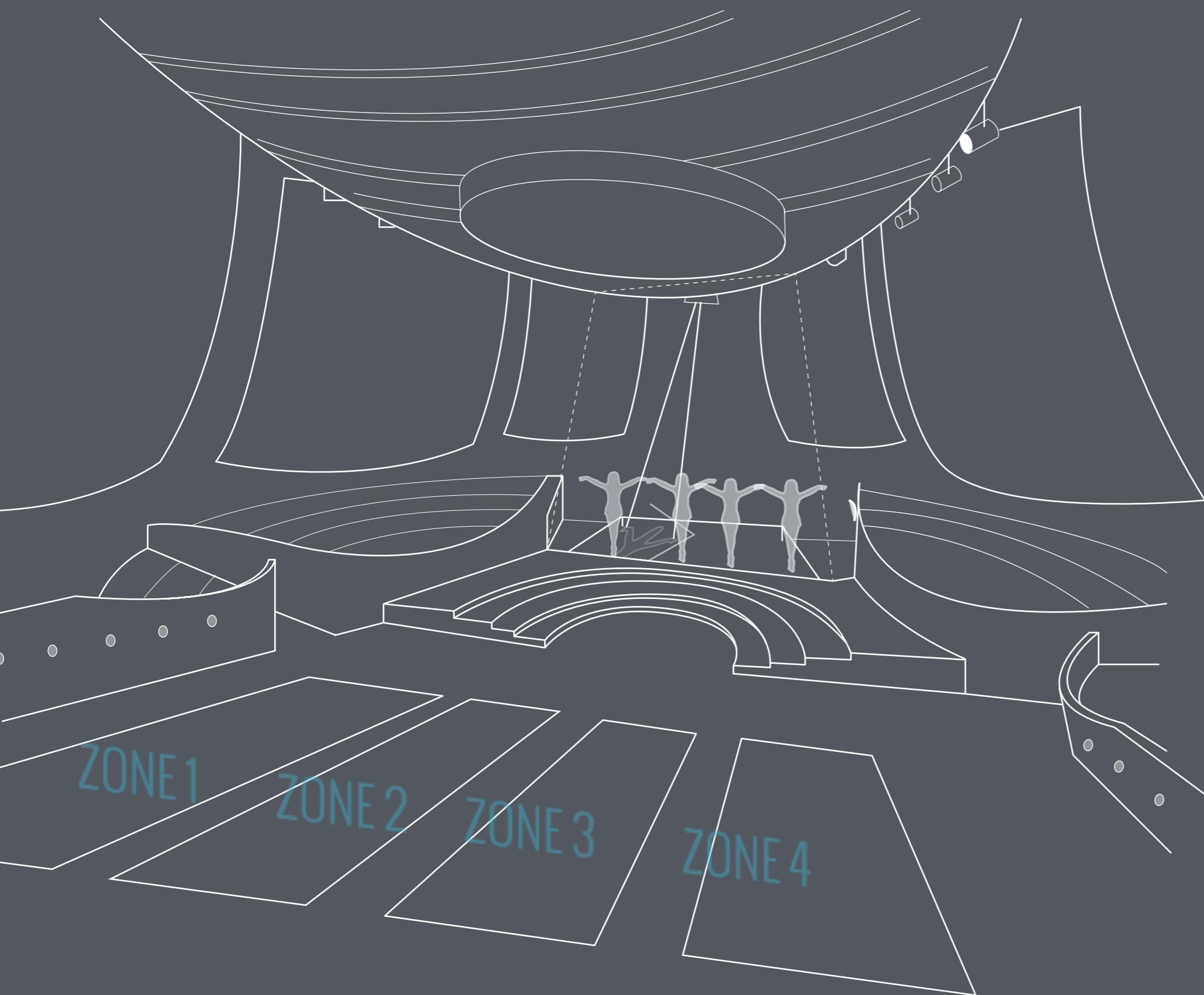
- Professional dancer
- Eager to showcase talent
- Grew up in Pittsburgh
- Familiar with EDM scene
- Has group of concert going friends

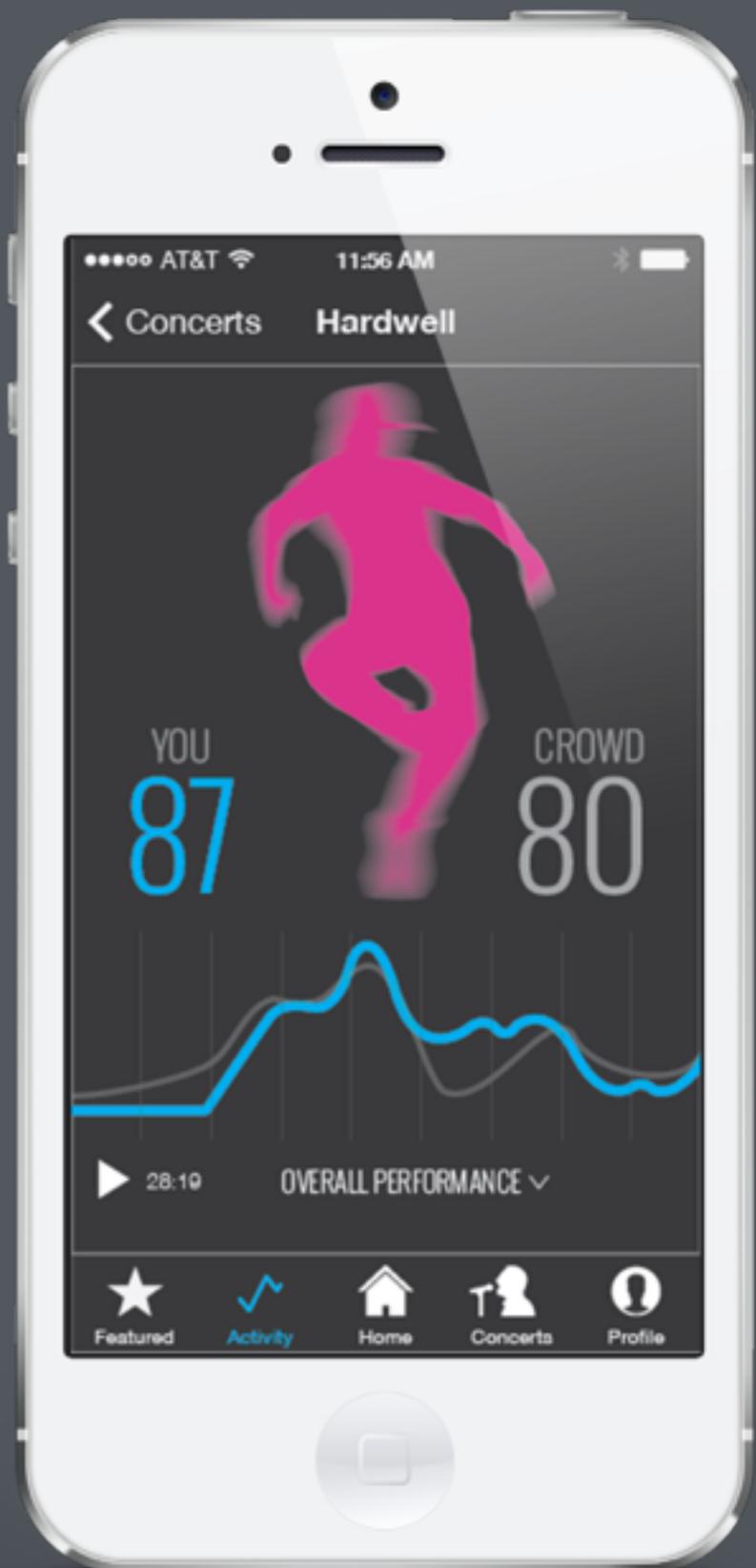
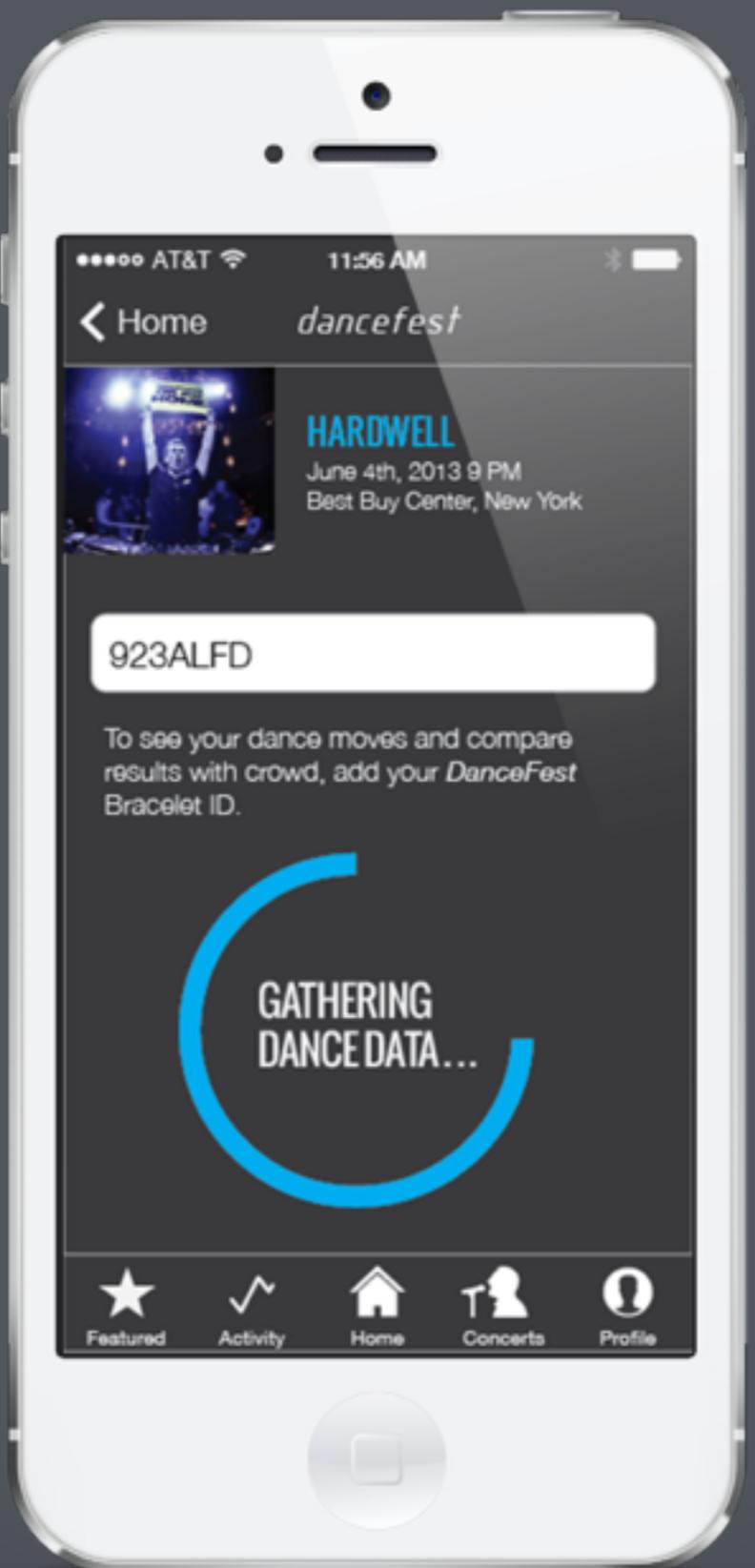
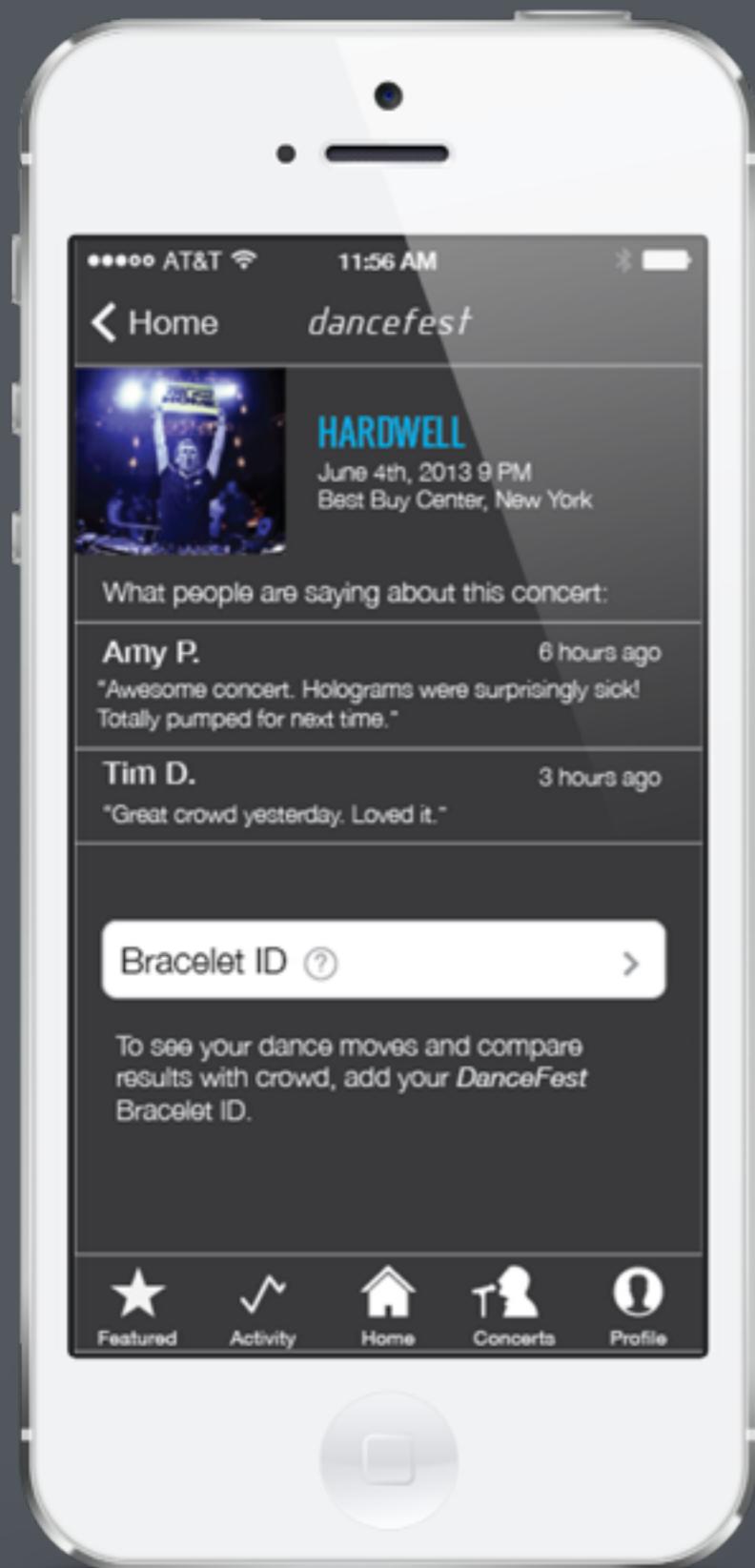
“I love to dance, but it kills the vibe when no one else at a concert is dancing with me - or, even worse when they’re just grinding or fist pumping or something like that.”

# SOLUTION

*how it works*

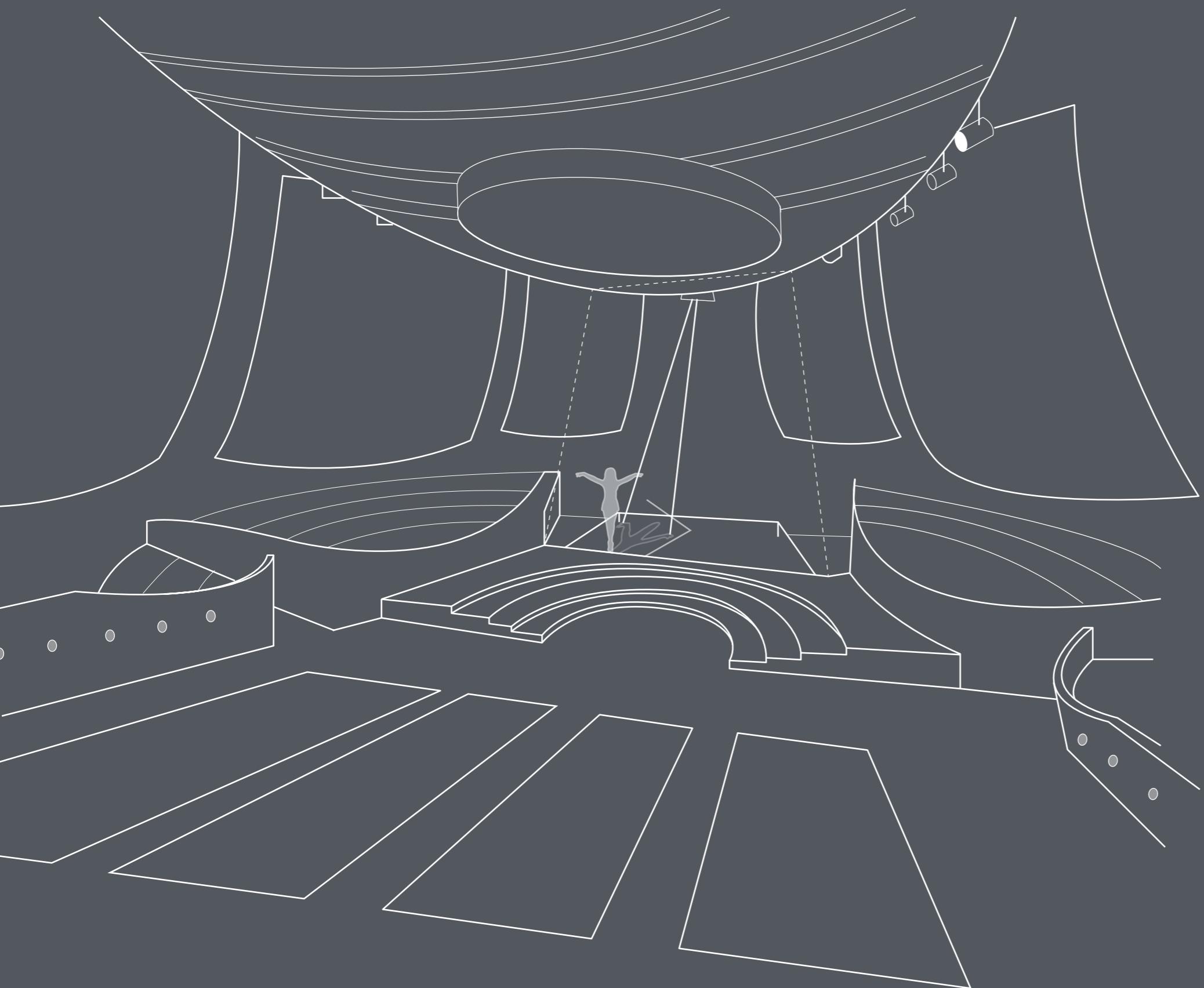


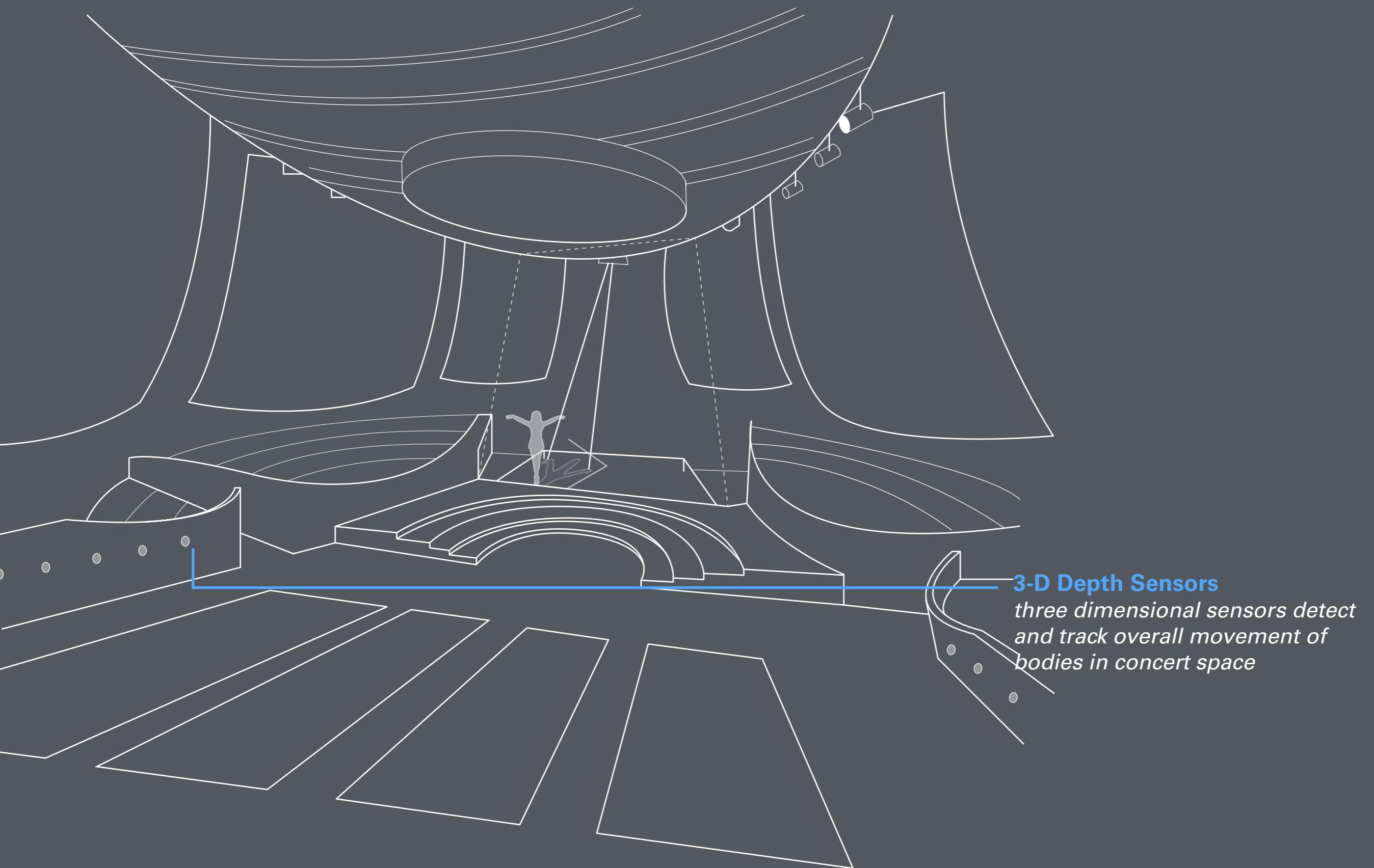






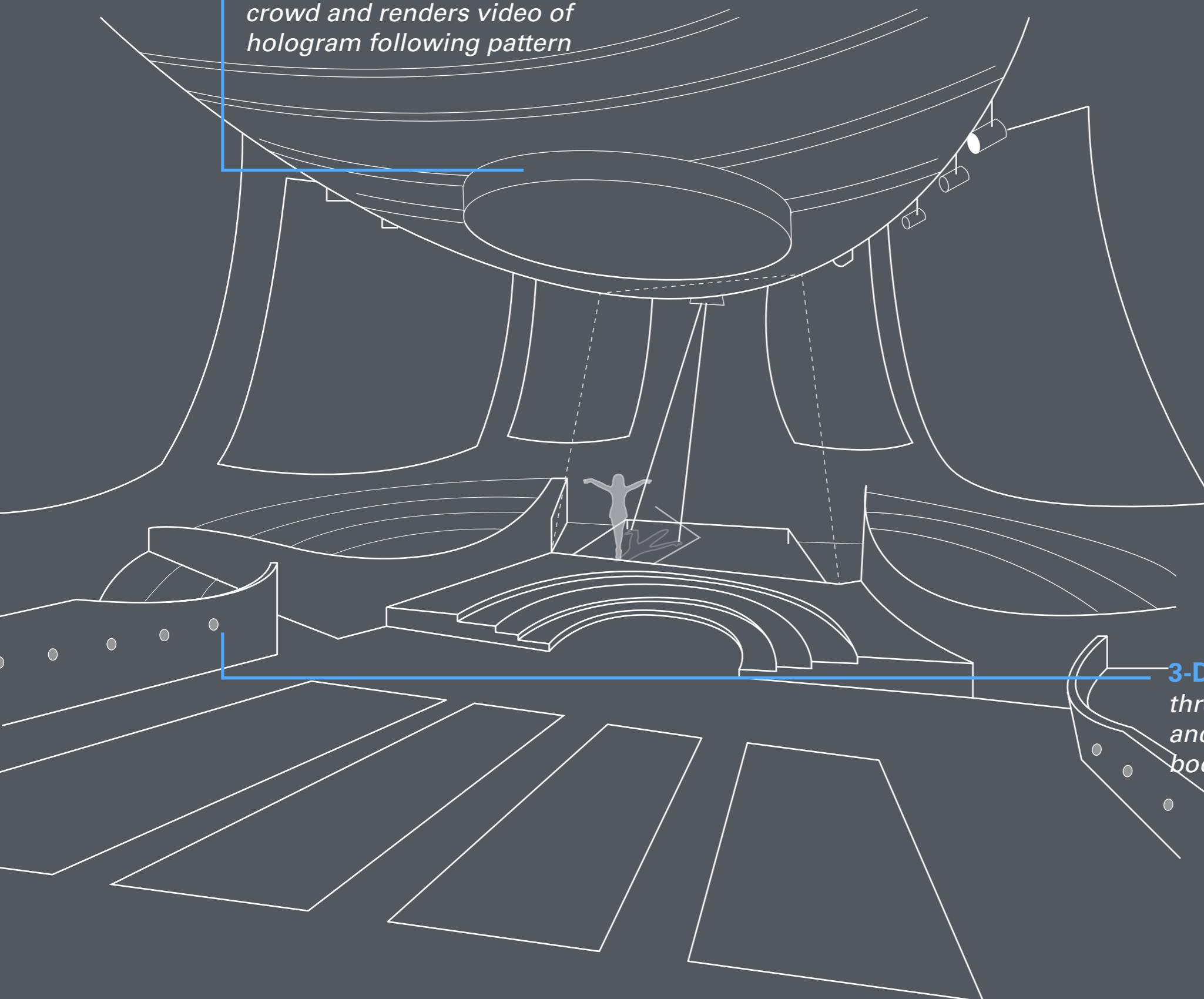
<http://youtu.be/bhv2wQB0Eoc>





## DanceFest System

*machine learning that gathers  
patterns of movement of concert  
crowd and renders video of  
hologram following pattern*

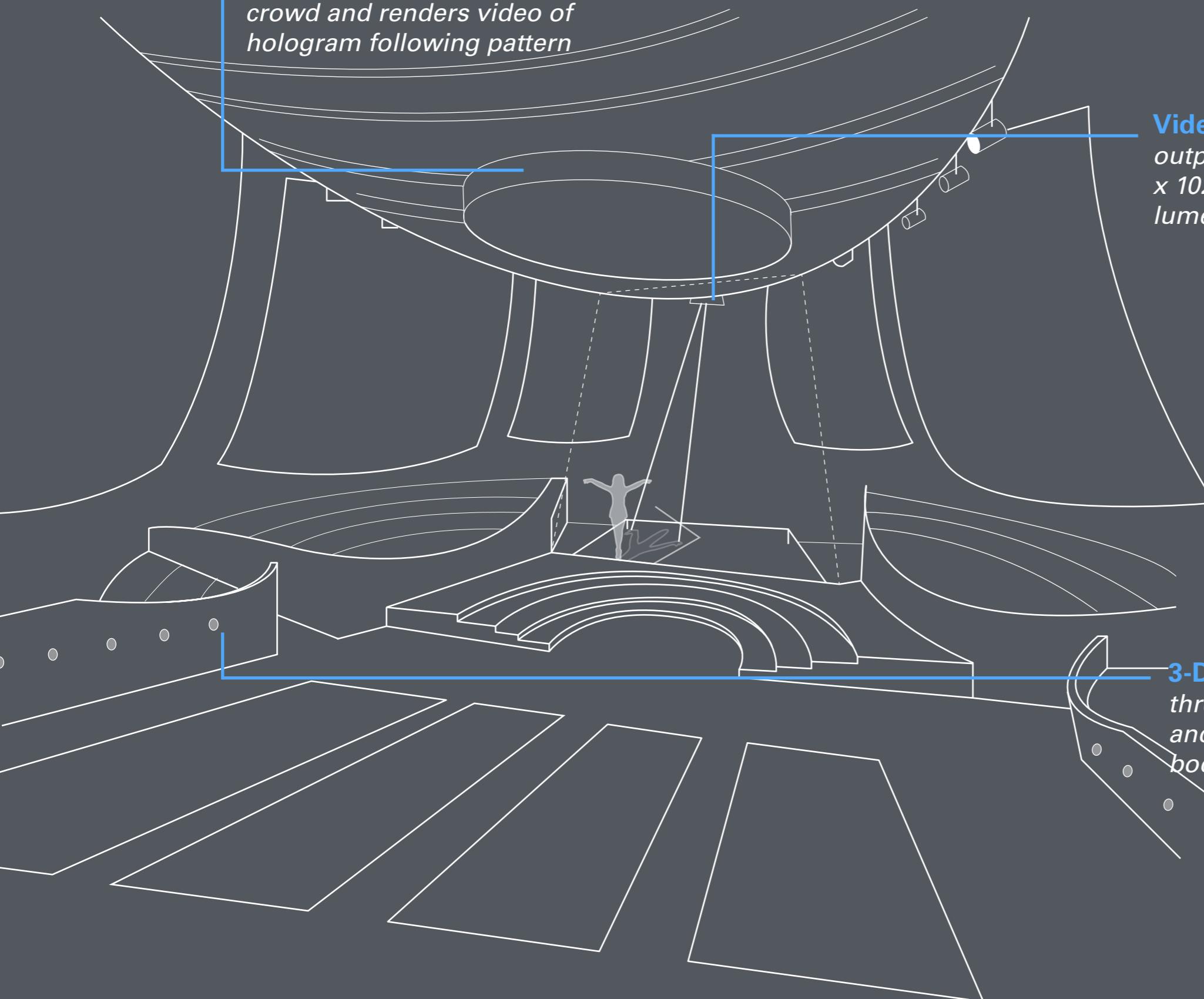


## 3-D Depth Sensors

*three dimensional sensors detect  
and track overall movement of  
bodies in concert space*

## DanceFest System

*machine learning that gathers patterns of movement of concert crowd and renders video of hologram following pattern*



### Video projector

*outputs video resolution of 1280 x 1024 and brightness of 5000+ lumens*

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*three dimensional sensors detect and track overall movement of bodies in concert space*

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*machine learning that gathers patterns of movement of concert crowd and renders video of hologram following pattern*

### Video projector

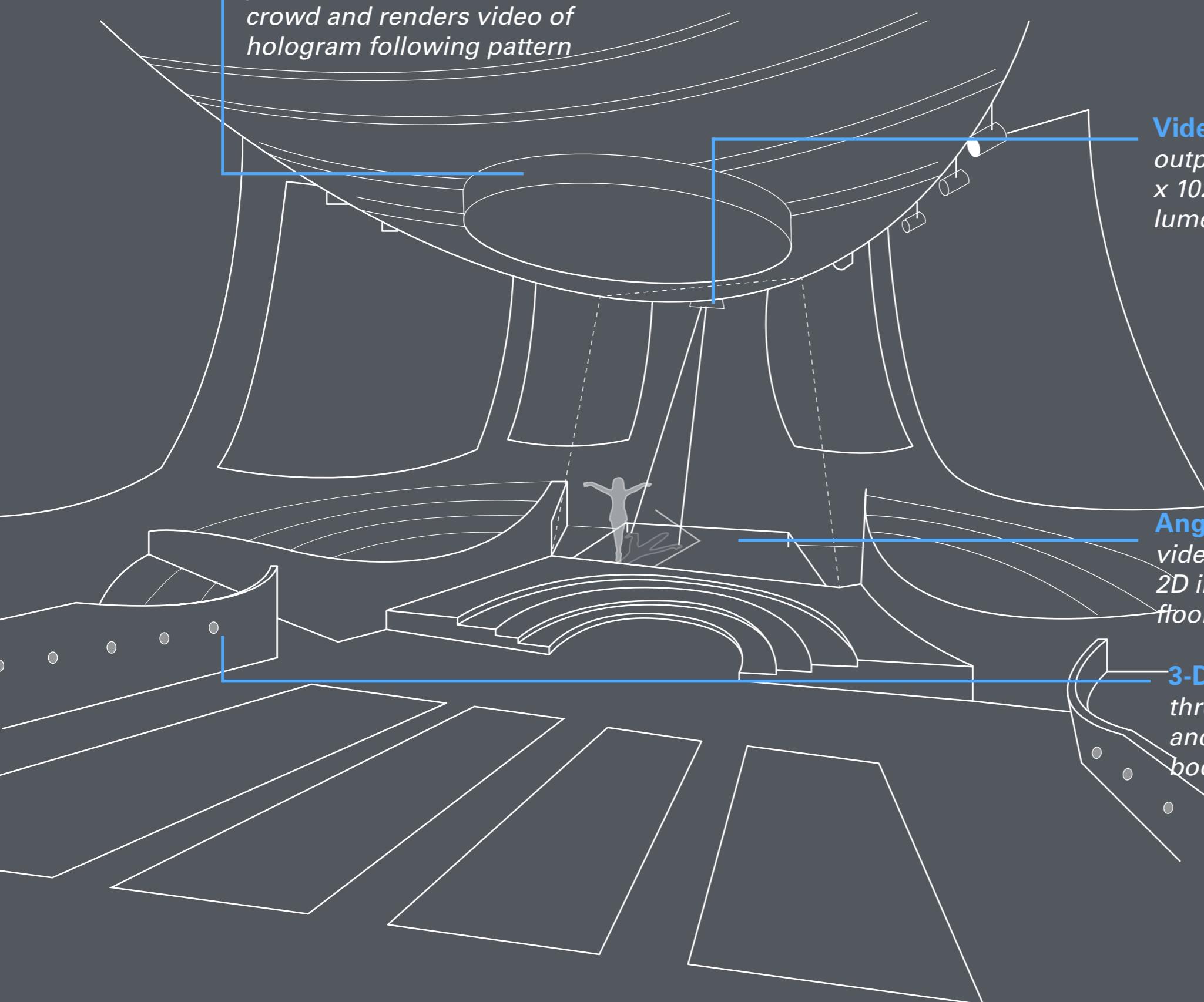
*outputs video resolution of 1280 x 1024 and brightness of 5000+ lumens*

### Angled Glass Panel

*video projector projects rendered 2D image onto glass behind stage floor*

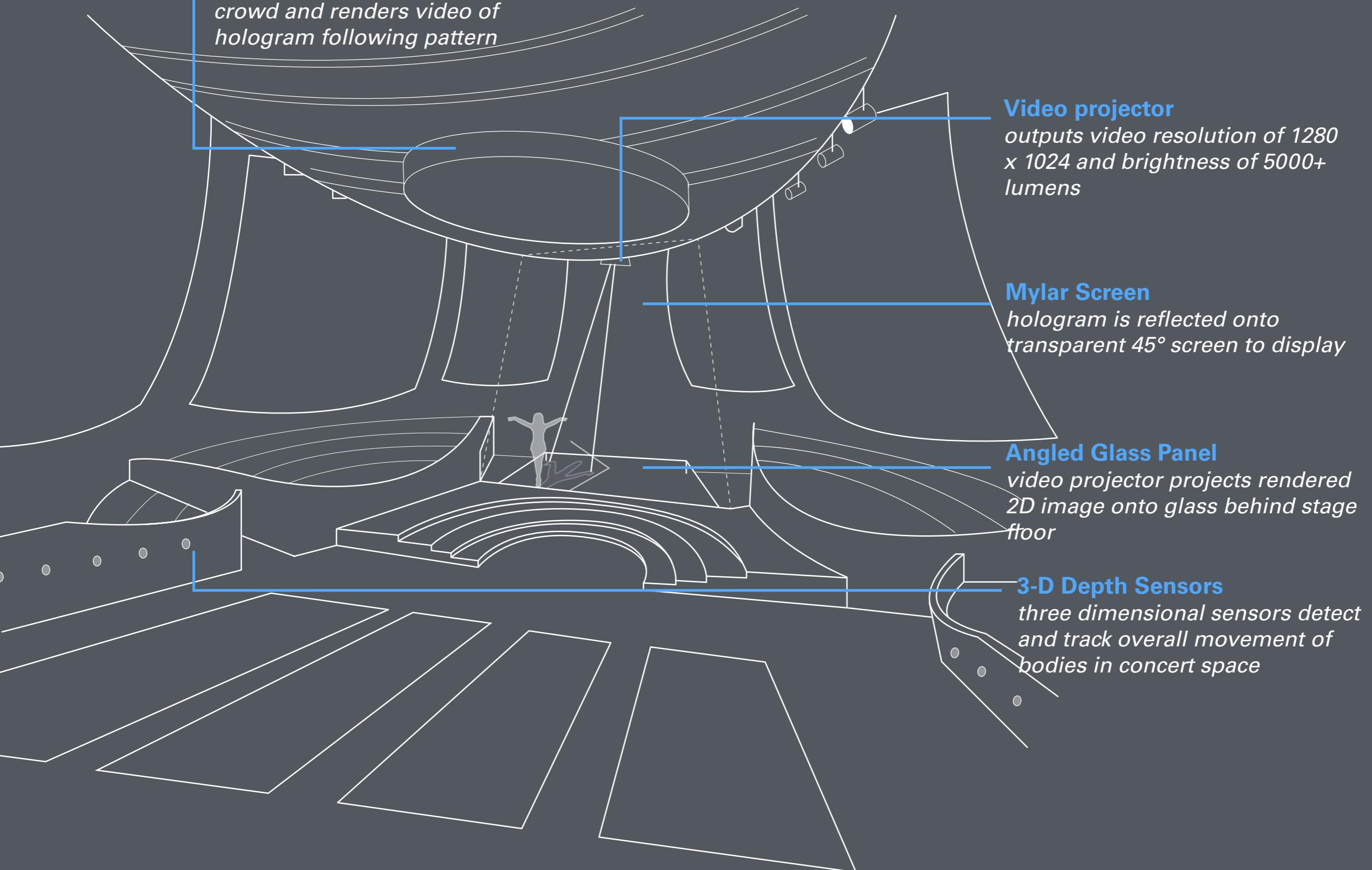
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# FUTURE

*looking forward*



Increases quality of experience

Increases quality of experience  
Showcases talent

Increases quality of experience  
Showcases talent  
Enhances concert atmosphere

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Showcases talent  
Enhances concert atmosphere  
Welcomes newcomers

Increases quality of experience  
Showcases talent  
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Welcomes newcomers  
Encourages socializing

Increases quality of experience  
Showcases talent  
Enhances concert atmosphere  
Welcomes newcomers  
Encourages socializing  
Creates community

# QUESTIONS

*comments or suggestions?*

