

HELLO
ENJOY™

LFPUG
May 31st 2012



CARLOS ULLOA



@C4RL05

HELLO
enjoy™







An aerial photograph of Brighton, showing the coastline with a sandy beach in the foreground, followed by a promenade, several green parks, and a dense urban area with numerous buildings and roads. The word "BRIGHTON" is overlaid in large, white, sans-serif letters across the center of the image.

BRIGHTON

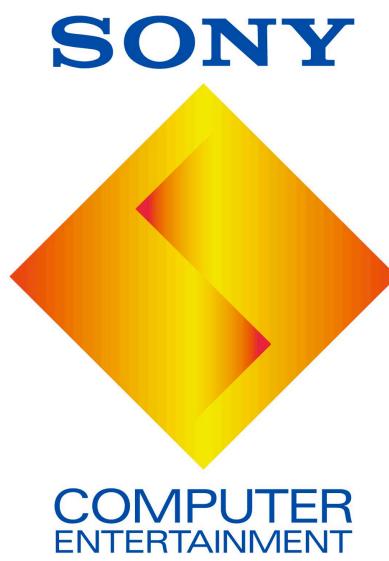
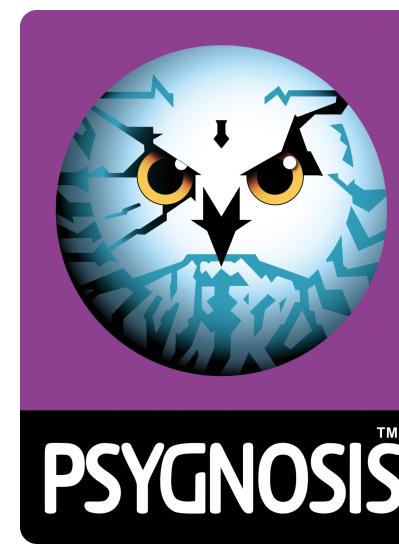




UNIT9

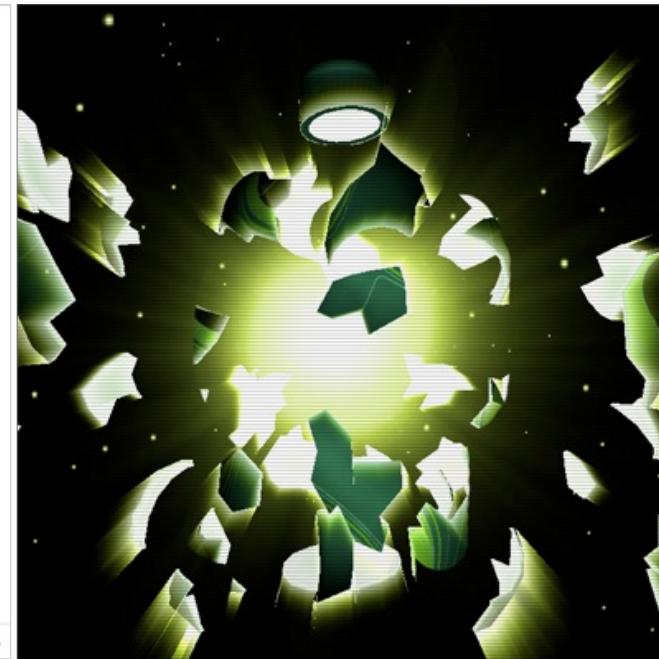
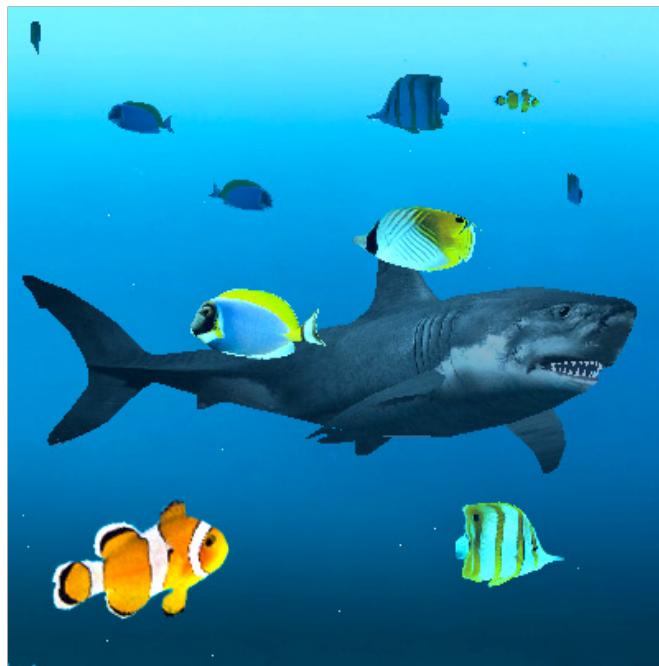
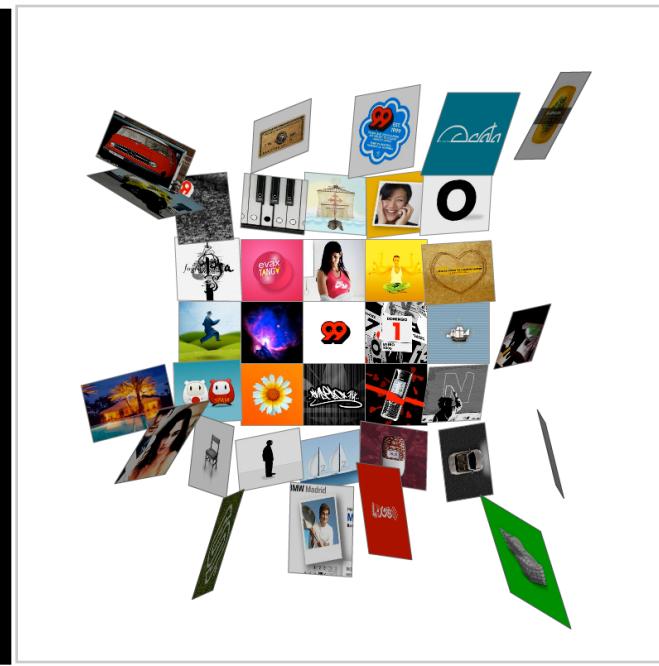


INTERACTIVE 3D







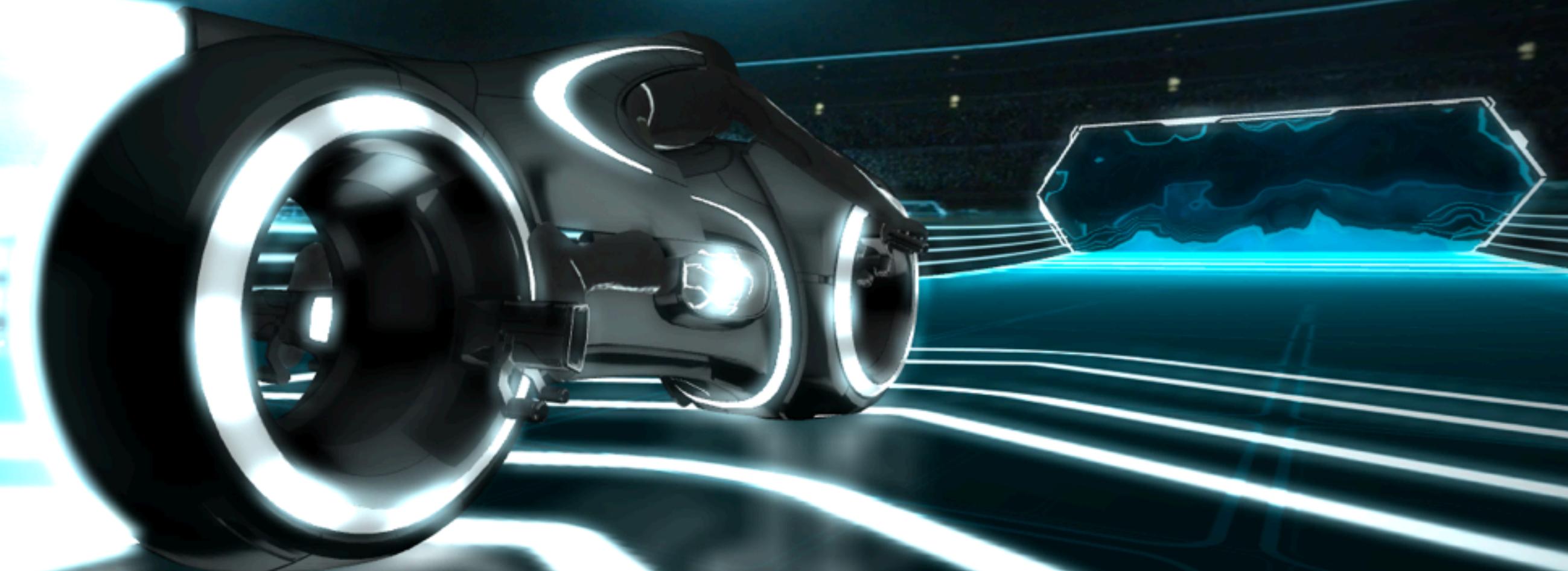








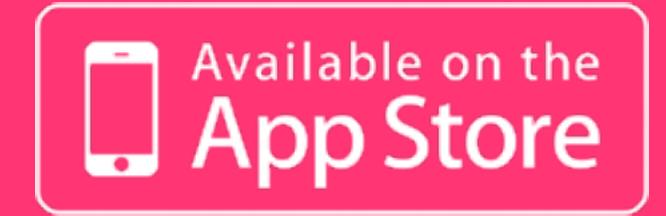








helloflower™









HTML





THREE.JS



HELLOENJOY PRESENTS

HELLORACER™



PLAY NOW IN YOUR BROWSER!

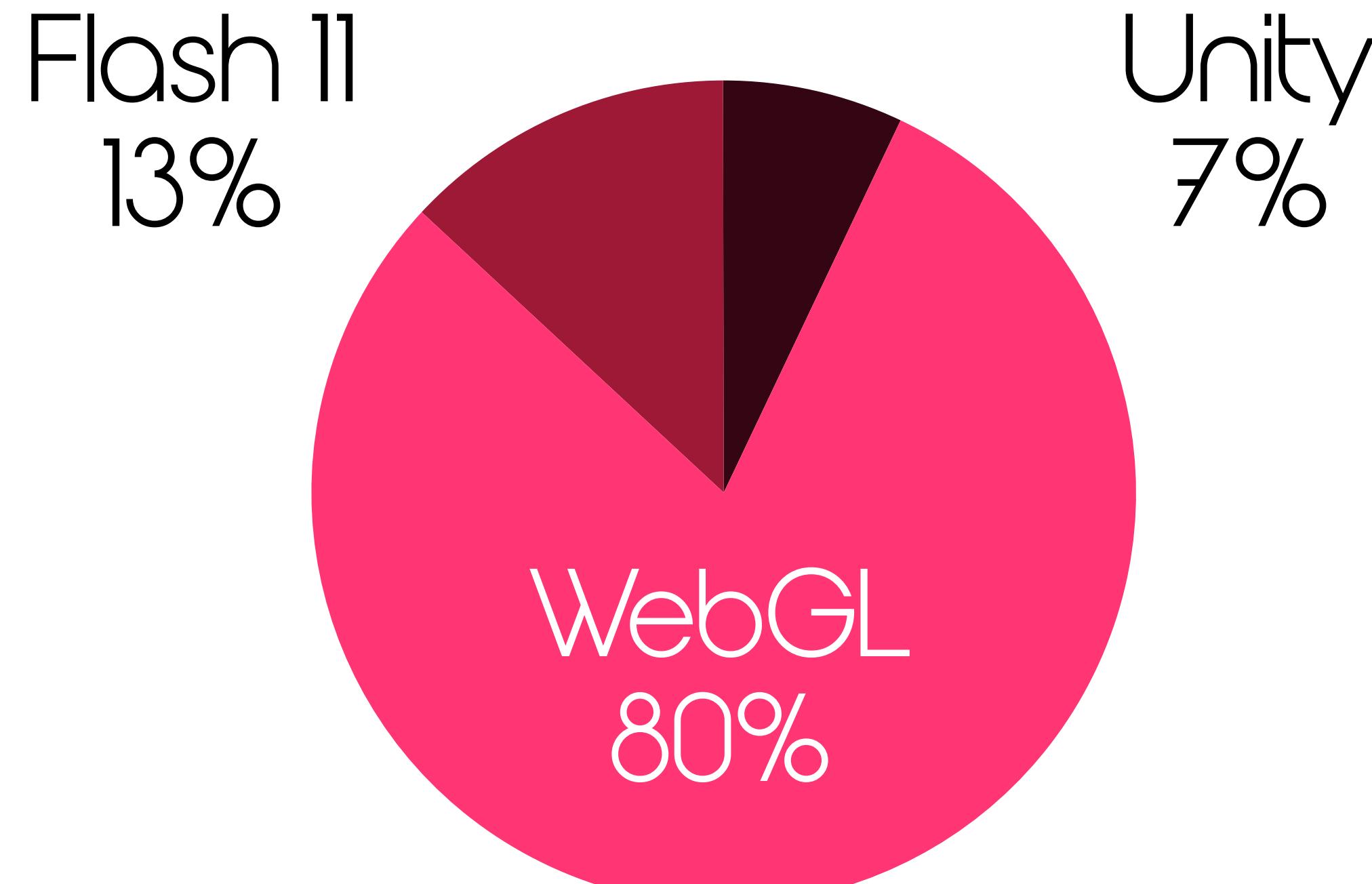
WEBGL

FLASH 11

UNITY

This is a
Chrome
Experiment





HelloRacer.com — March-May 2012



ELLIE GOULDING

LIGHTS



Lights



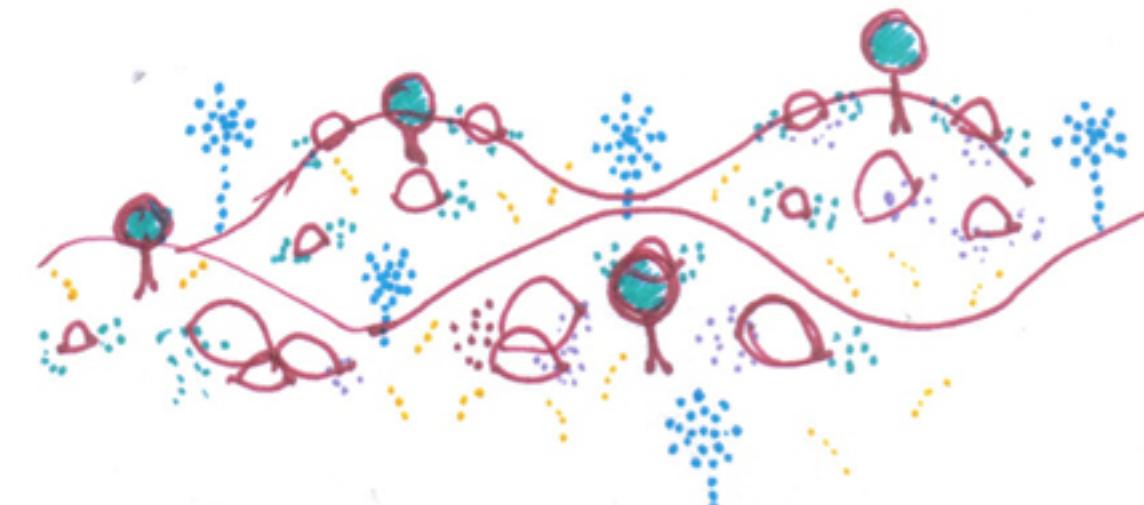
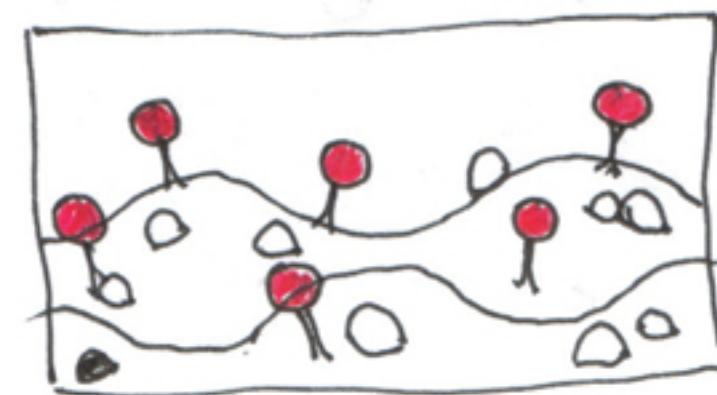
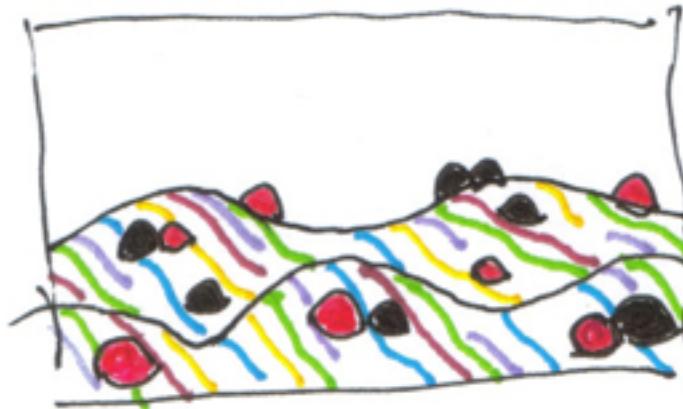
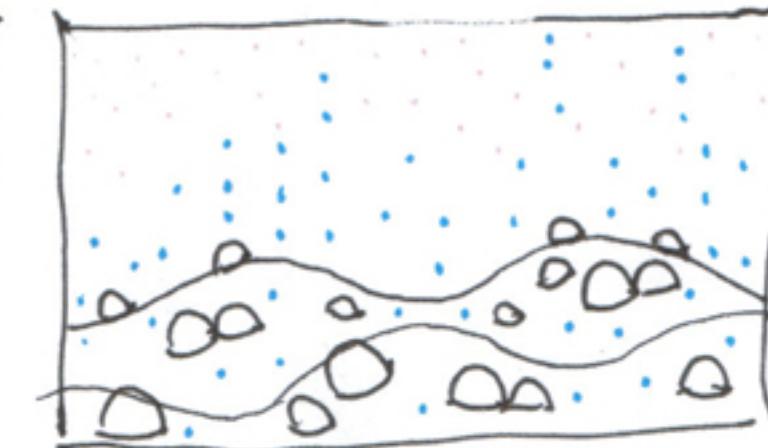
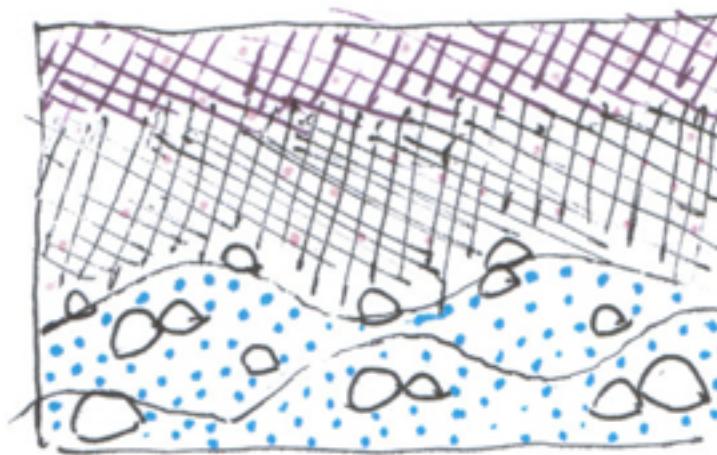
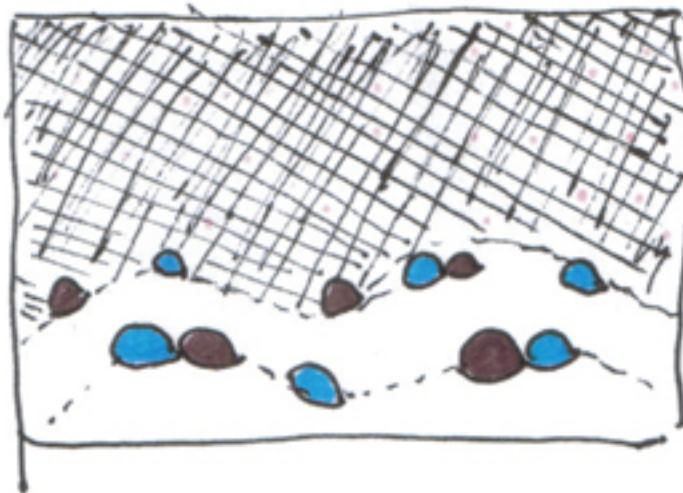
lights.elliegoulding.com

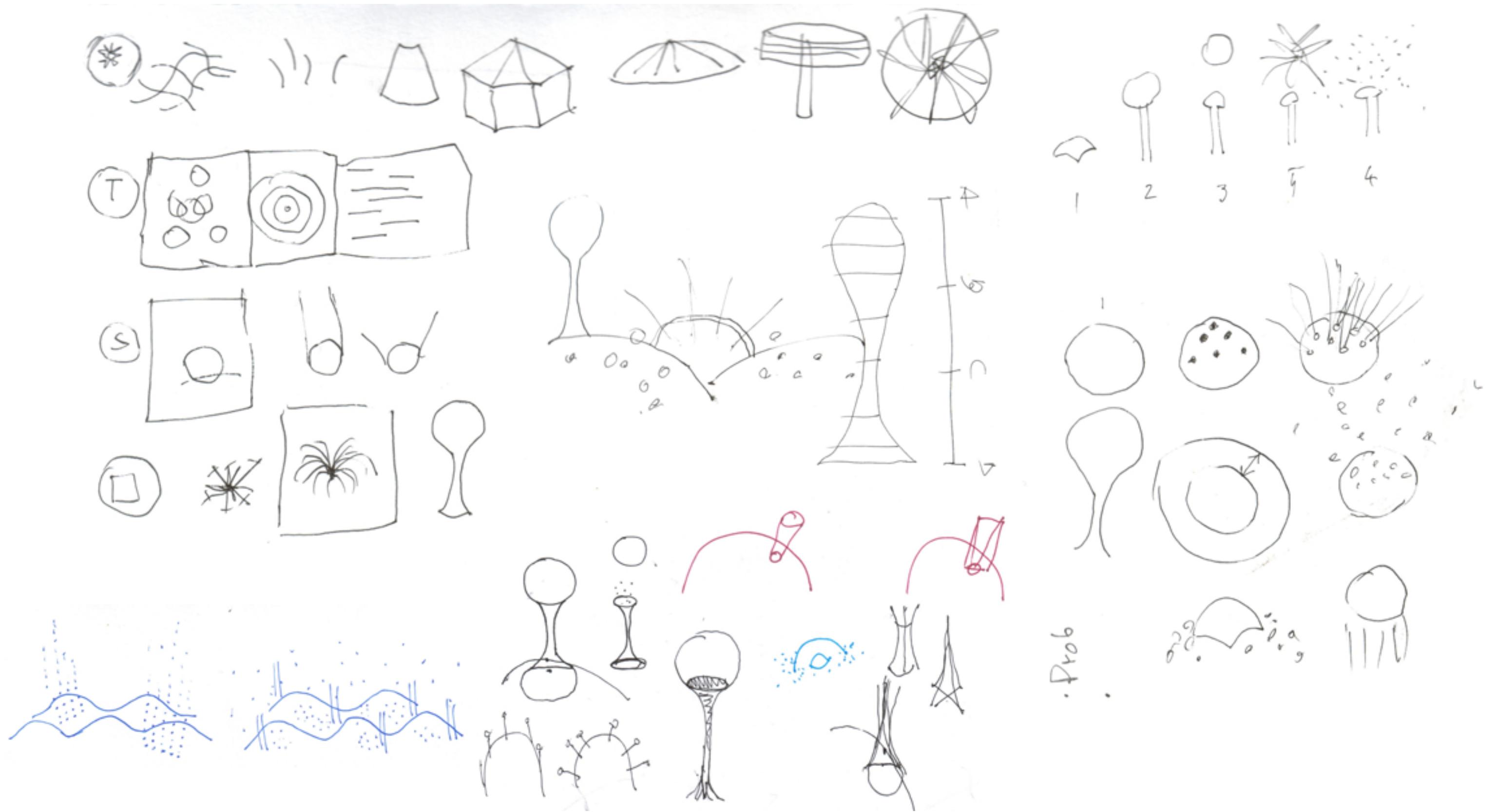


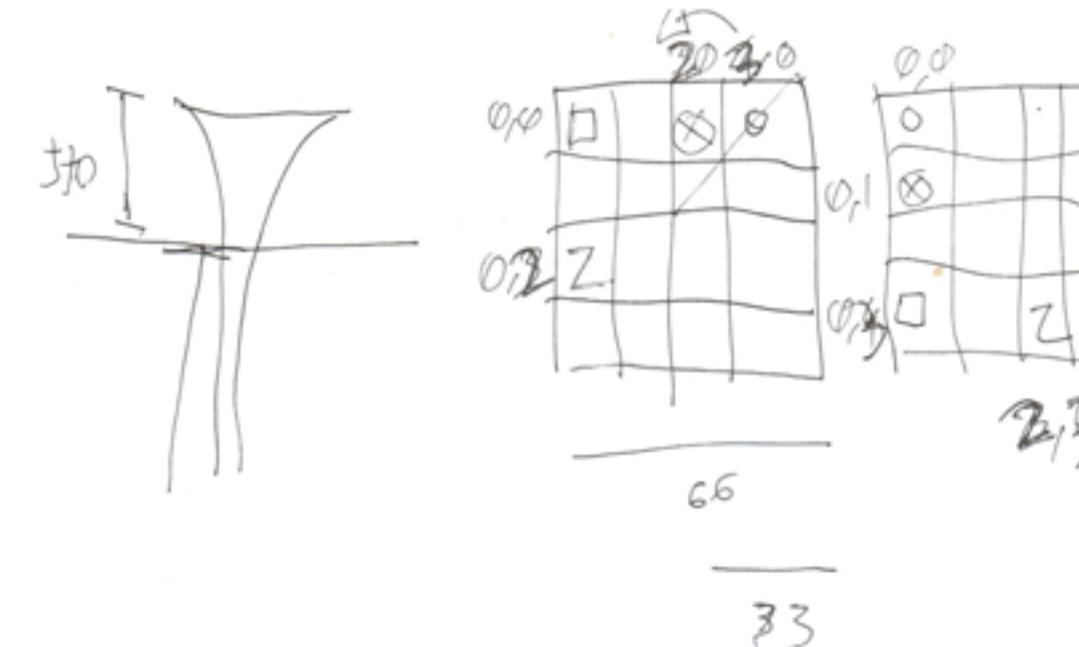
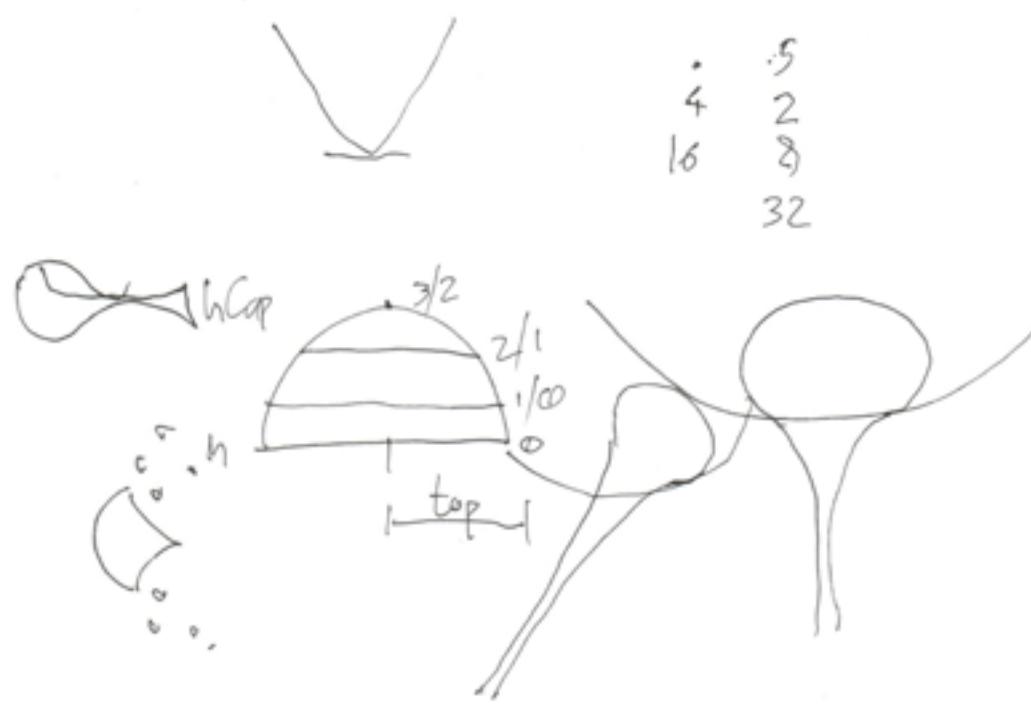
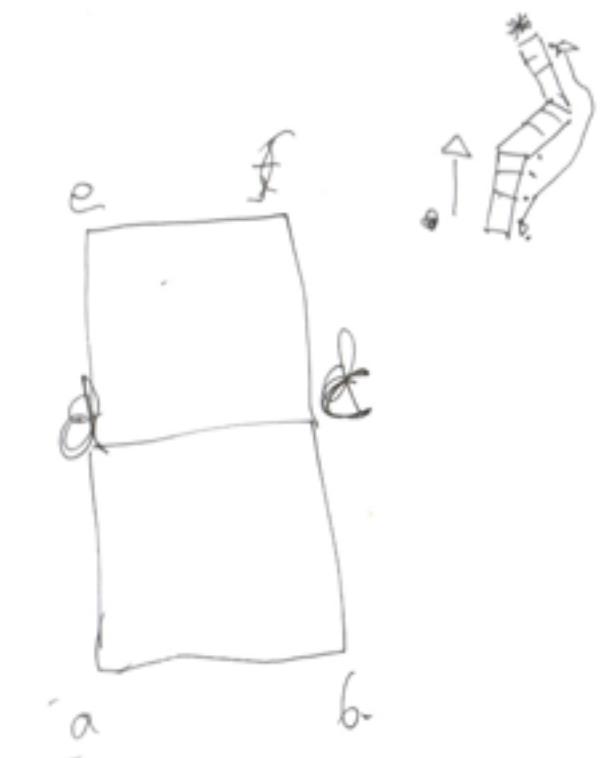
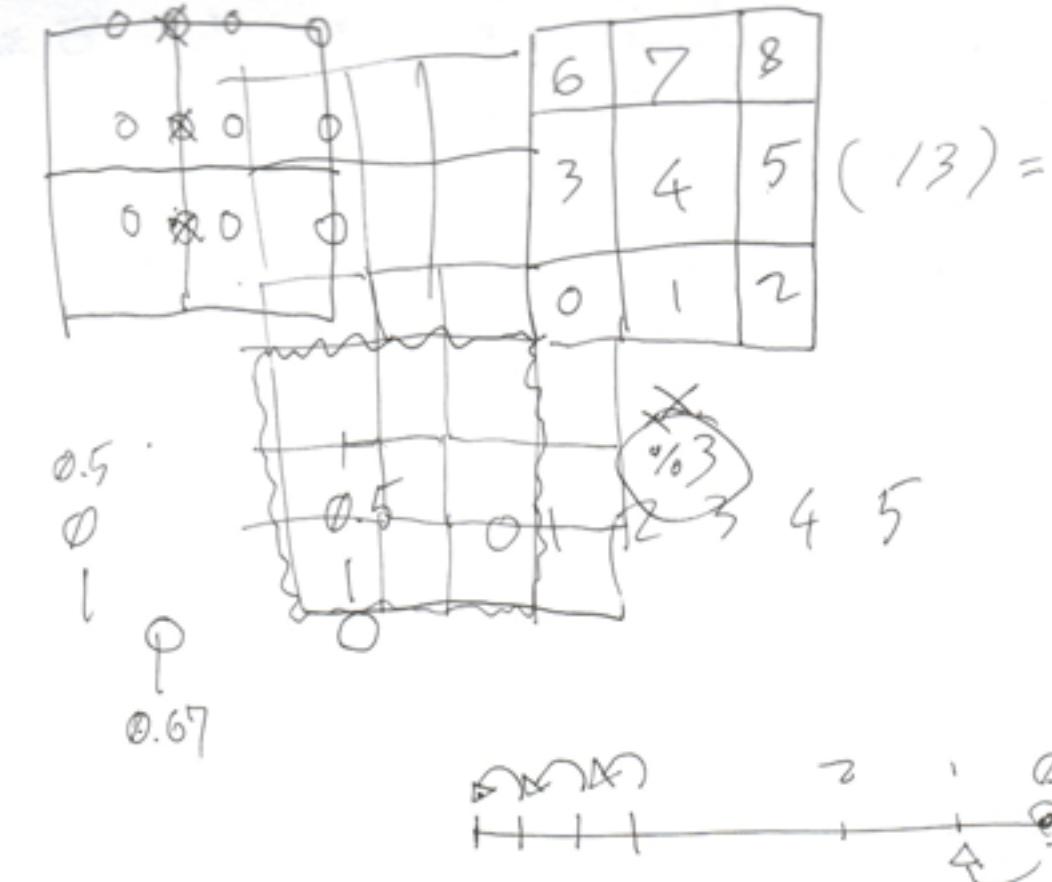
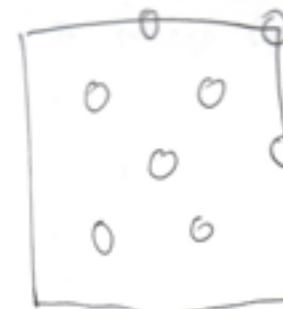
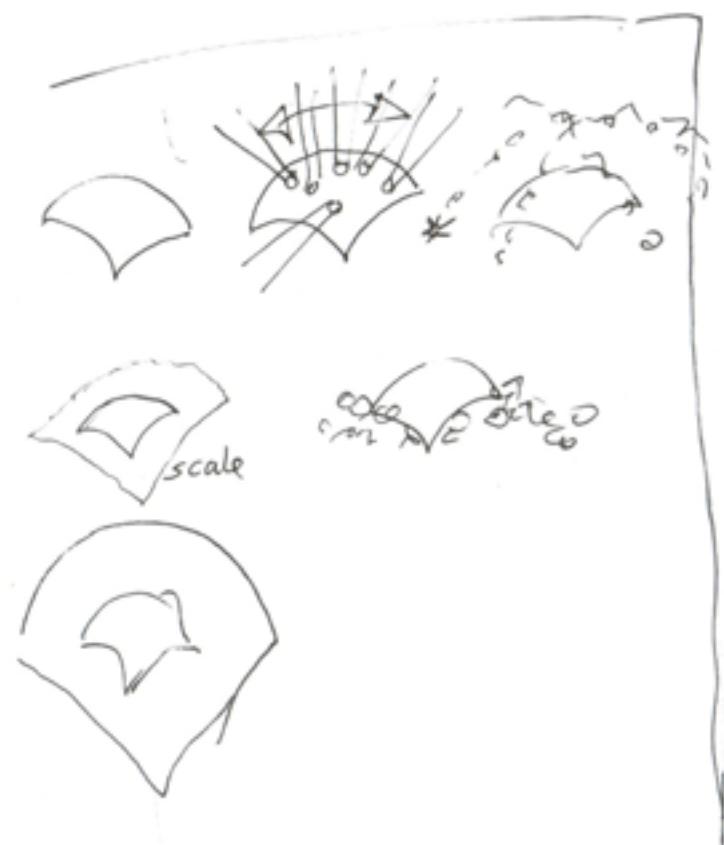
October 12th 2011



CONCEPT







$$\begin{array}{|c|c|} \hline 0 & 0 \\ \hline 0 & 2 \\ \hline 2 & 0 \\ \hline 3 & 0 \\ \hline \end{array} \rightarrow \begin{array}{|c|c|} \hline 0 & 3 \\ \hline 2 & 3 \\ \hline 0 & 1 \\ \hline 0 & 0 \\ \hline \end{array} (3-0)$$

$$\begin{array}{|c|c|} \hline 0 & 2 \\ \hline 2 & 0 \\ \hline 2 & 0 \\ \hline 3 & 0 \\ \hline \end{array} \rightarrow \begin{array}{|c|c|} \hline 2 & 3 \\ \hline 2 & 3 \\ \hline 0 & 1 \\ \hline 0 & 0 \\ \hline \end{array} (3-0)$$

$$\begin{array}{|c|c|} \hline 2 & 0 \\ \hline 0 & 1 \\ \hline 0 & 1 \\ \hline 3 & 0 \\ \hline \end{array} \rightarrow \begin{array}{|c|c|} \hline 0 & 1 \\ \hline 0 & 1 \\ \hline 0 & 1 \\ \hline 0 & 0 \\ \hline \end{array} (3-2)$$

$$\begin{array}{|c|c|} \hline 3 & 0 \\ \hline 0 & 0 \\ \hline 0 & 0 \\ \hline 3 & 0 \\ \hline \end{array} \rightarrow \begin{array}{|c|c|} \hline 0 & 0 \\ \hline \end{array} (3-2)$$

$$x = y$$

$$y = N - x$$

34 FPS (30-60)

MUTE

108216

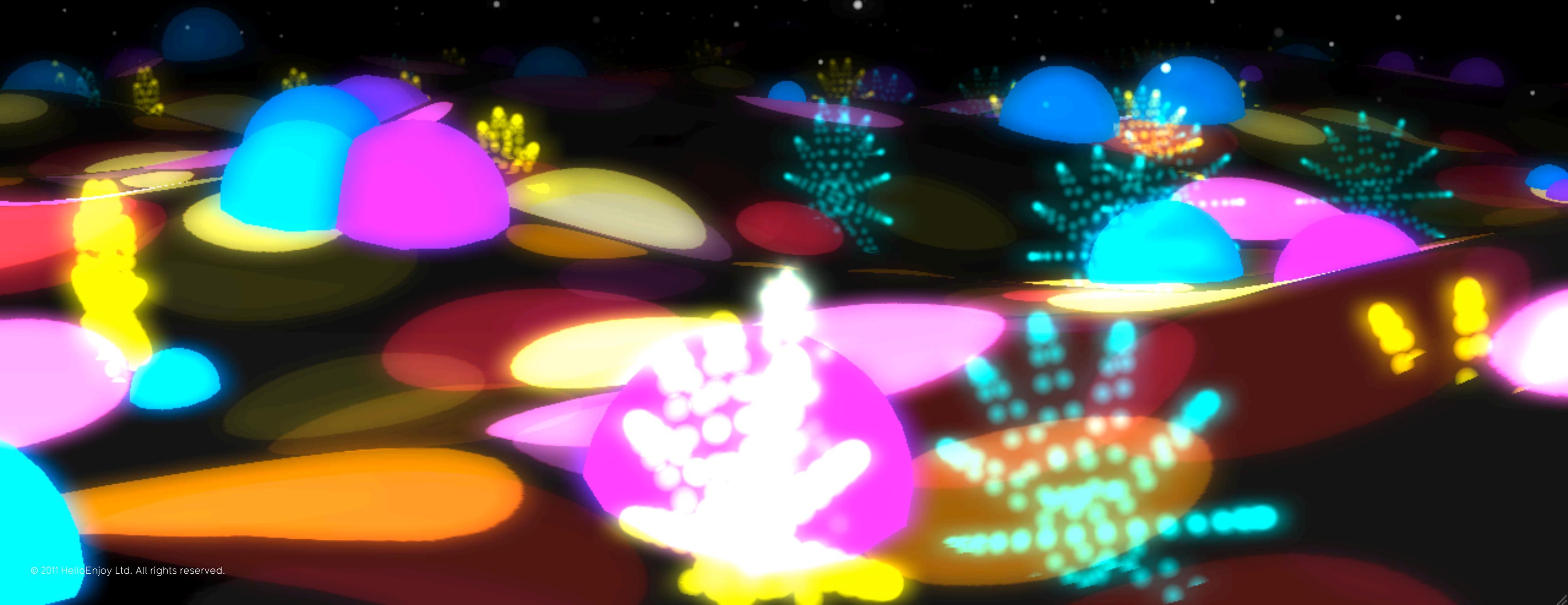
VERTS

36072

TRIS

180

DRAWS



60 FPS (45-60)

MUTE

145764
VERTS

48588
TRIS

118
DRAWS



31 FPS (20-60)

MUTE



181188

VERTS

60396

TRIS

441

DRAWS

30 FPS (14-37)

MUTE

613092

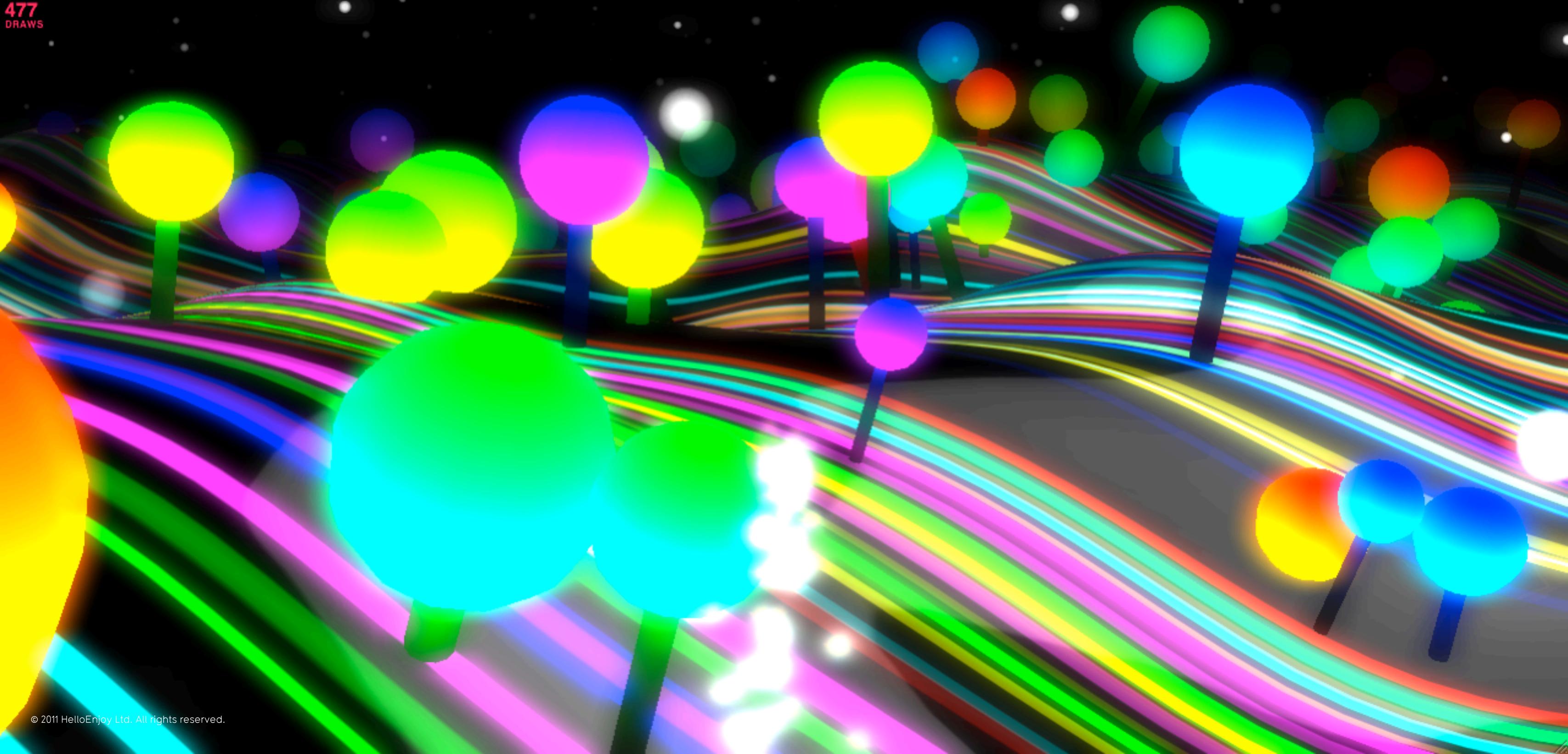
VERTS

204364

TRIS

477

DRAWS



30 FPS (0-34)

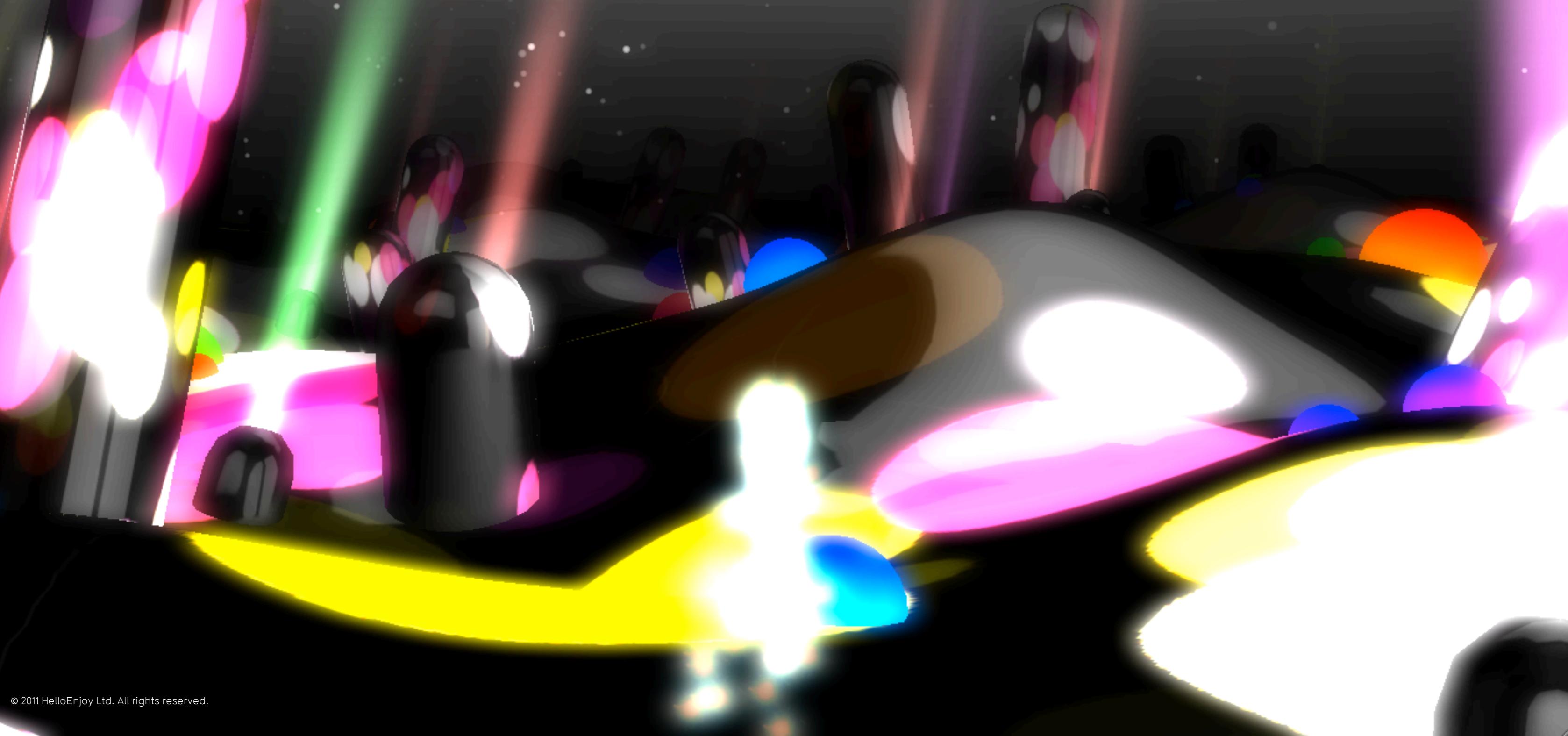
MUTE

291282
VERTS

START

97094
TRIS

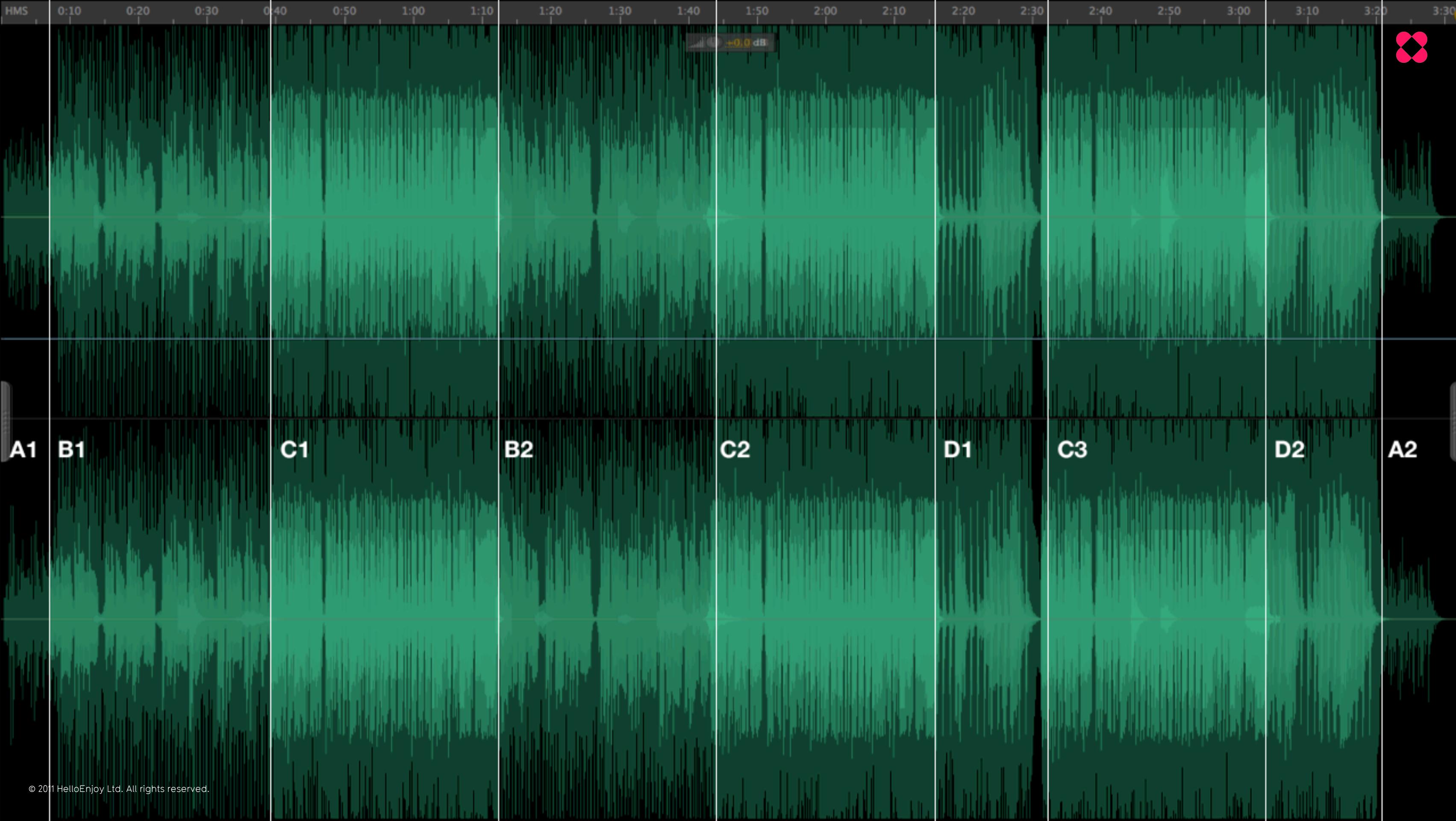
241
DRAWS

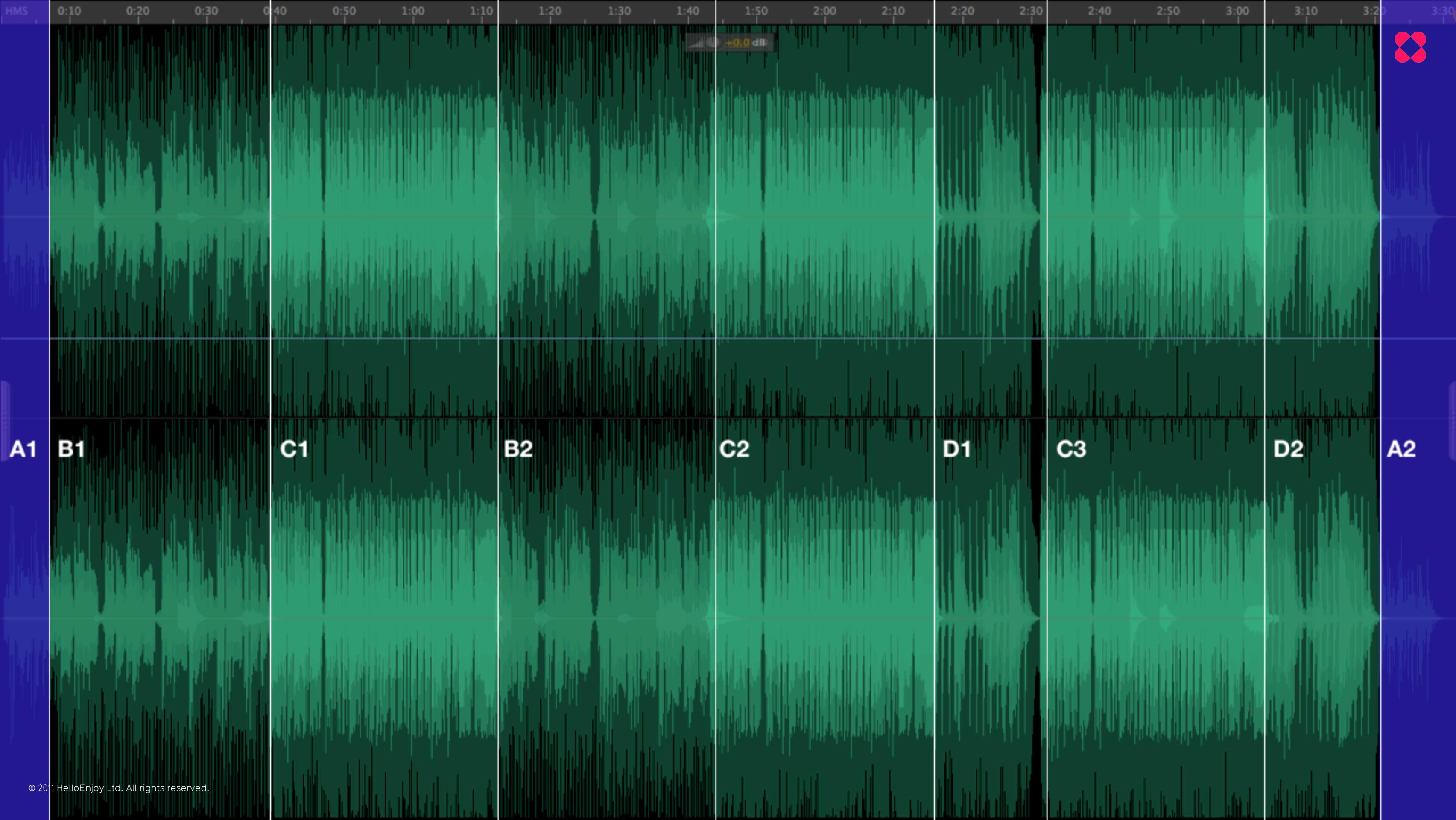




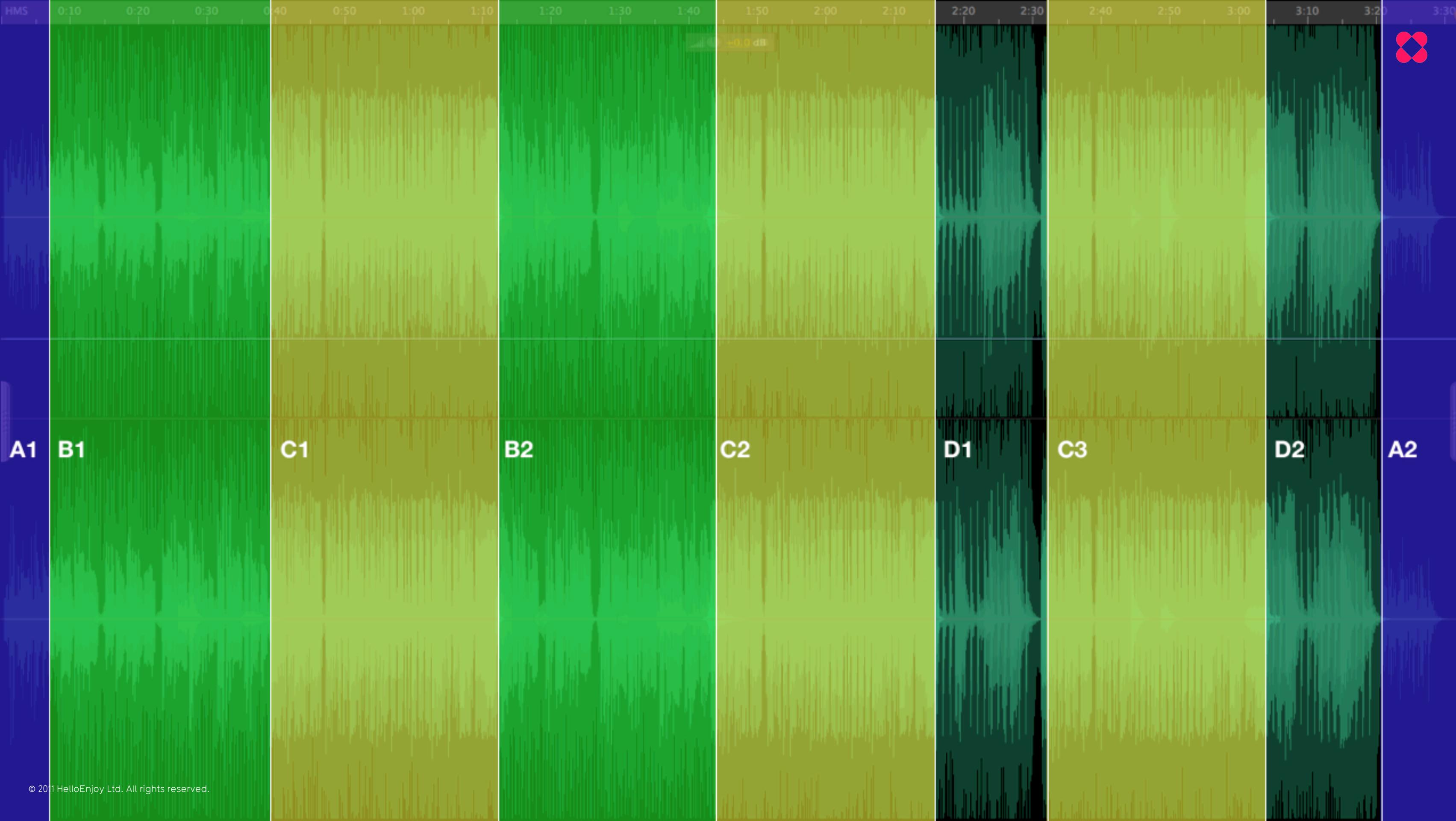
MUSIC

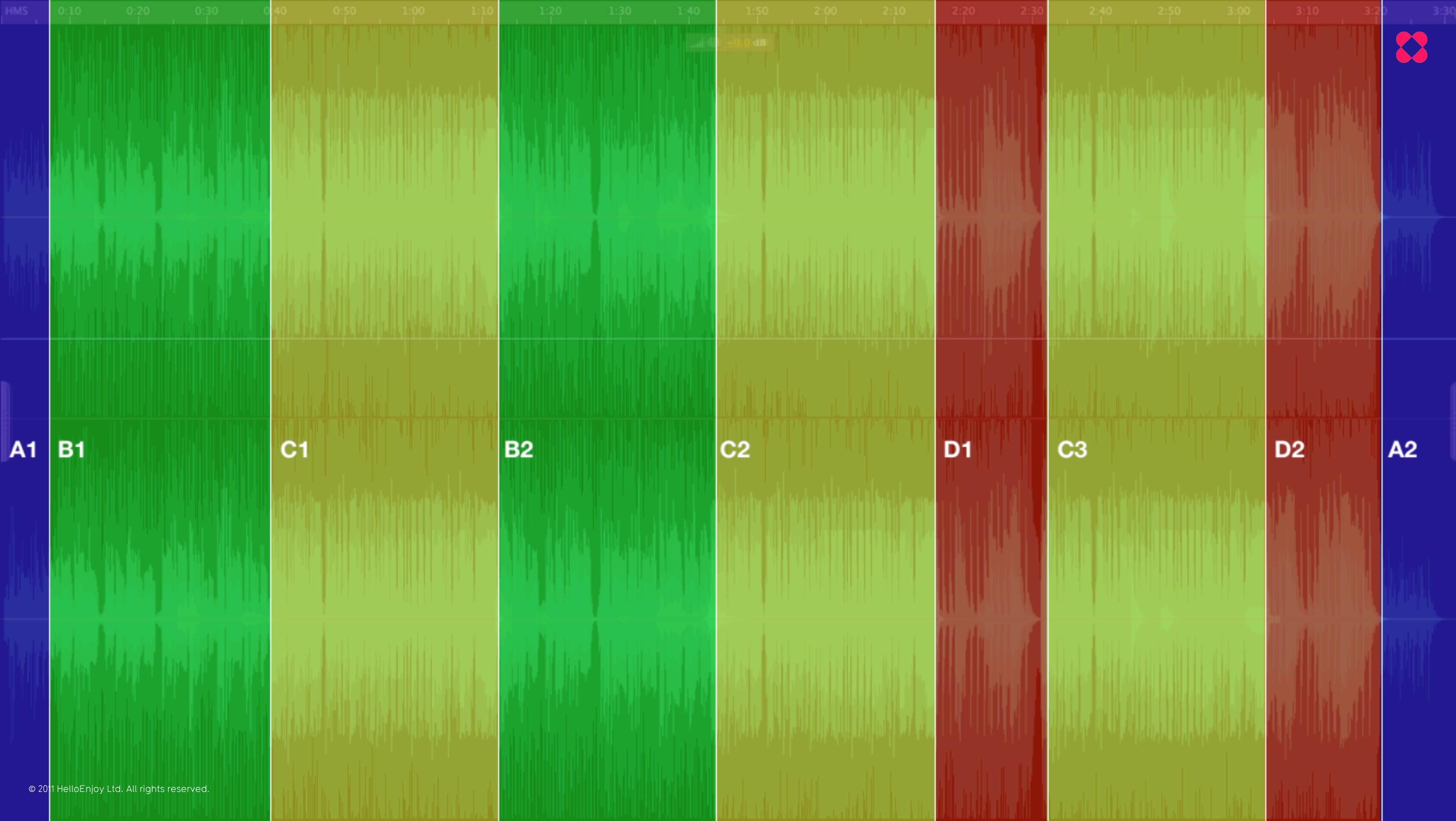


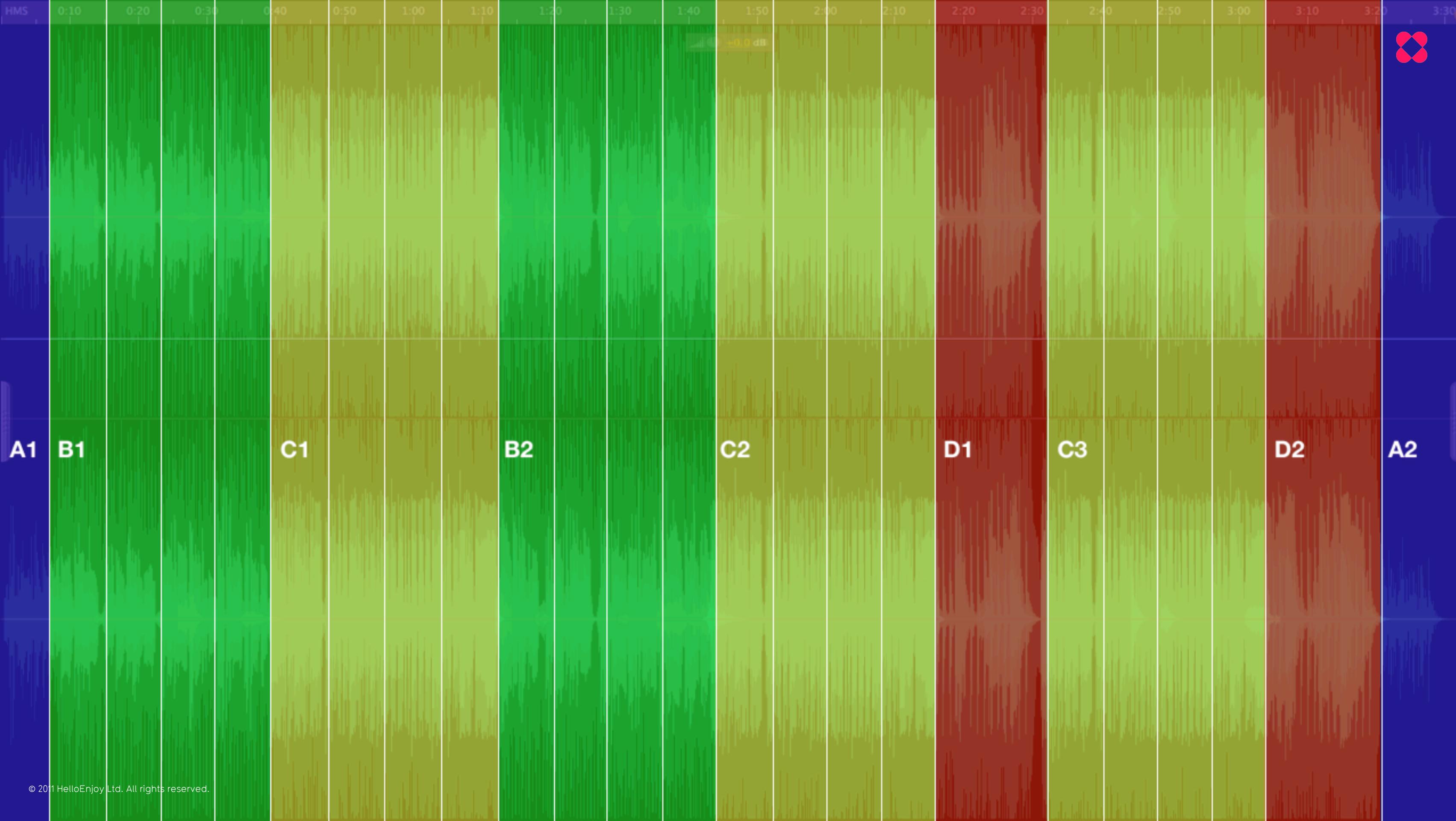














TERRAIN



60 FPS (52-60)



58368

VERTS

19456

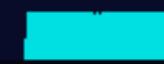
TRIS

14

DRAWS



60 FPS (27-60)



56832

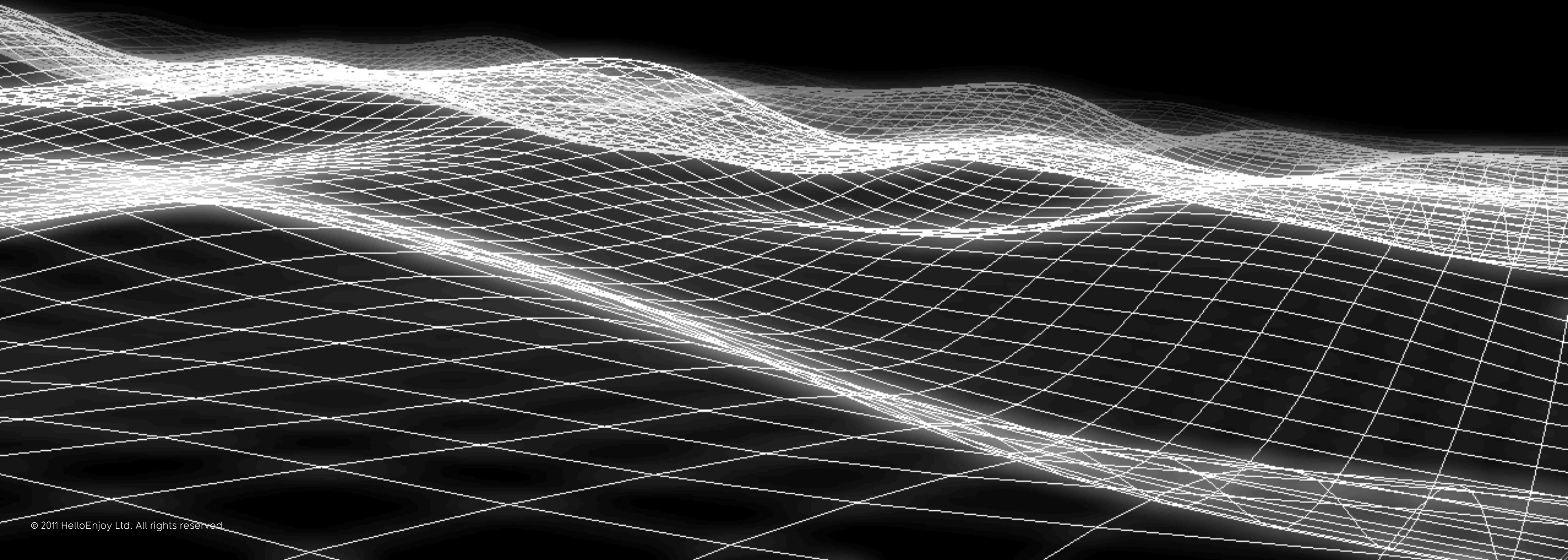
VERTS

18944

TRIS

13

DRAWS



51 FPS (31-55)



57372
VERTS
19124
TRIS
15
DRAWS



55 FPS (46-60)



44544

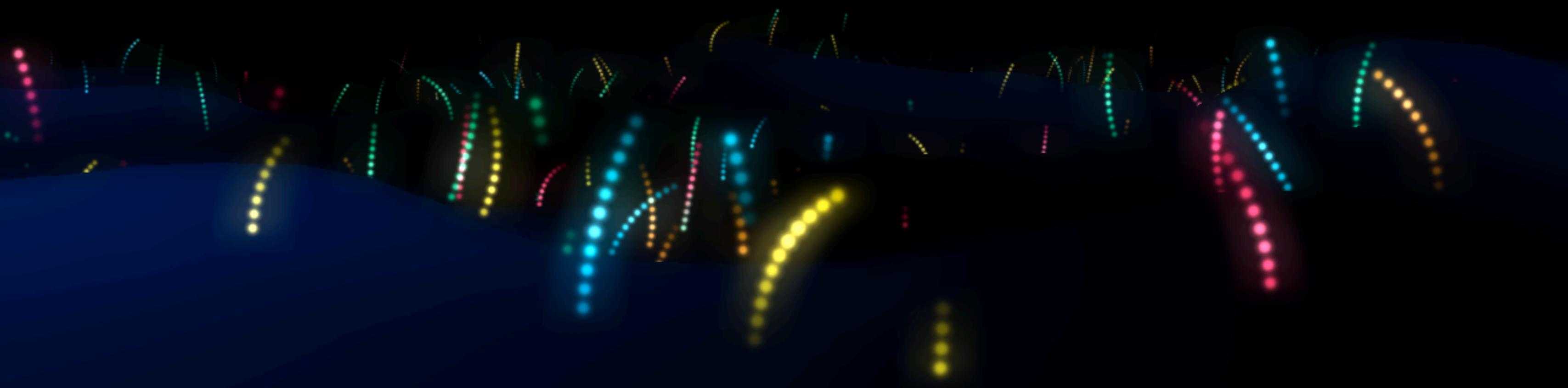
VERTS

14848

TRIS

12

DRAWS



60 FPS (36-60)

MUTE

135348

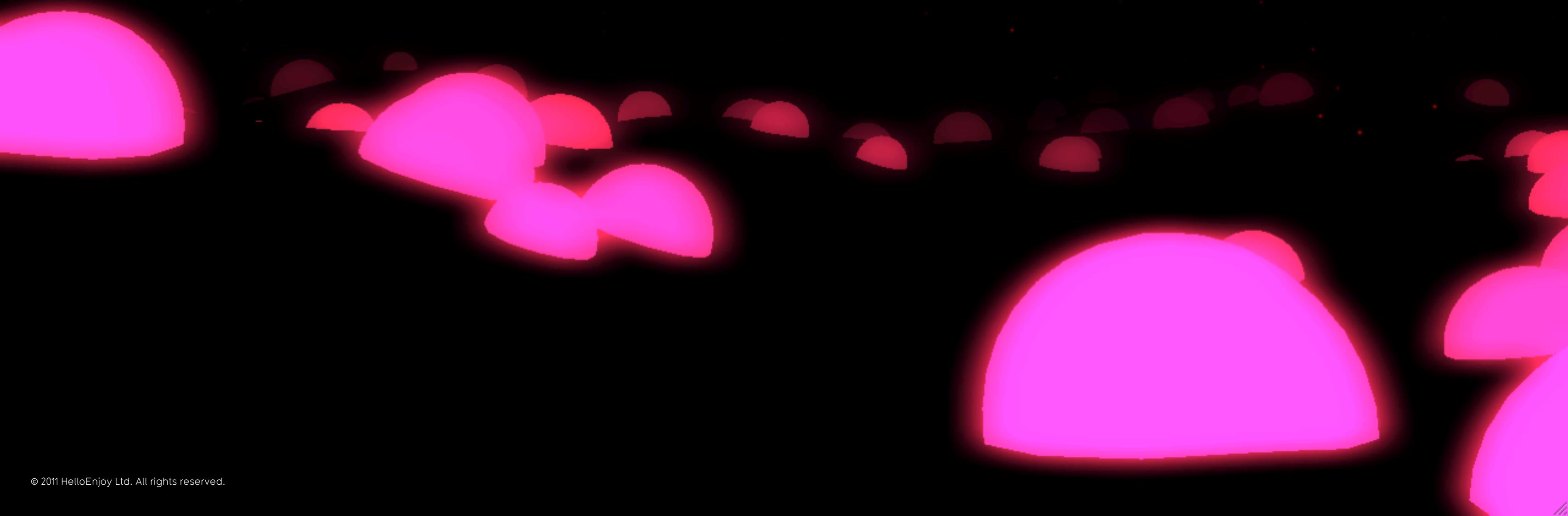
VERTS

45116

TRIS

94

DRAWS





TERRAIN MAP

30 FPS (30-60)

MUTE



369372

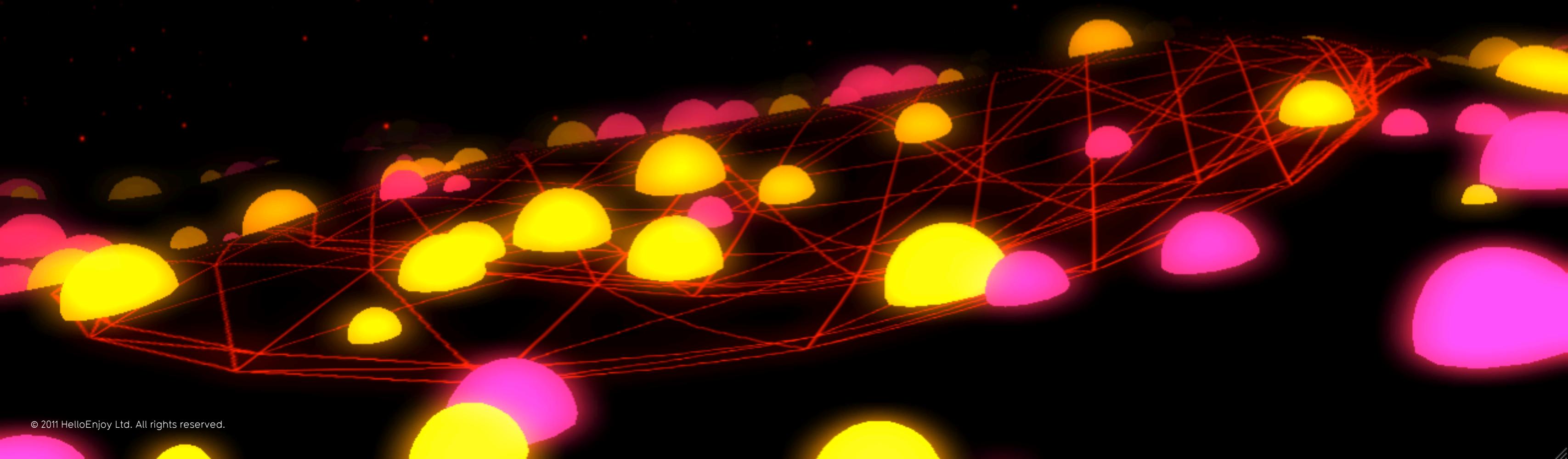
VERTS

123124

TRIS

306

DRAWS



60 FPS (51-60)



56832

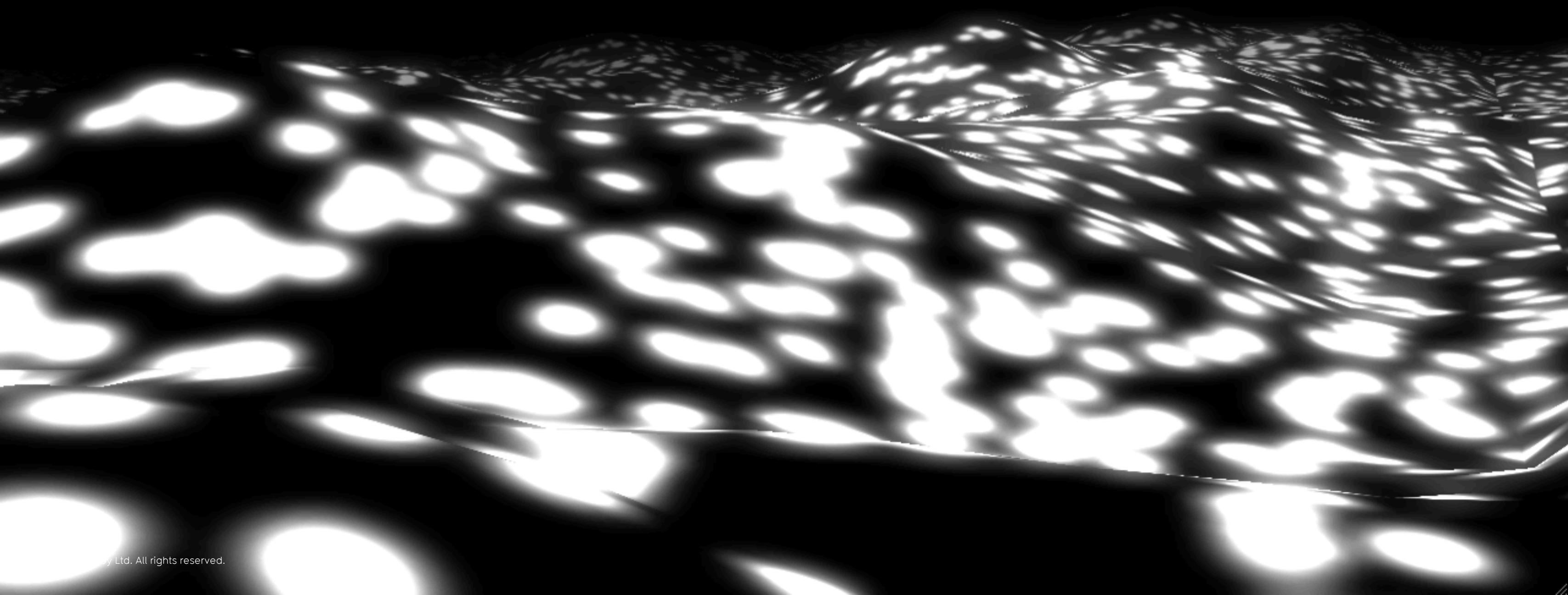
VERTS

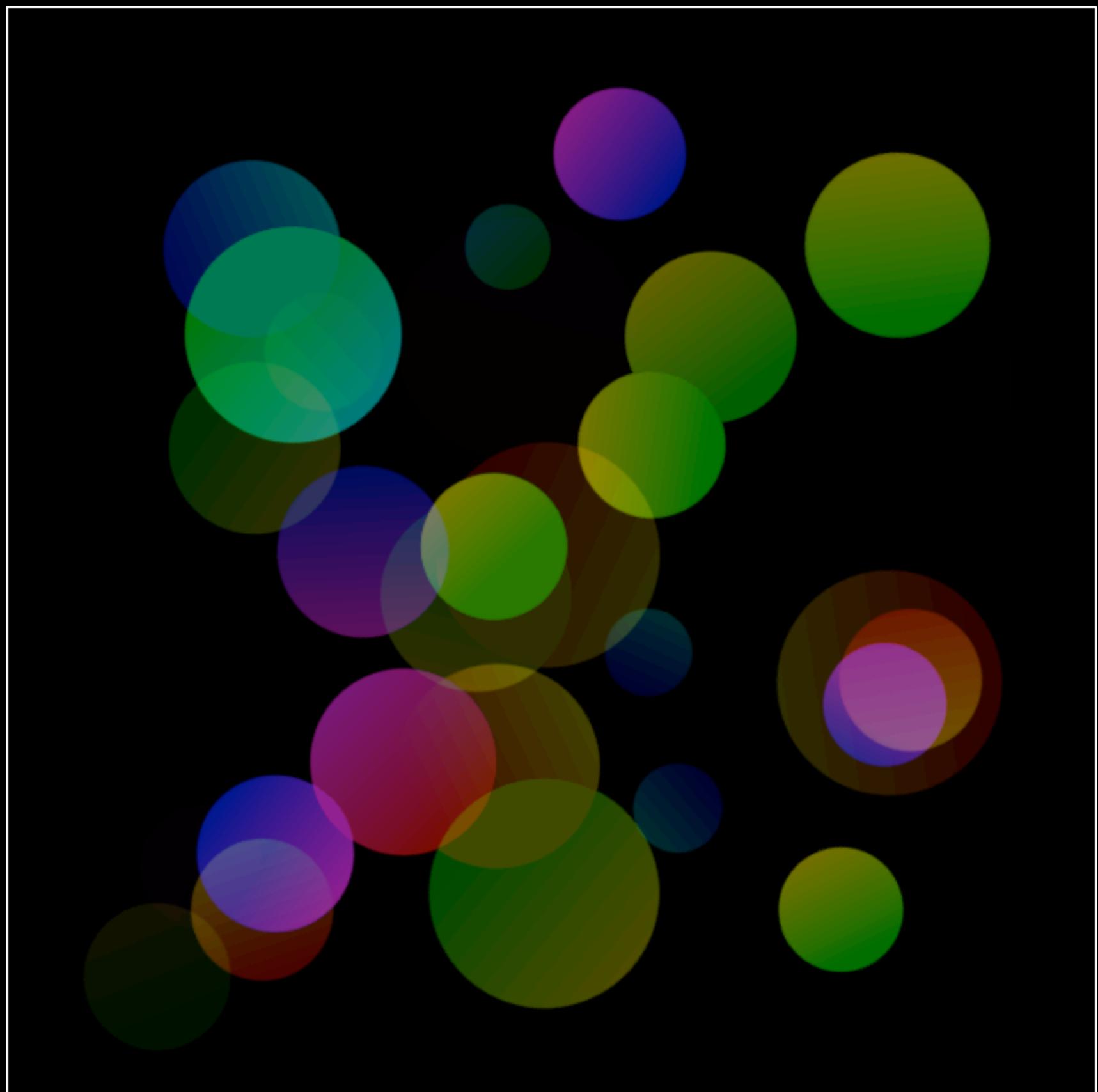
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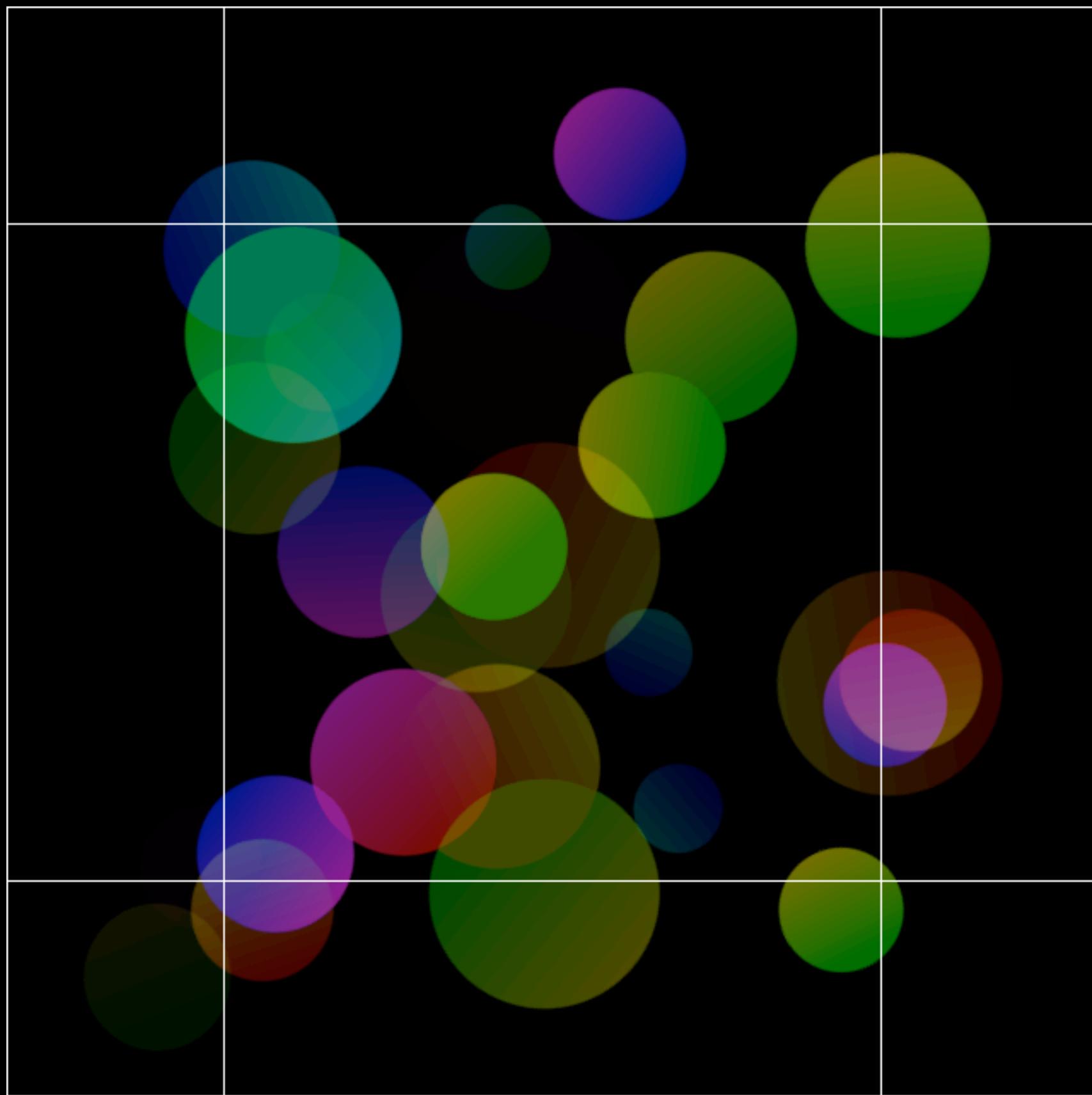
TRIS

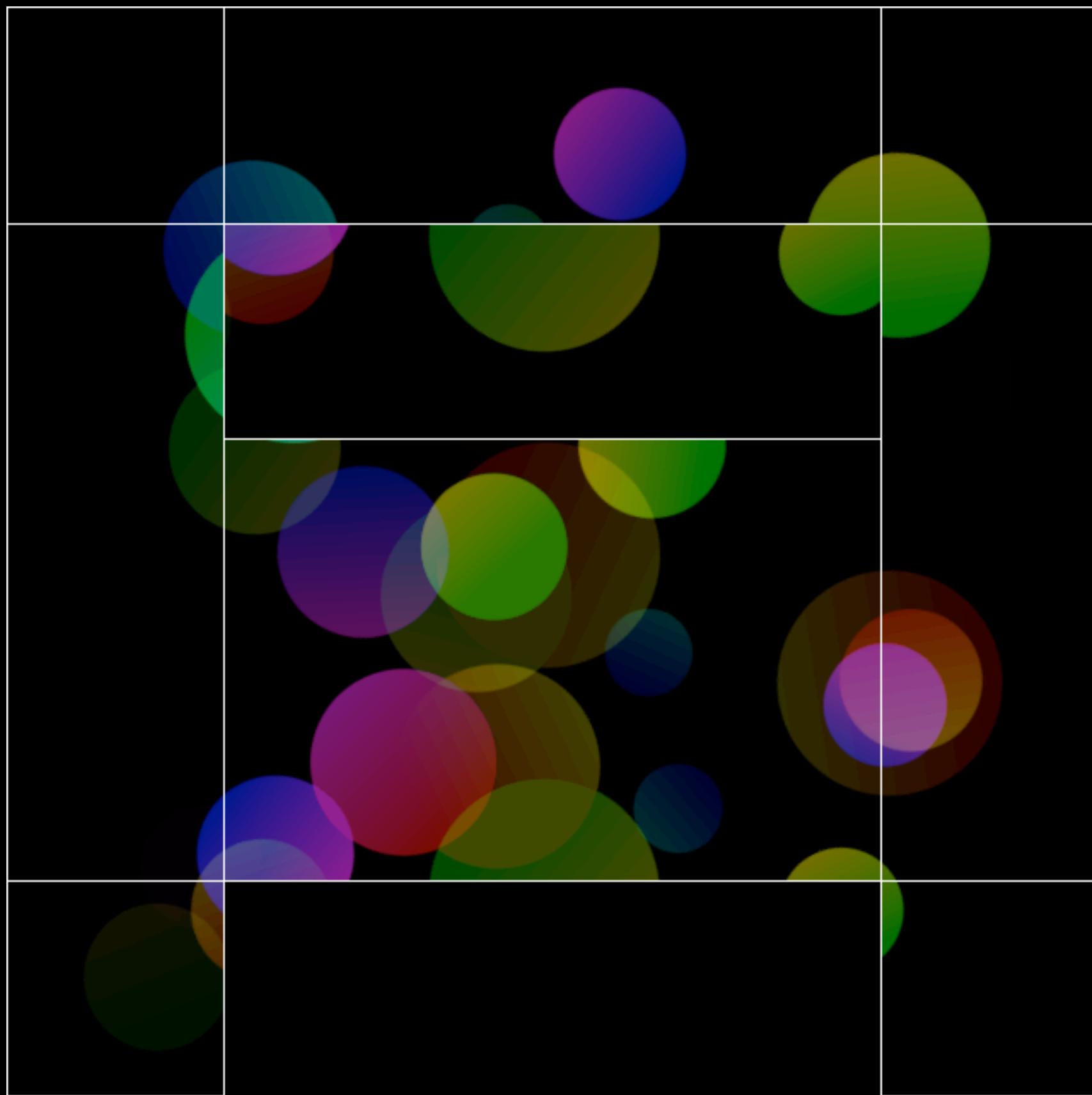
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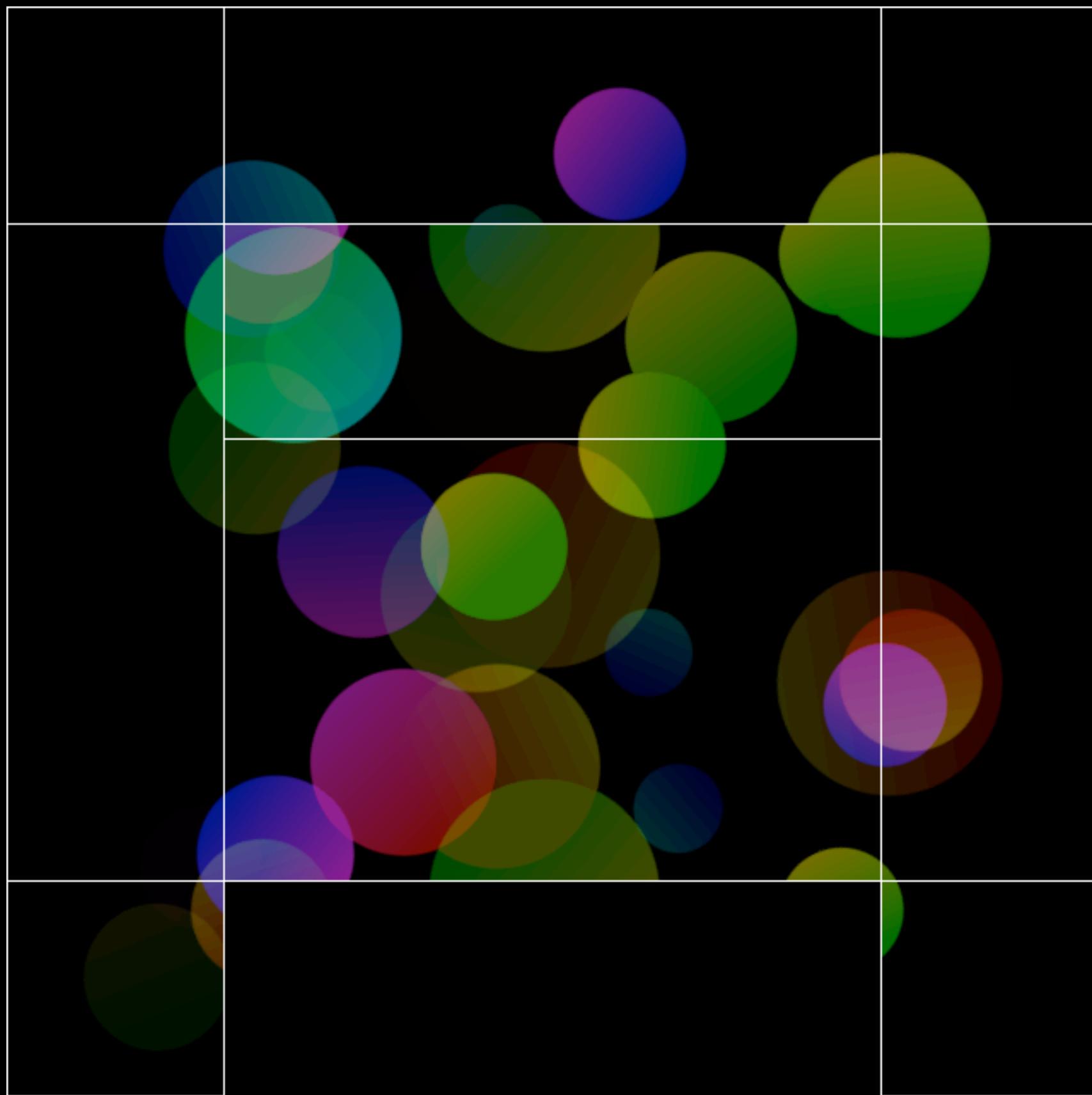
DRAWS

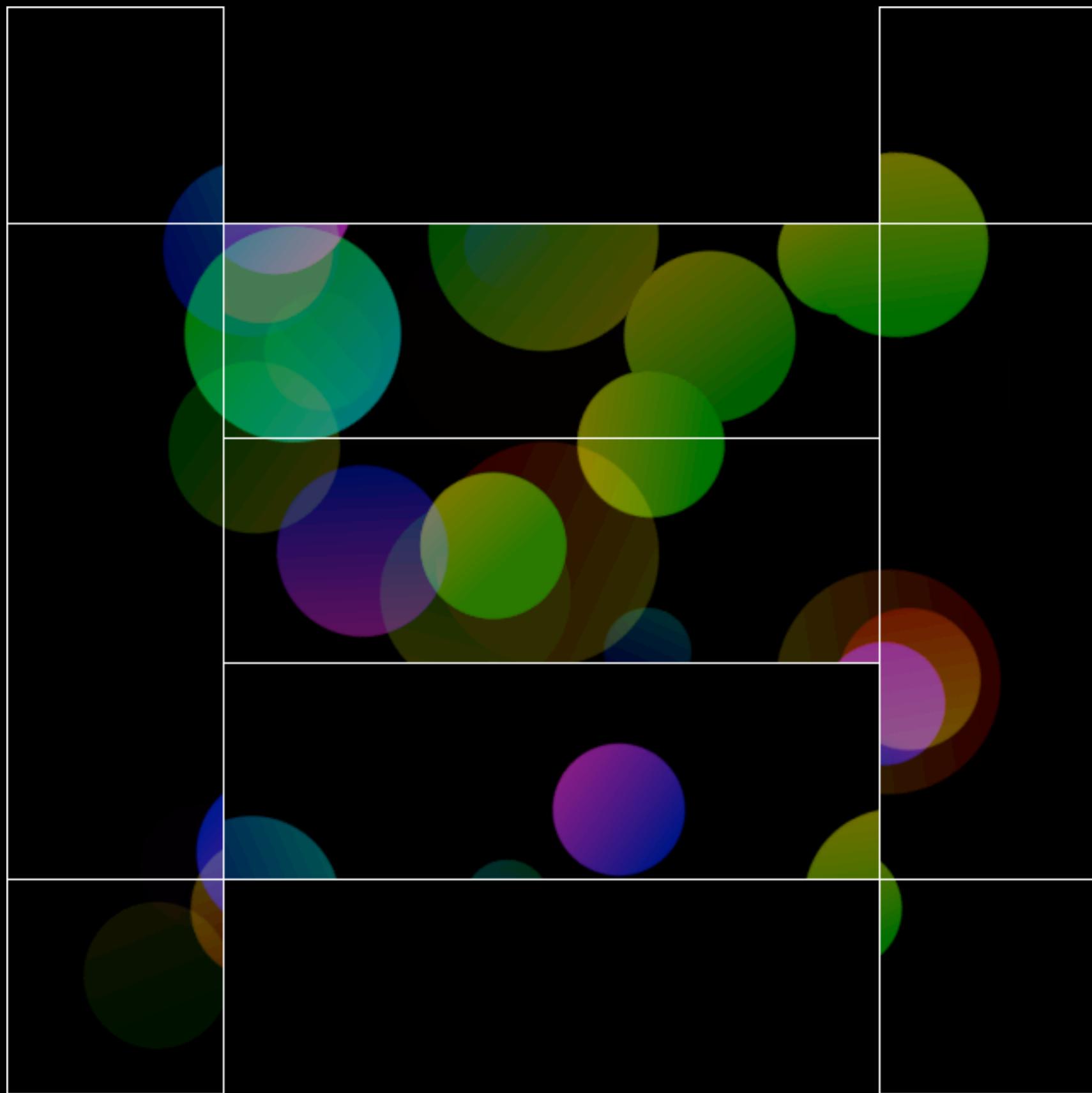


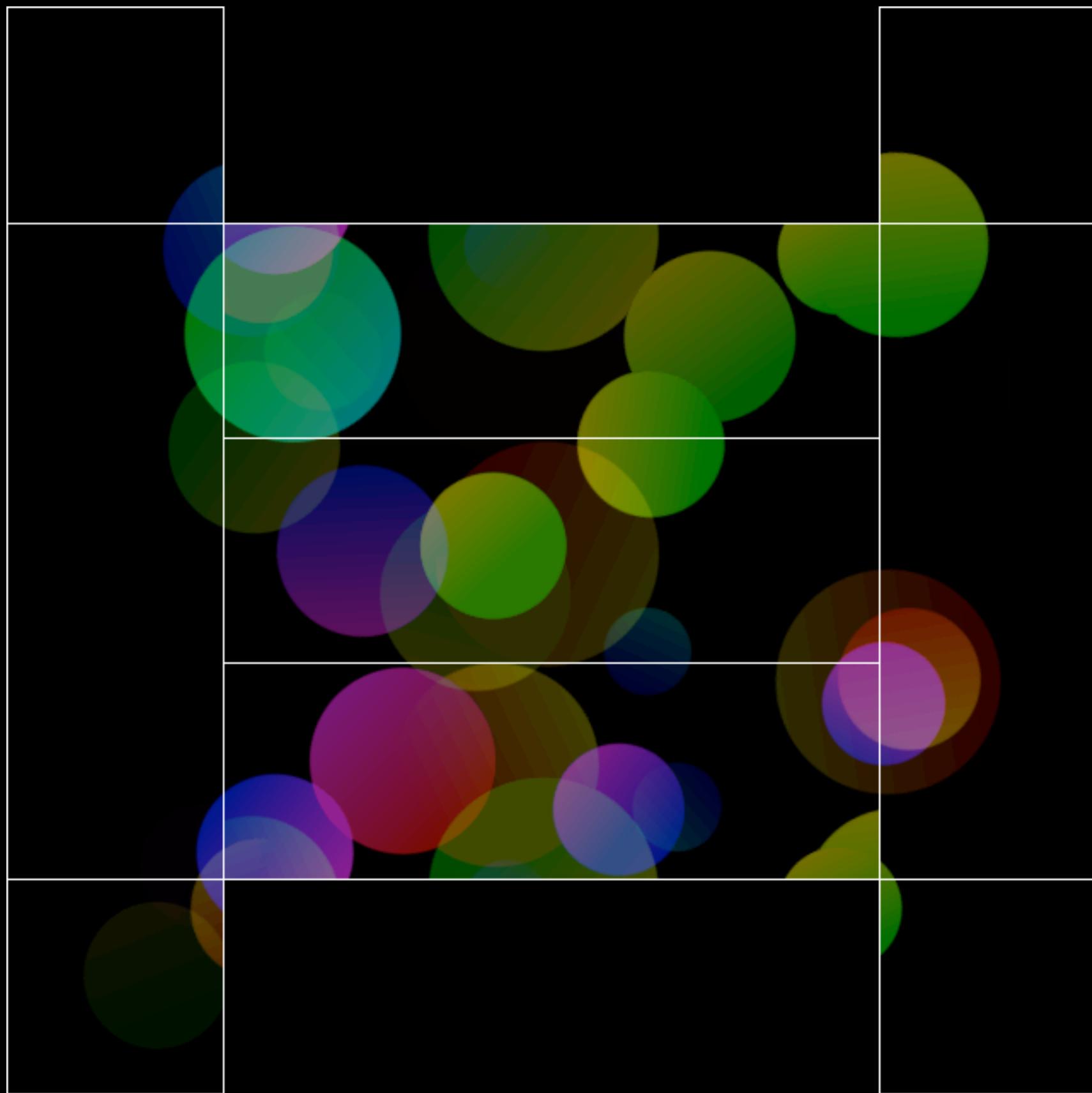


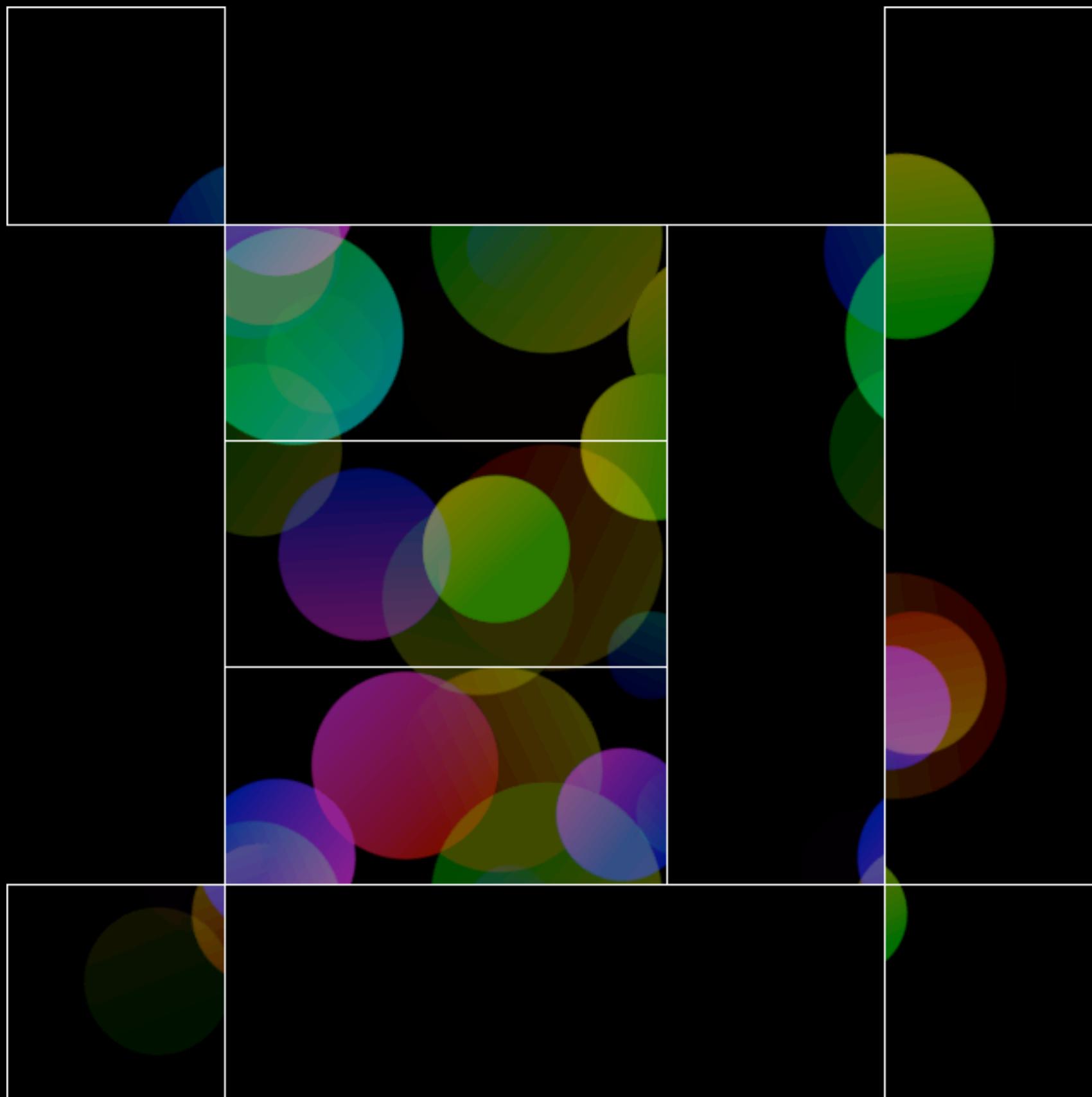


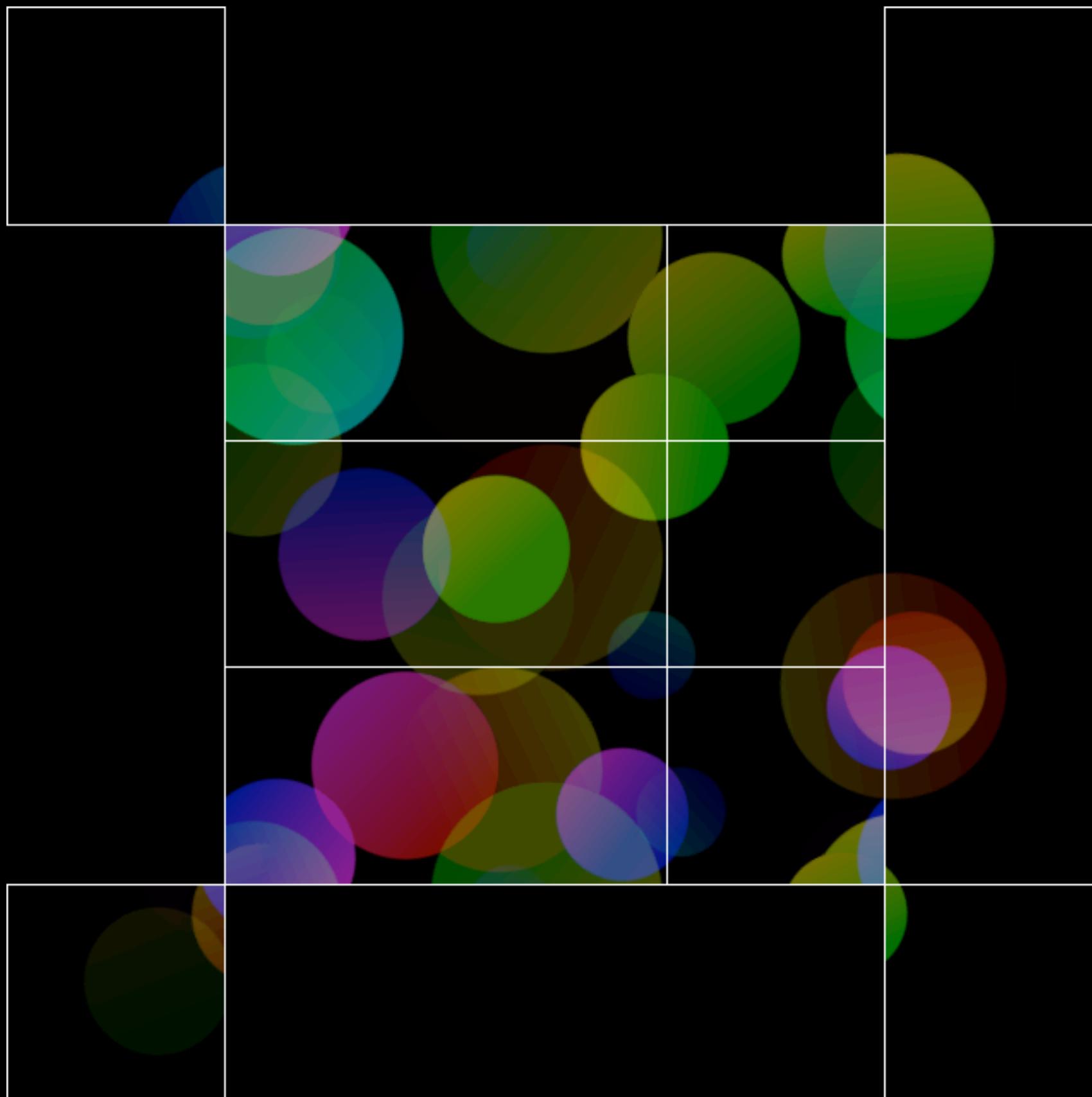


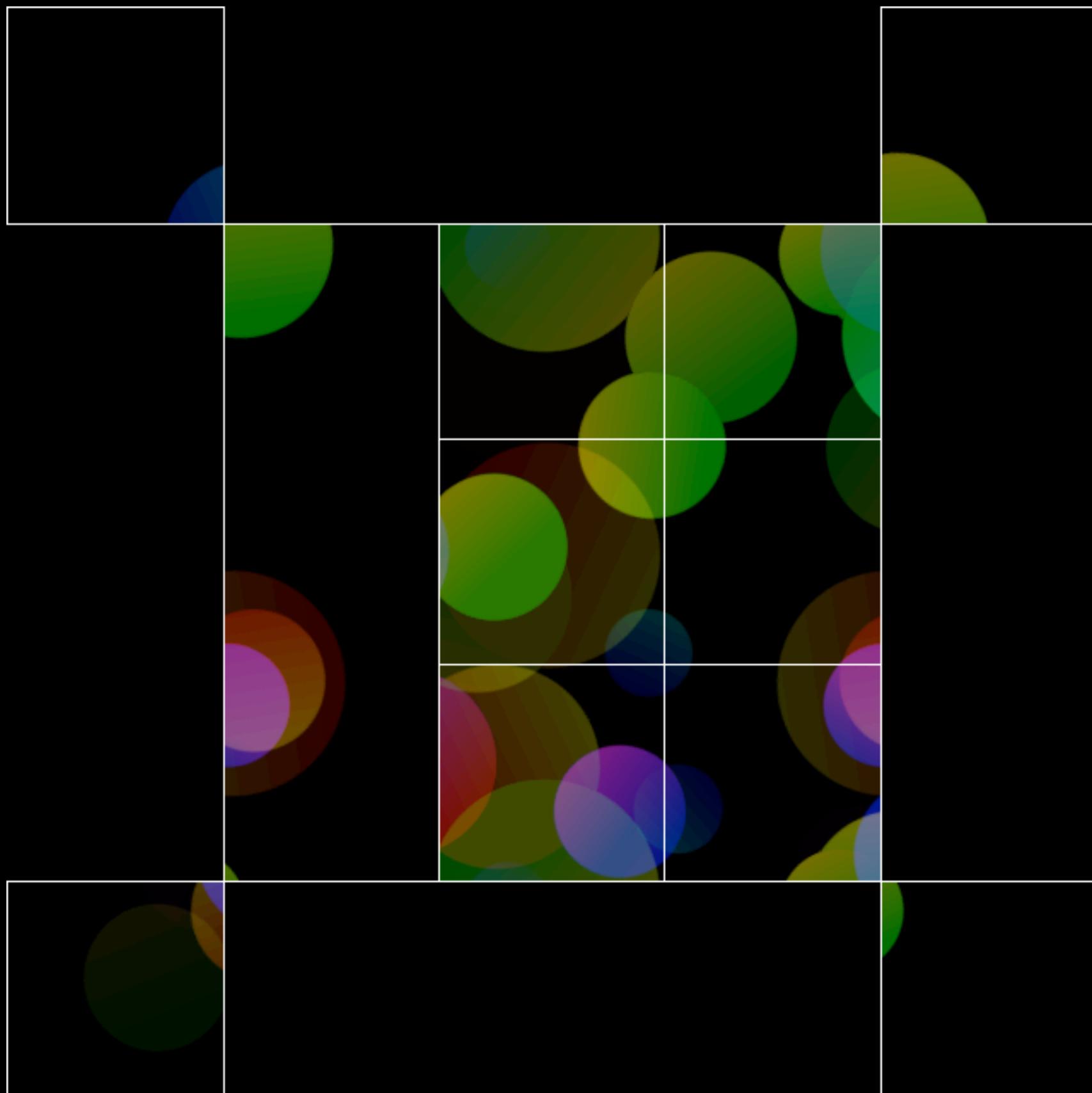


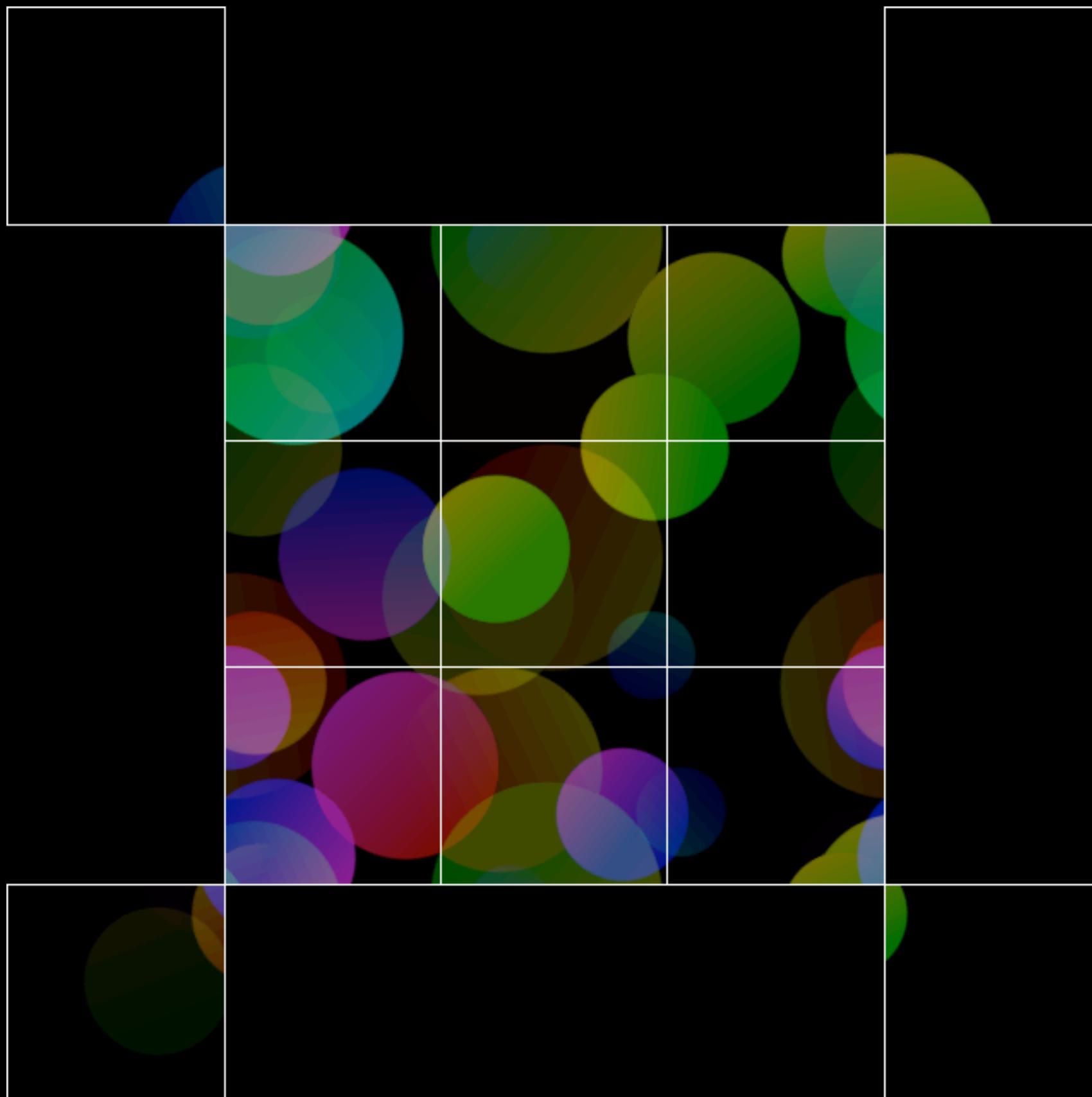


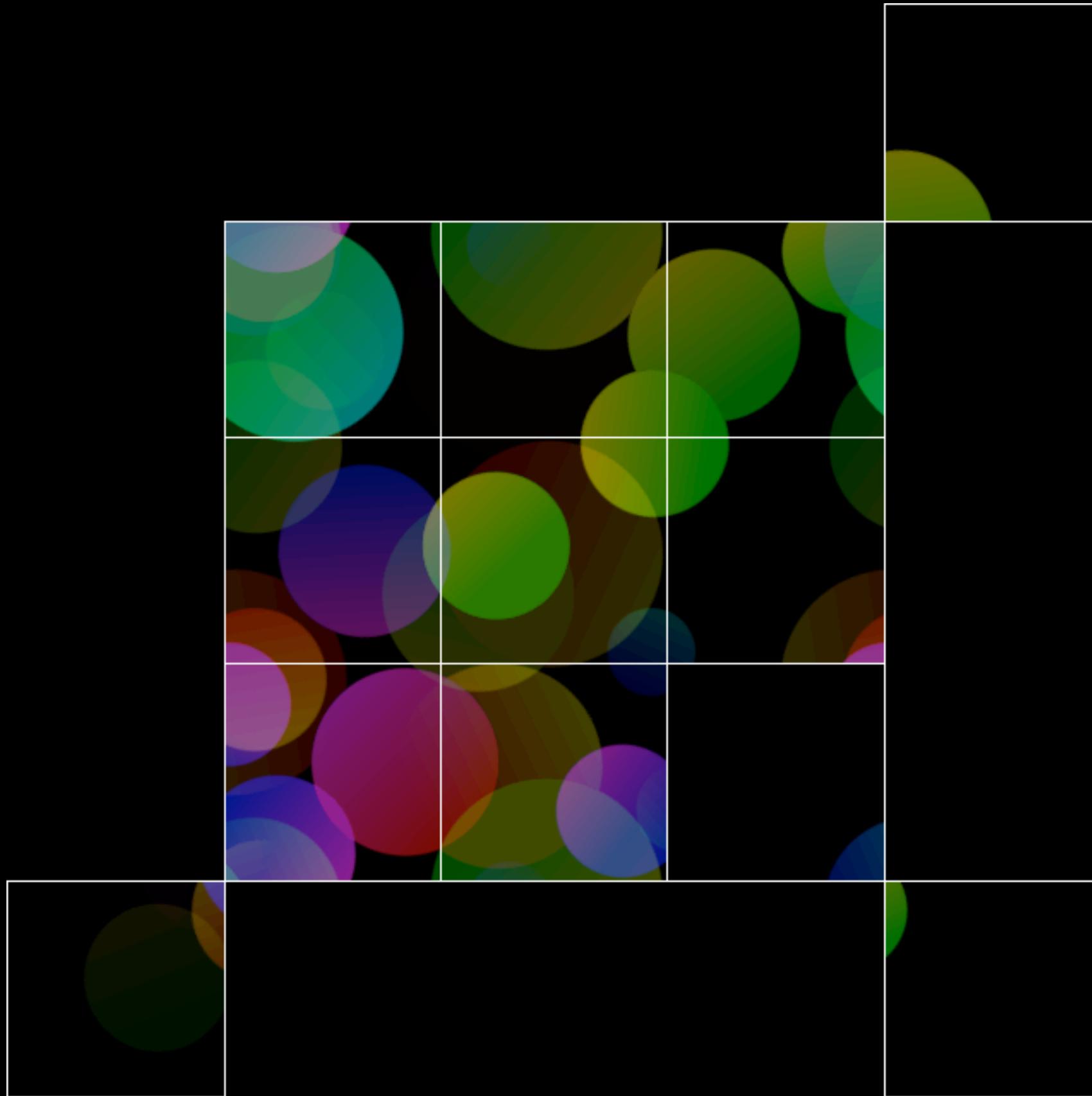


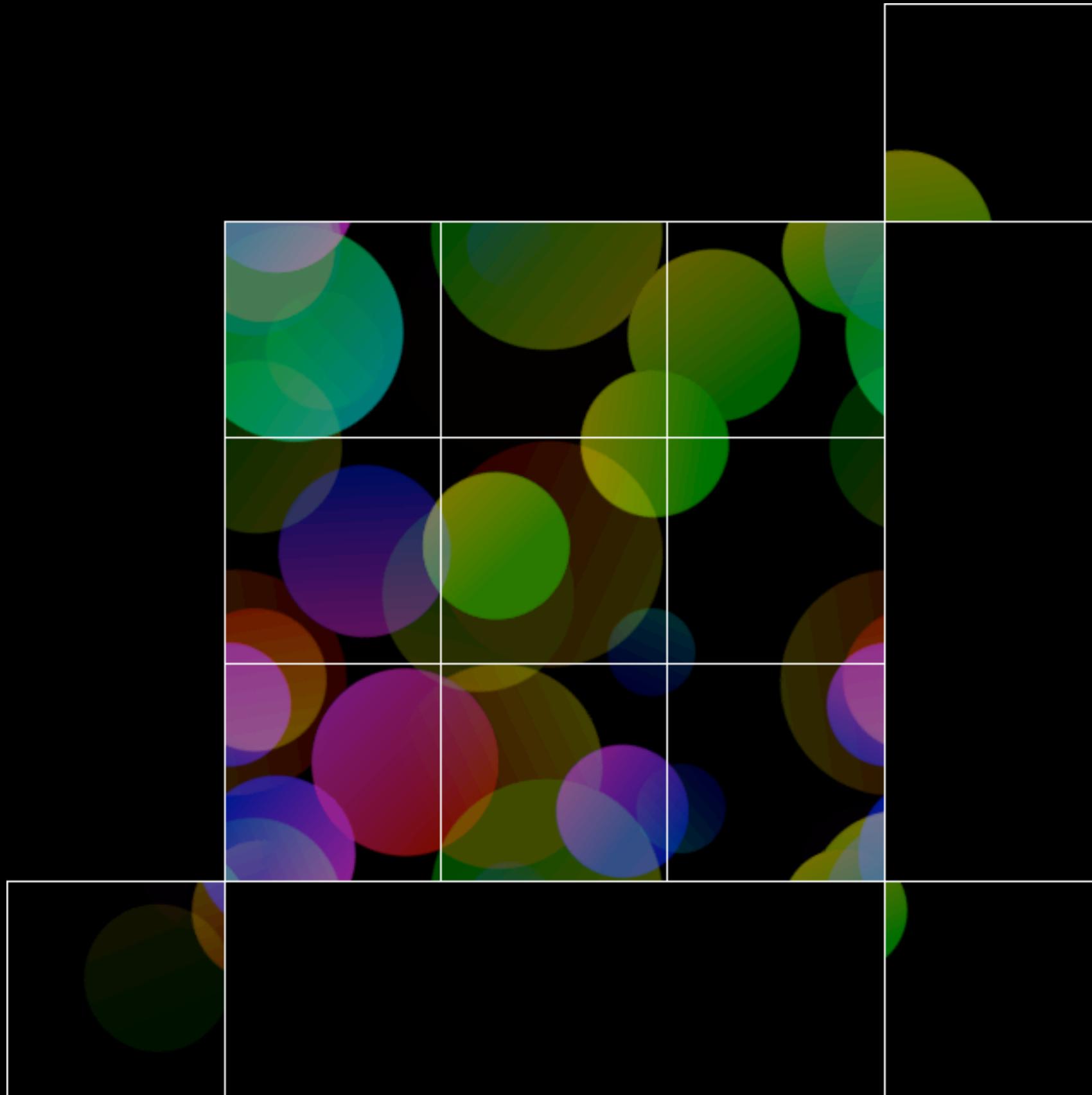


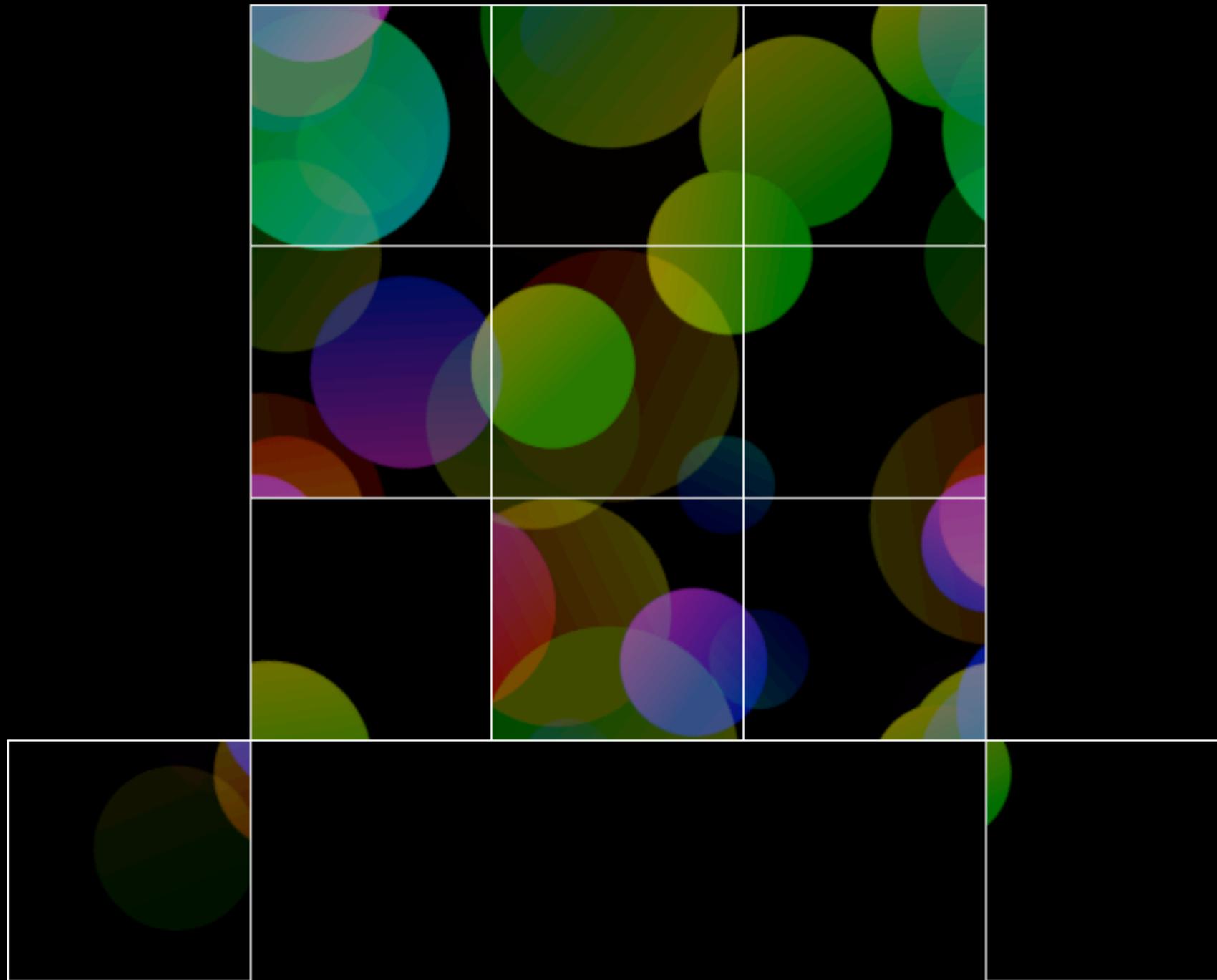


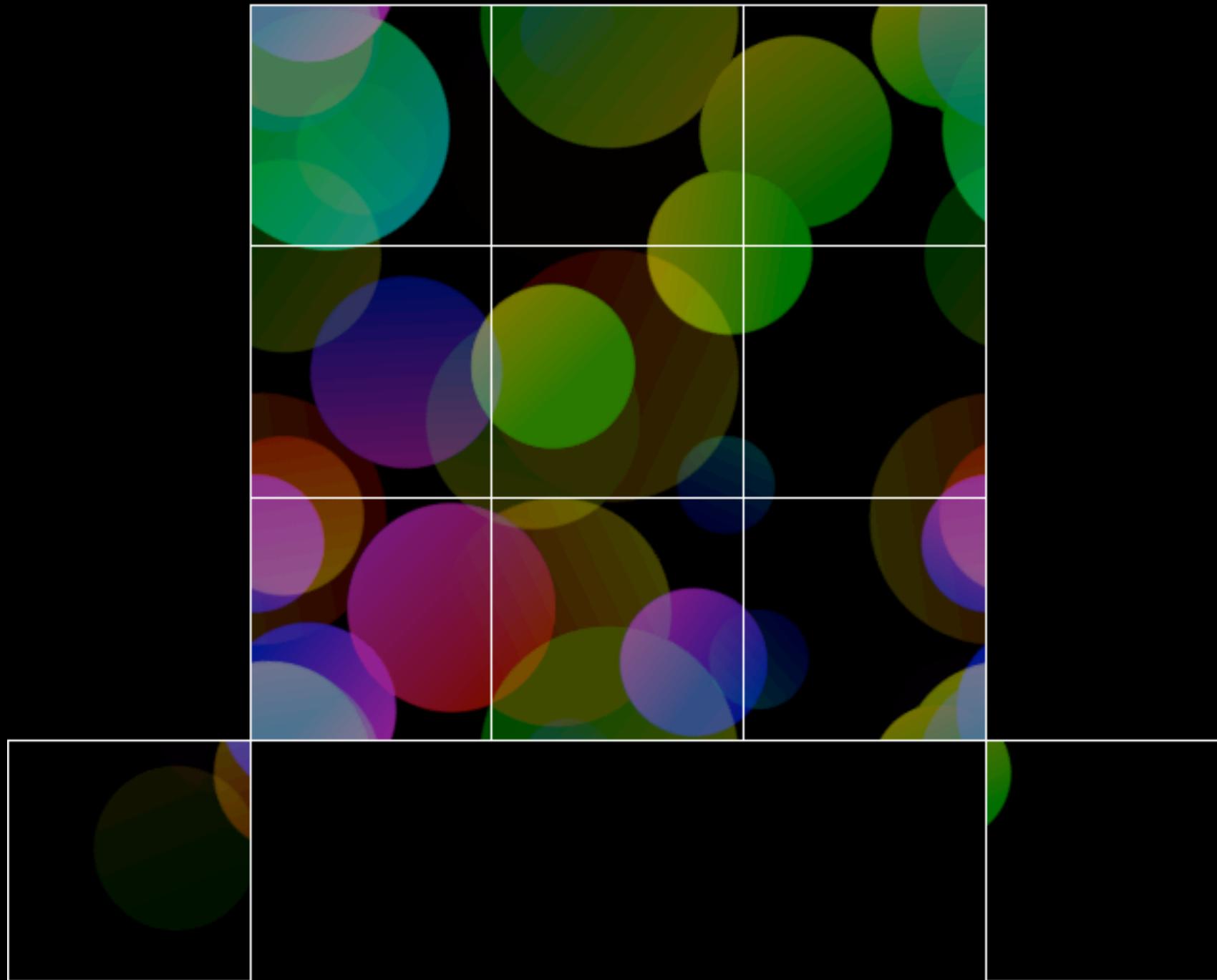


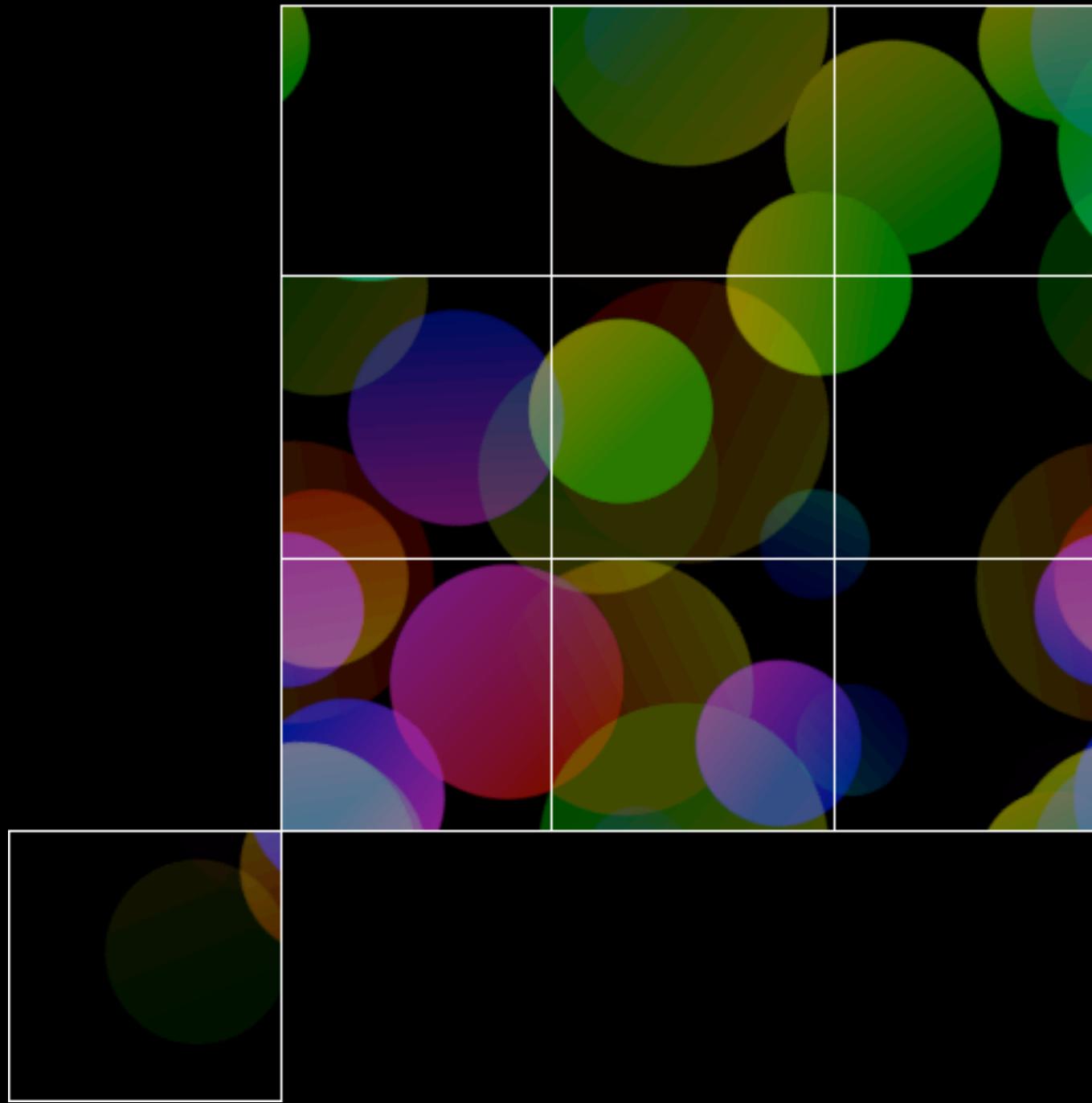


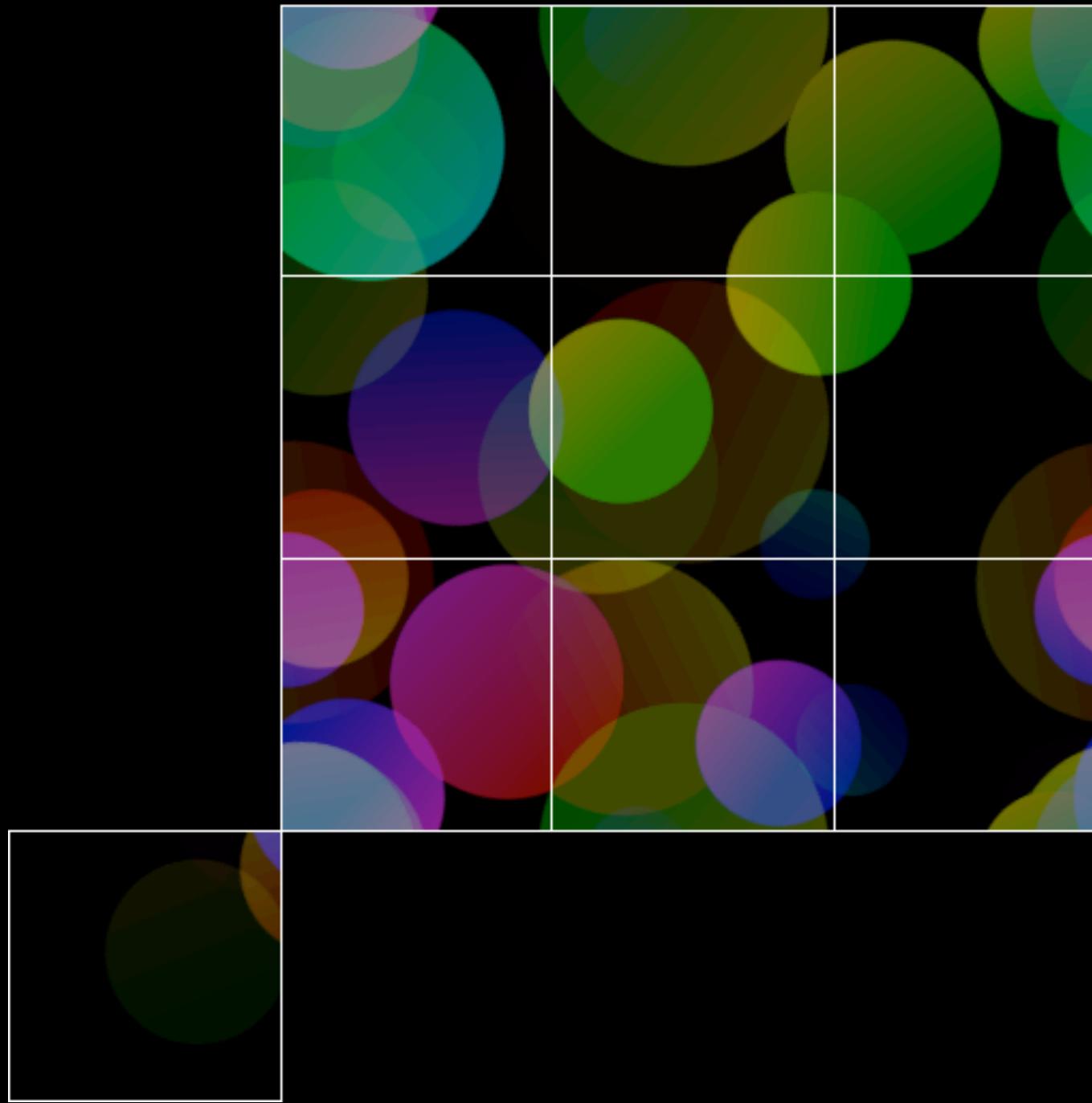


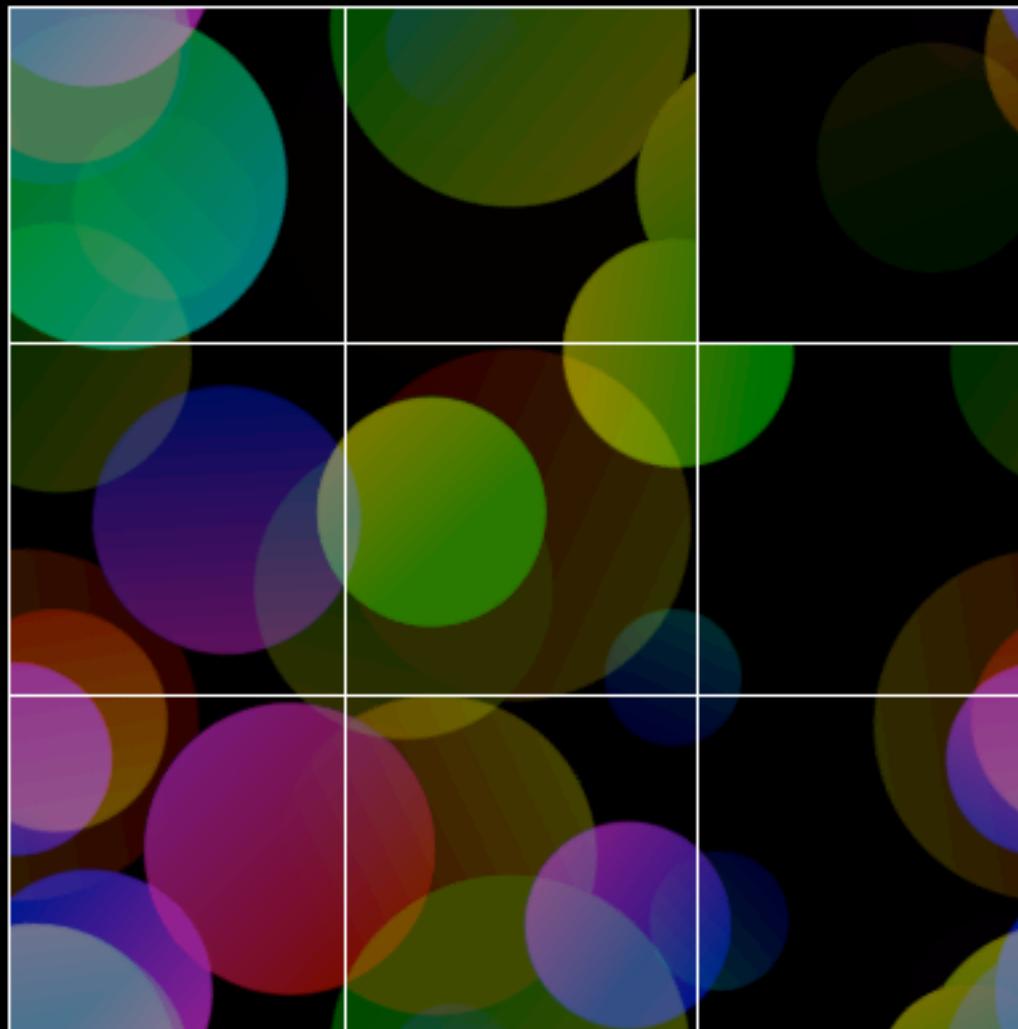


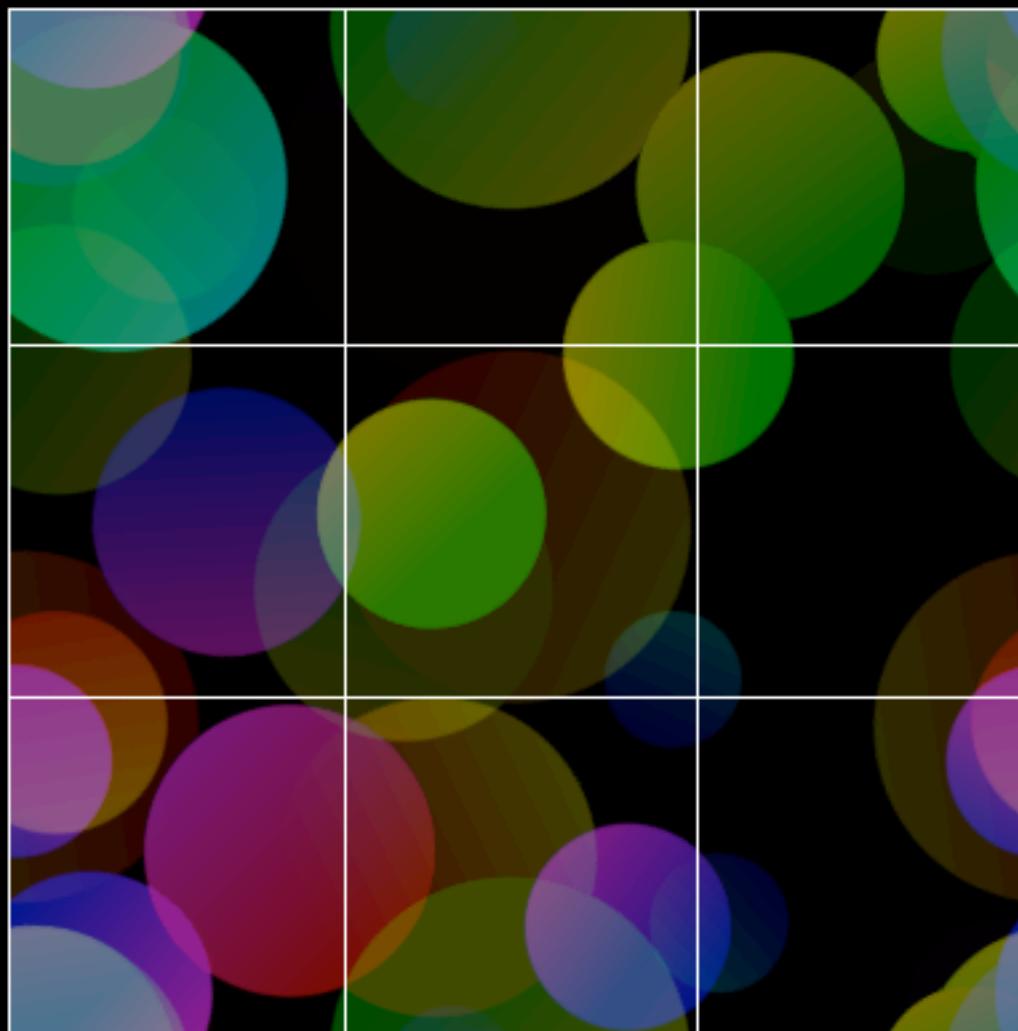


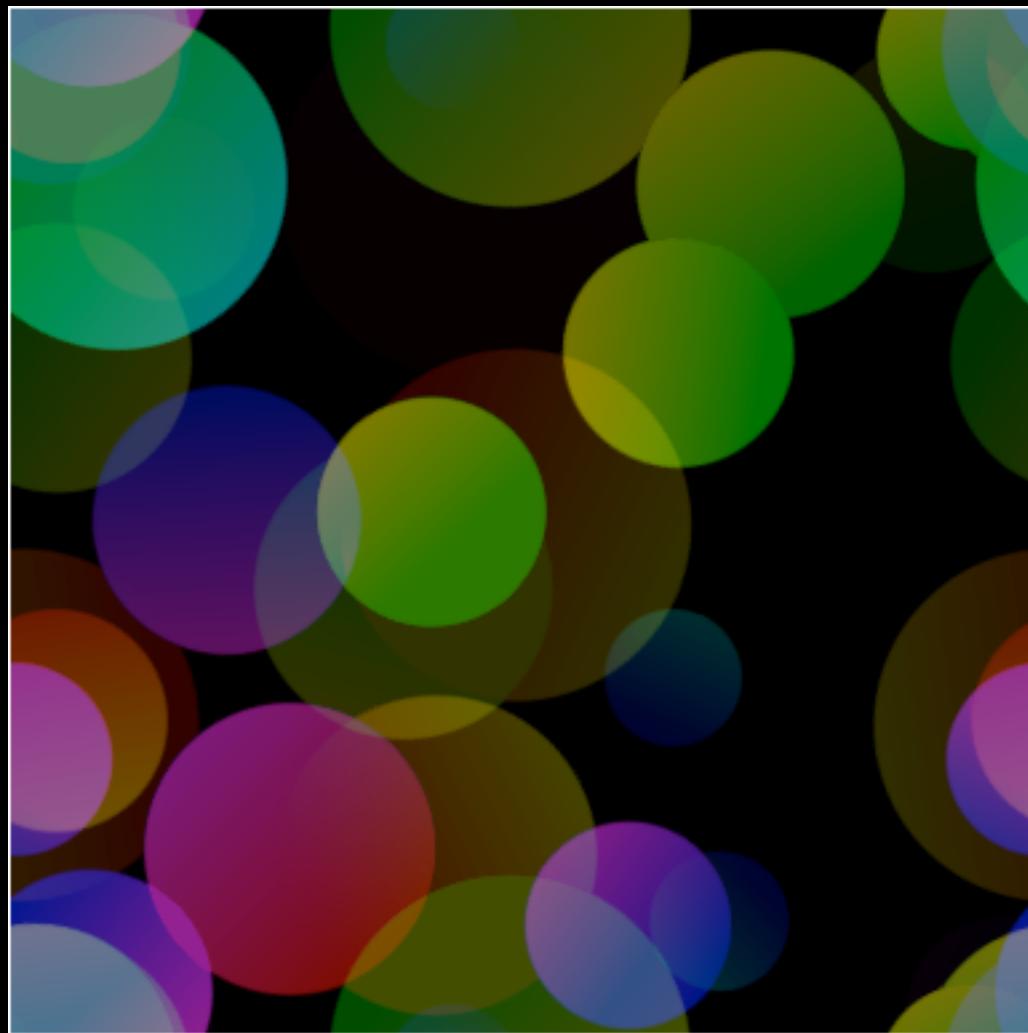




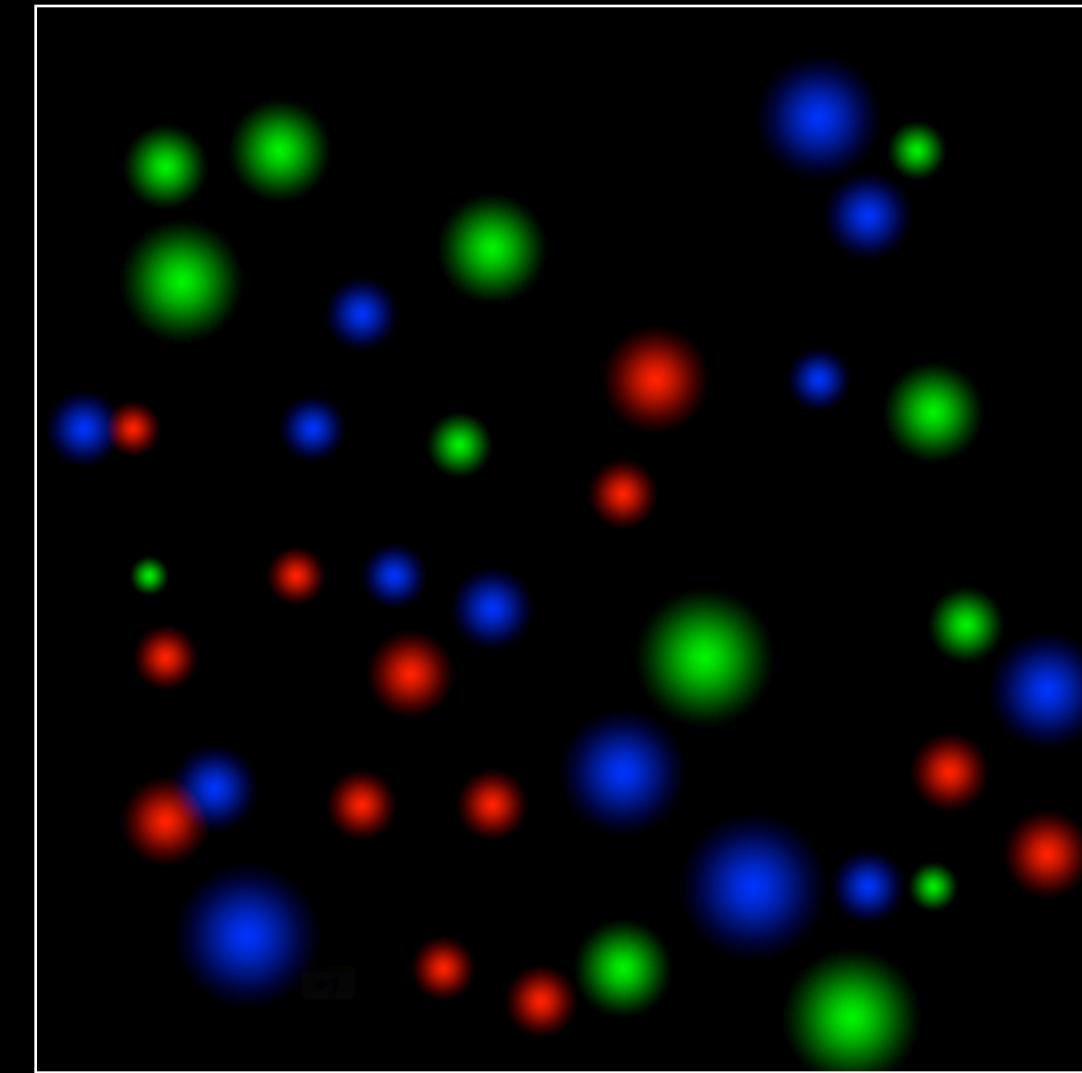
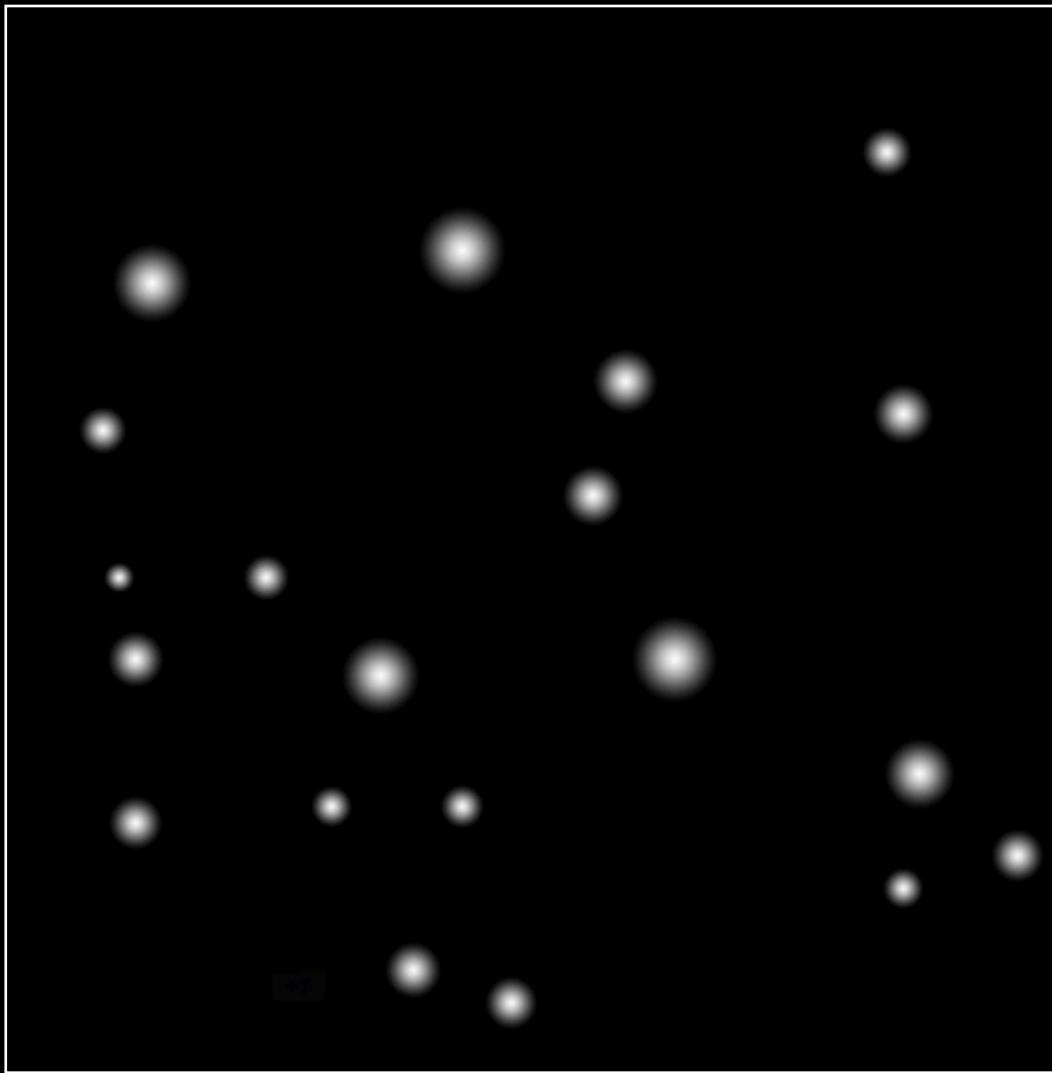


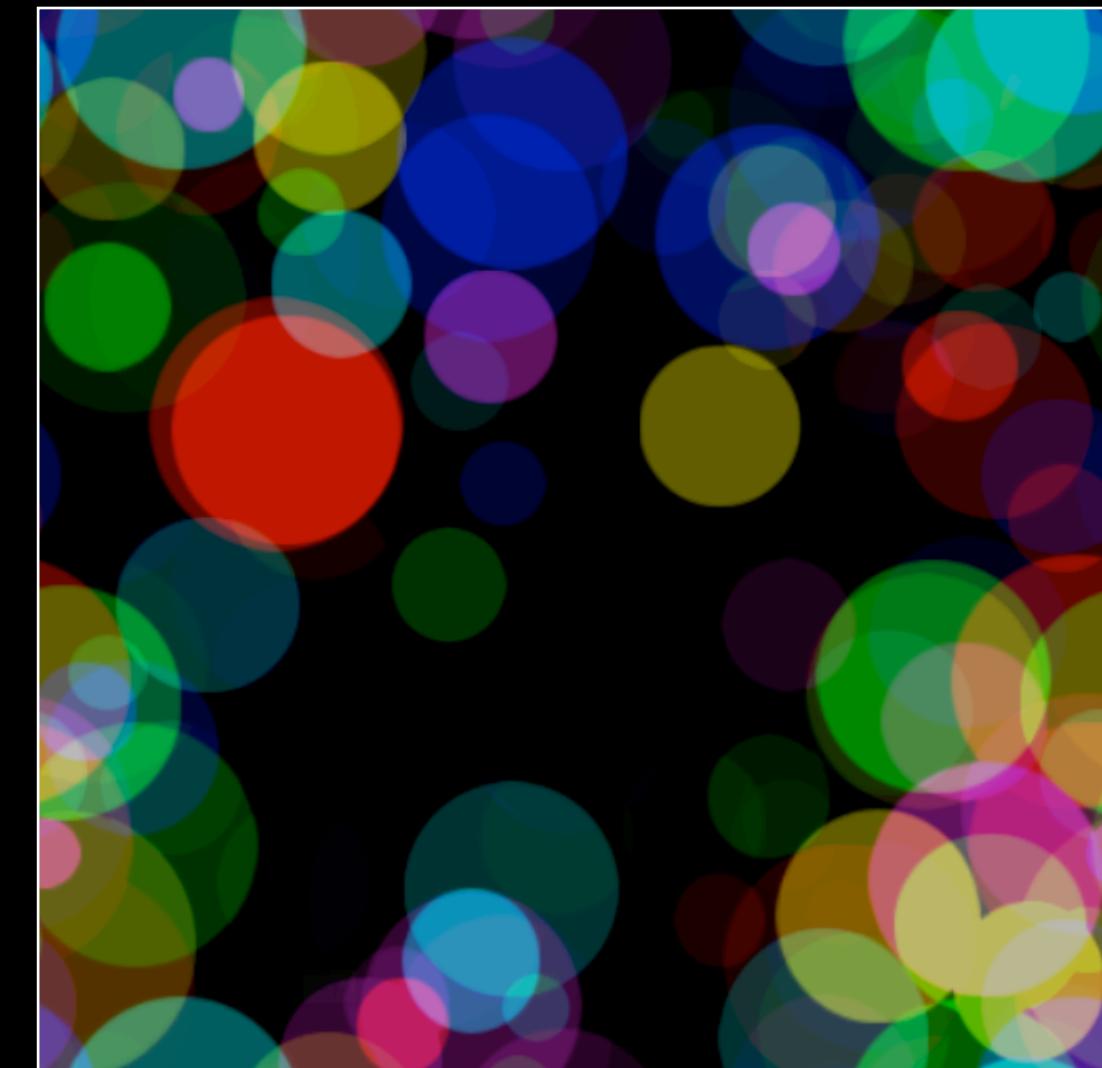
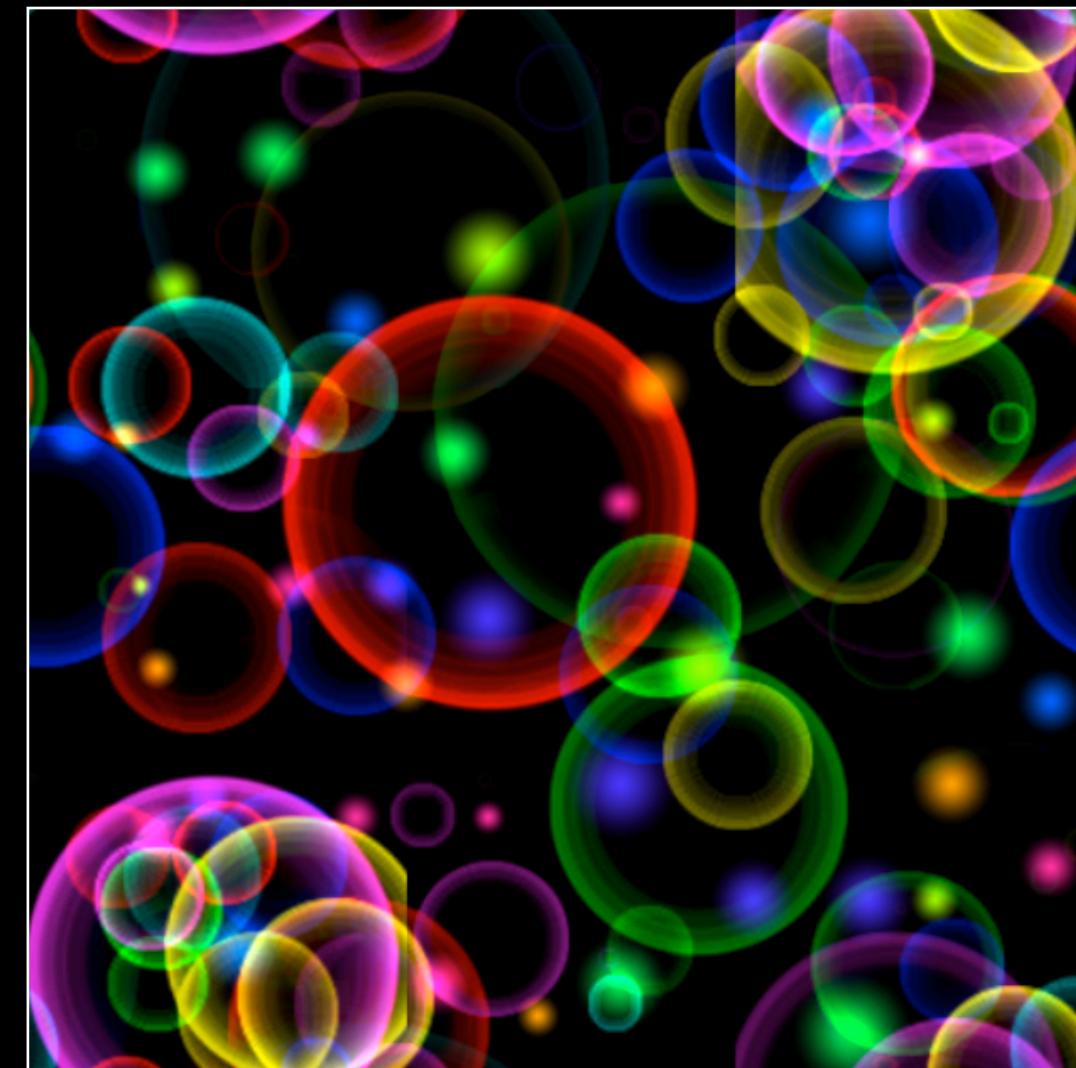
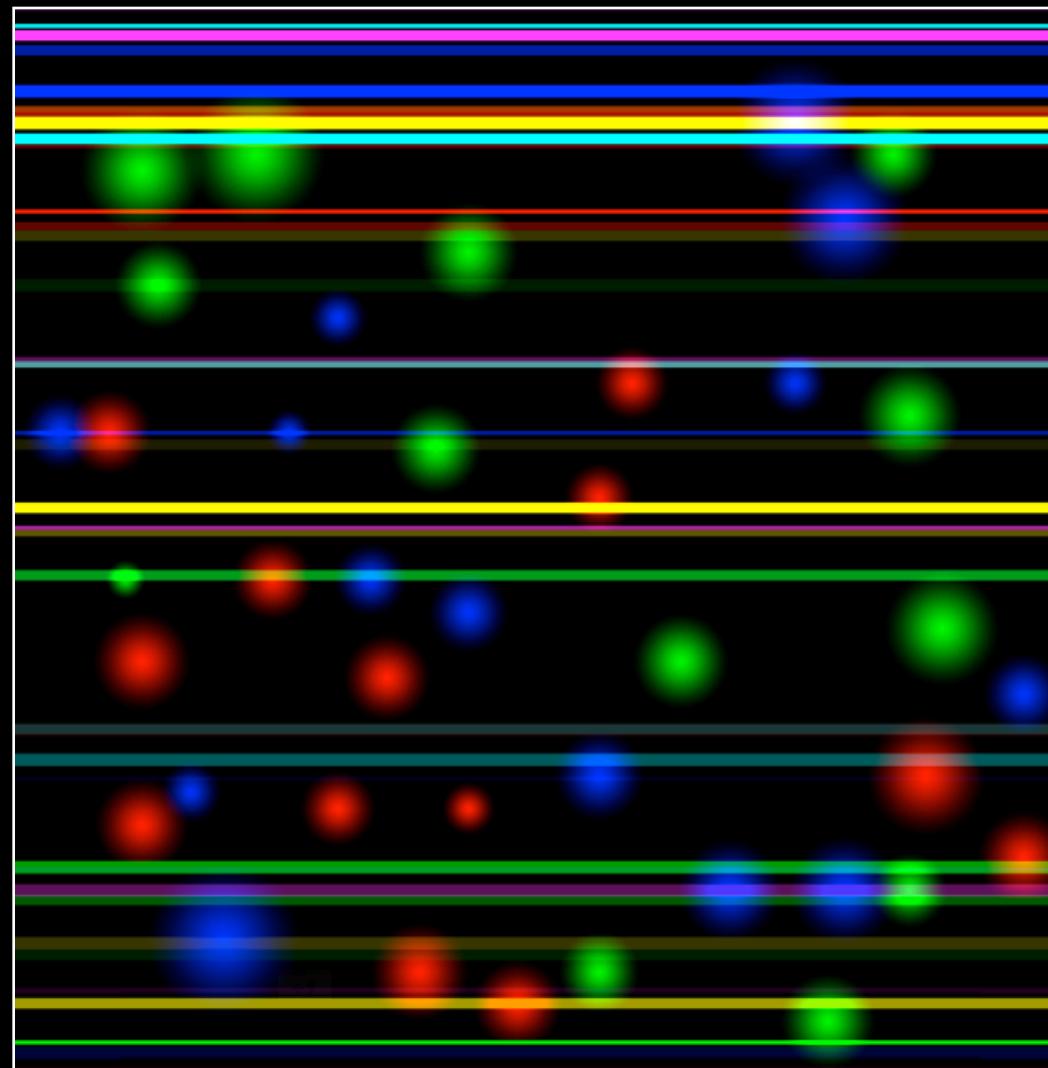








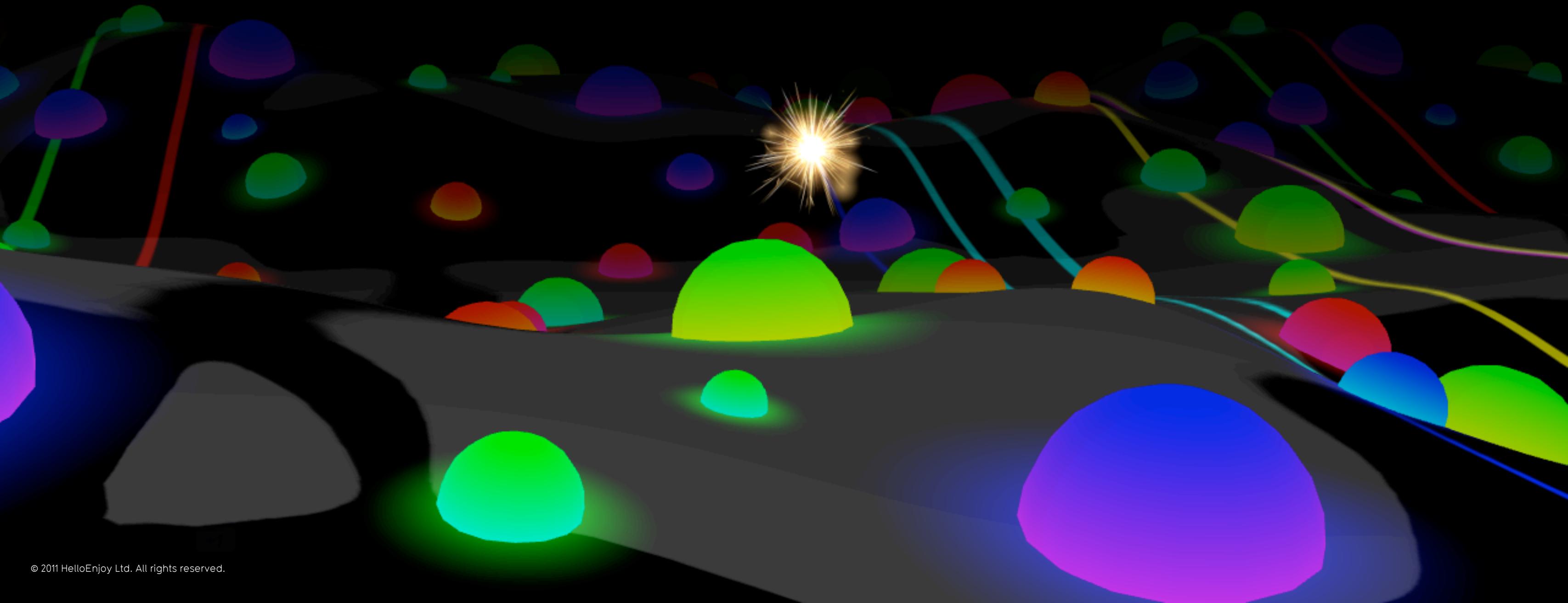


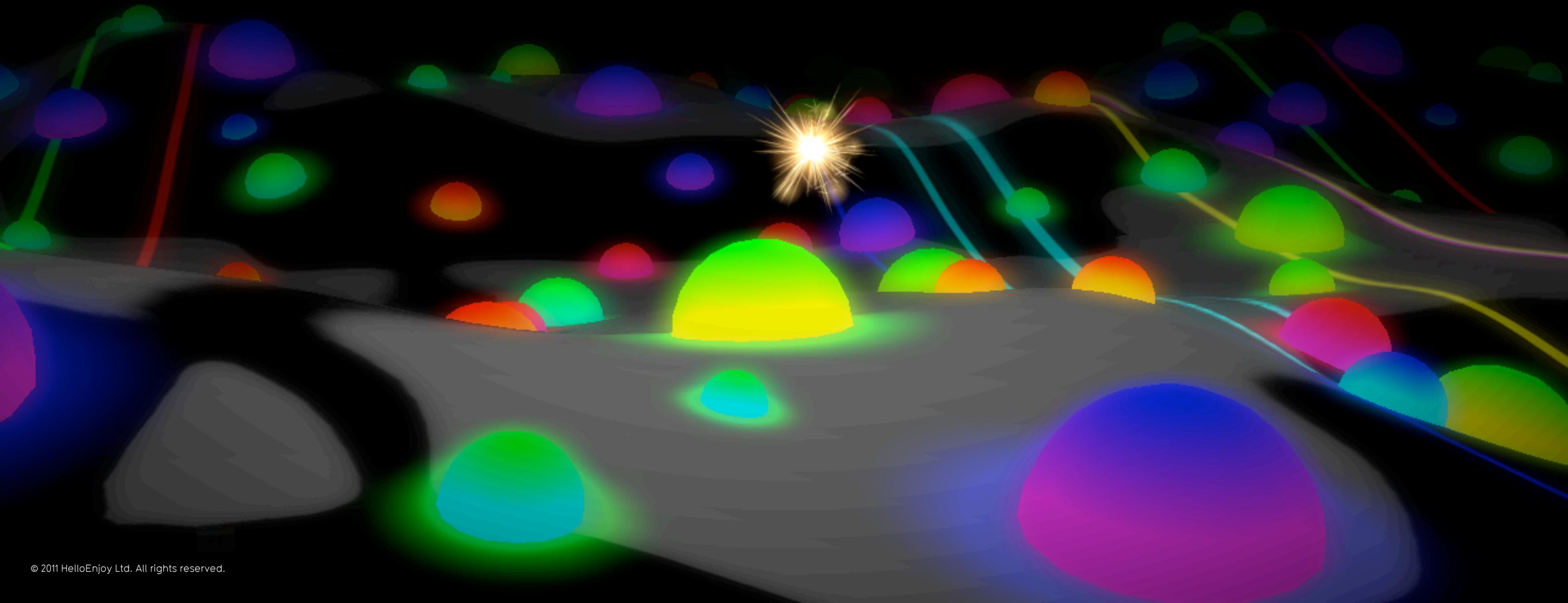


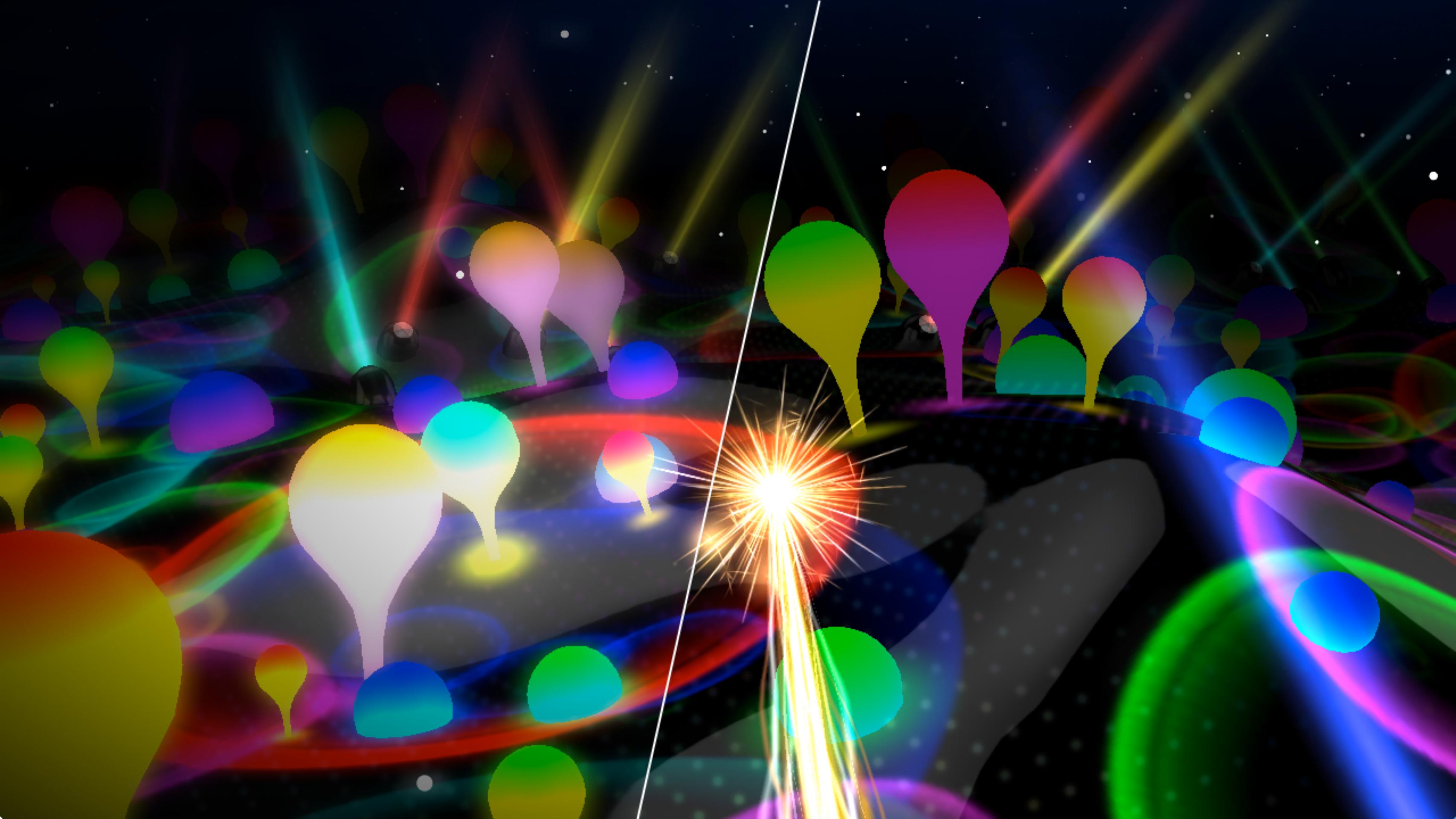




POST-PROCESSING









TWITTER

30 FPS (29-59)

MUTE

375372

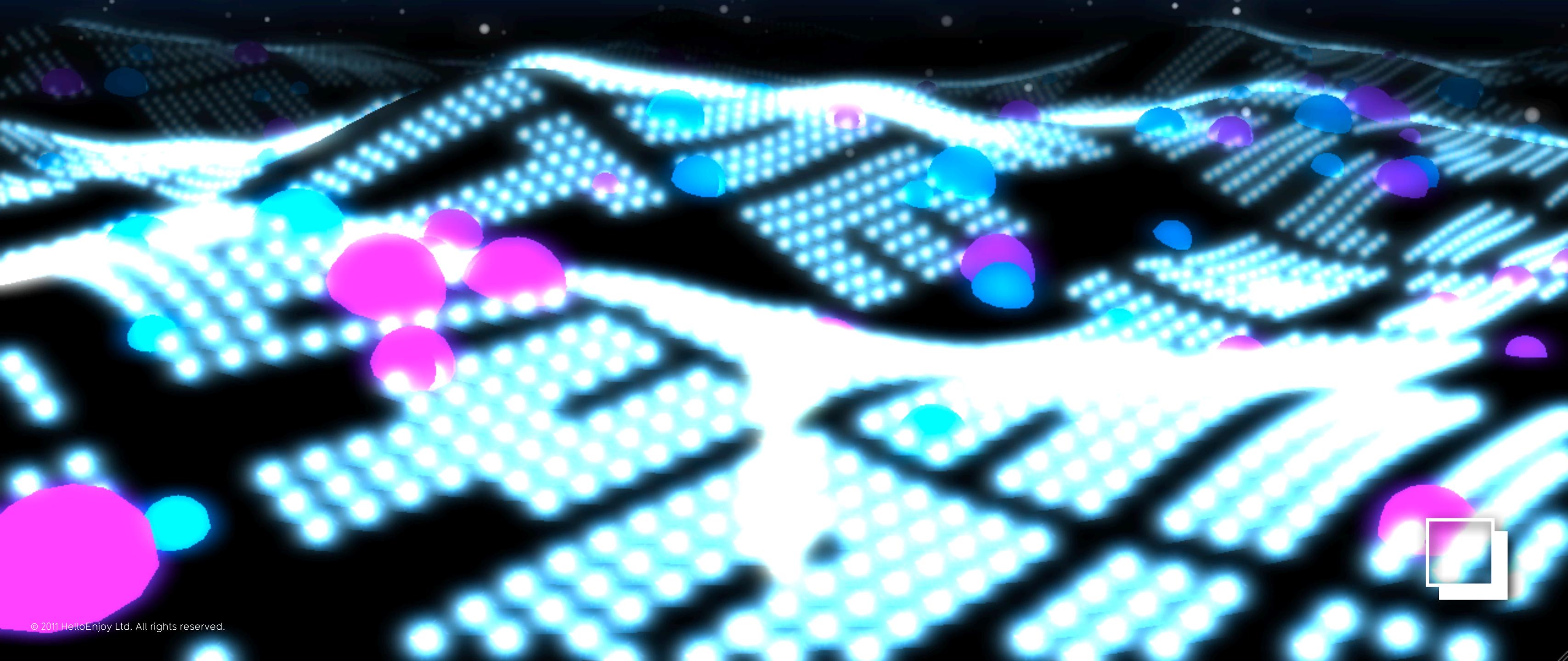
VERTS

125124

TRIS

217

DRAWS



30 FPS (23-31)

MUTE

397572
VERTS
132524
TRIS
275
DRAWS



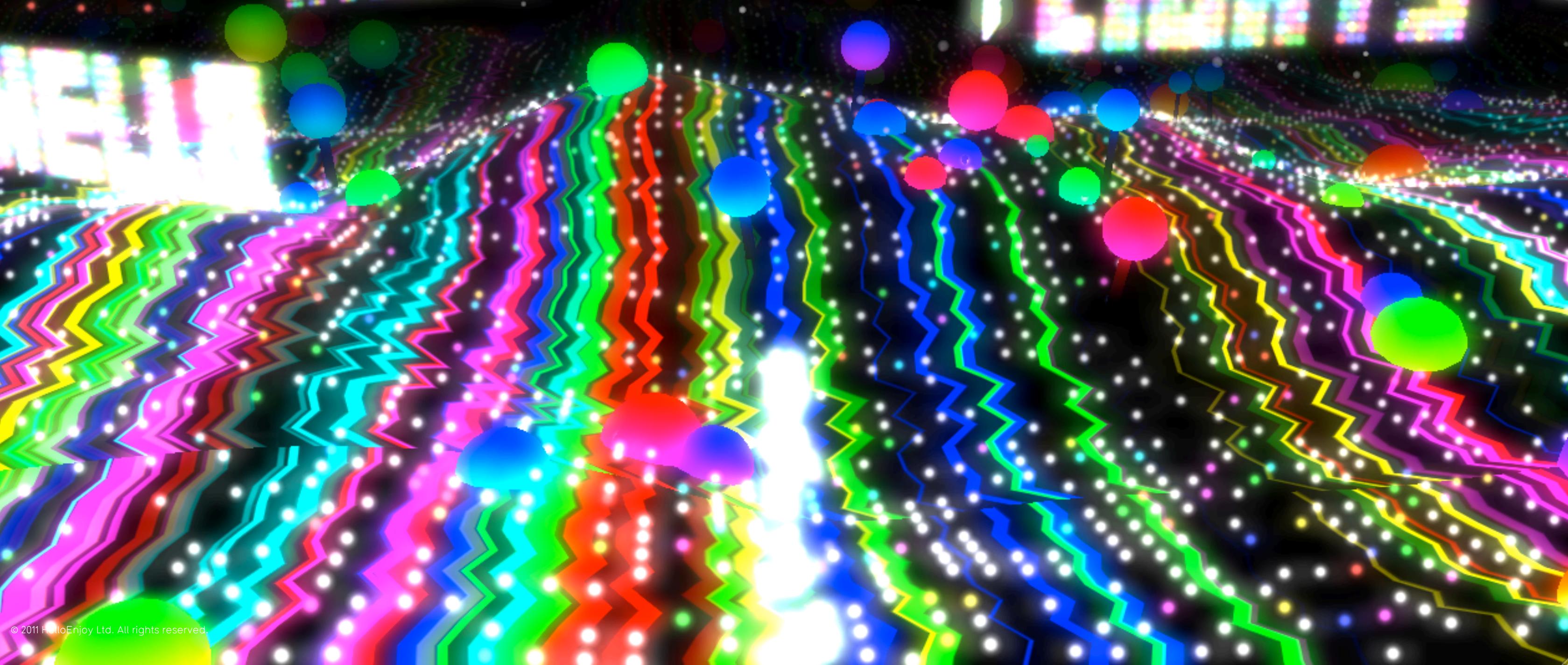
WINTER
MUSIC
MUSIC



LIGHTS

SUMMER
LIGHTS

LIGHTS





Save Save As Load Font Preview



STA

KufiStandardGK

standard 07_53

standard
07_54

standard 07_55

standard 07_56

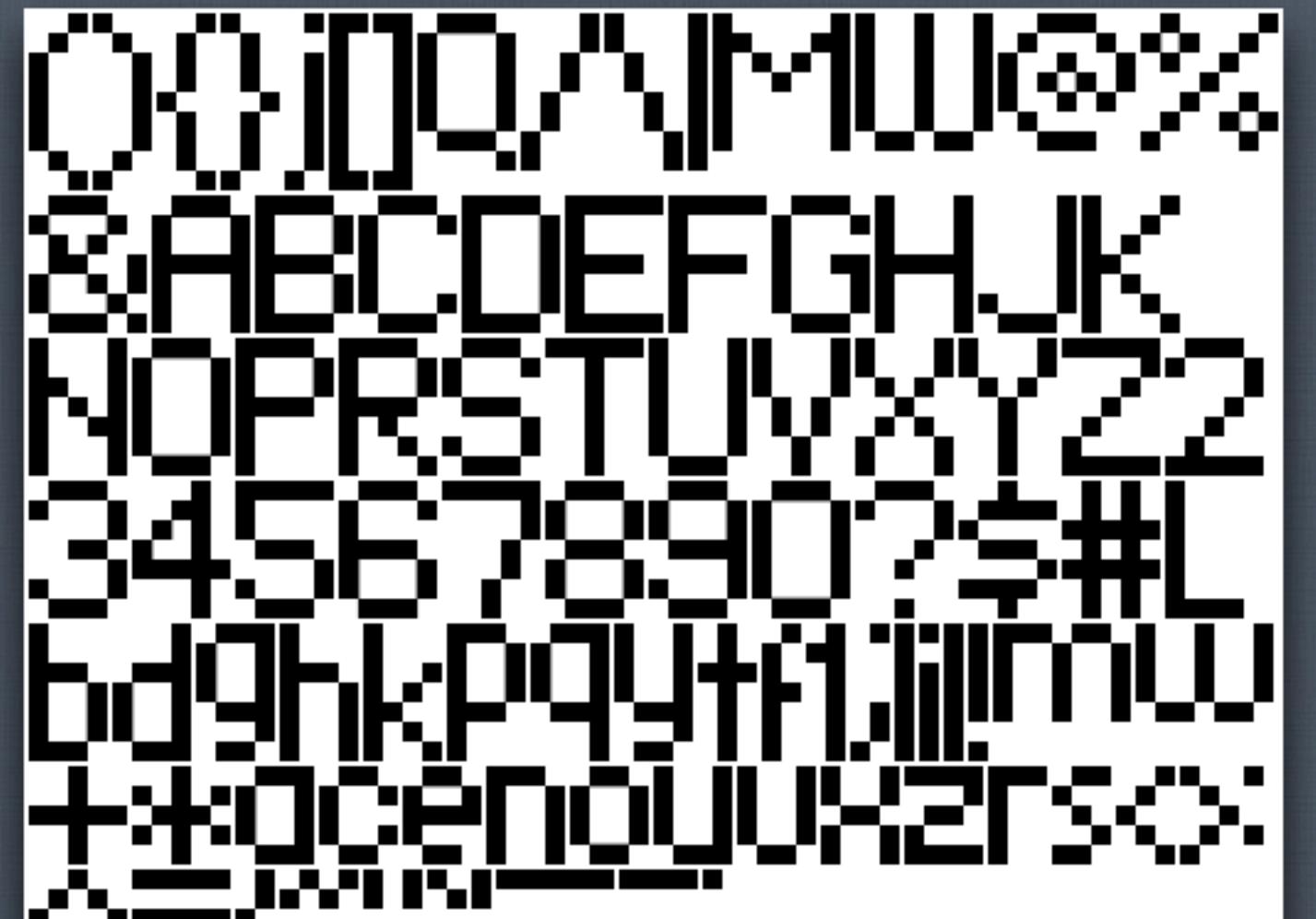
standard 07_57

standard 07_58

A A

64

Regular



A Glyph Outline

Outline

Width 0.6

Roughness 0

Style Centred

Join Style Mitre

Mitre Limit 10

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Color

A Glyph Shadow

Shadow

Type Outer

Lightsource

x 1

y -1



Blur Radius 2

Color

Included Glyphs

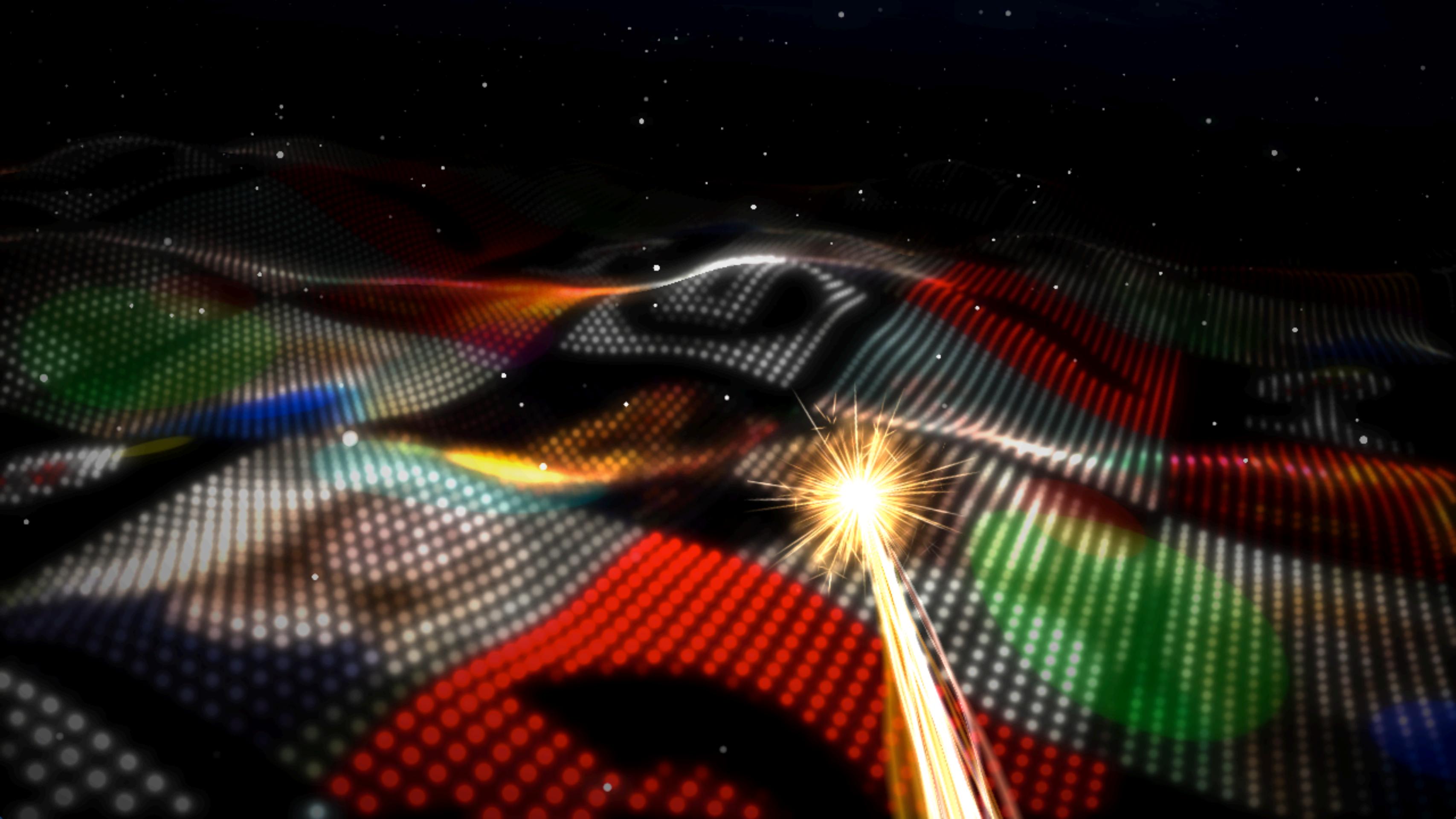
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@CherrytreeRec

@ElieGoulding
@PolydorRecords

@Cherrytree

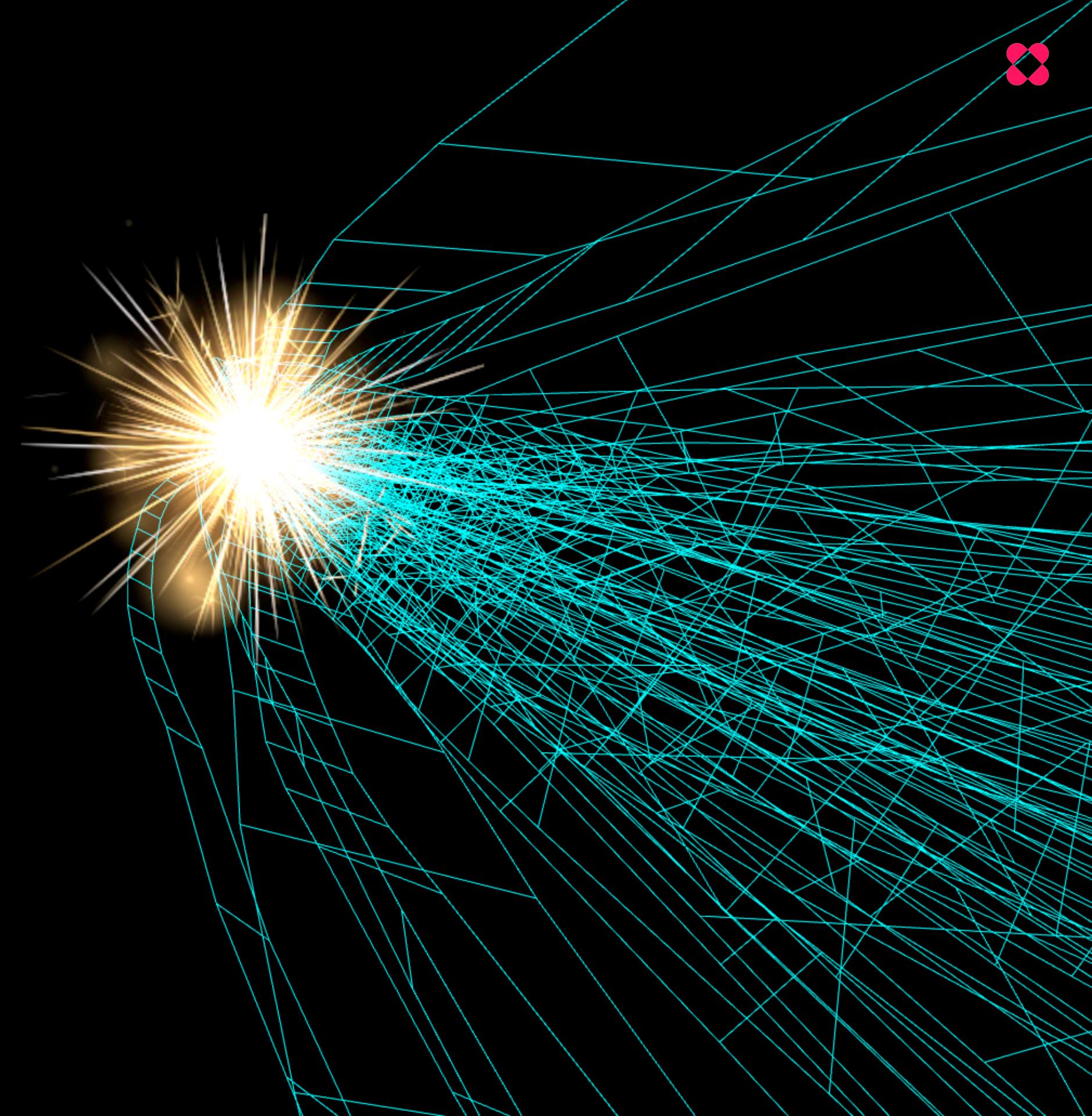


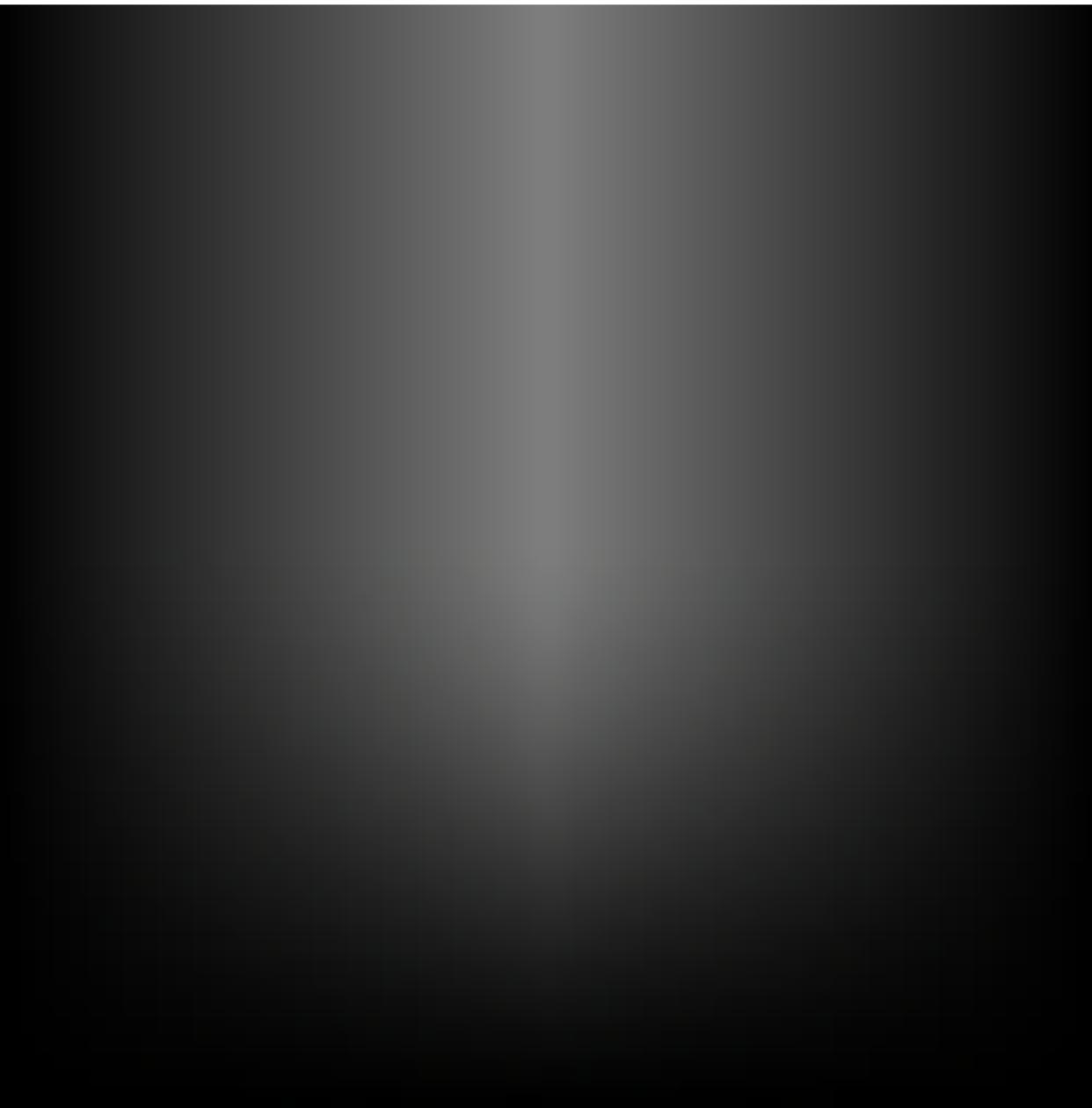


VOICE











AUDIO



Spectrum Data



RESULTS

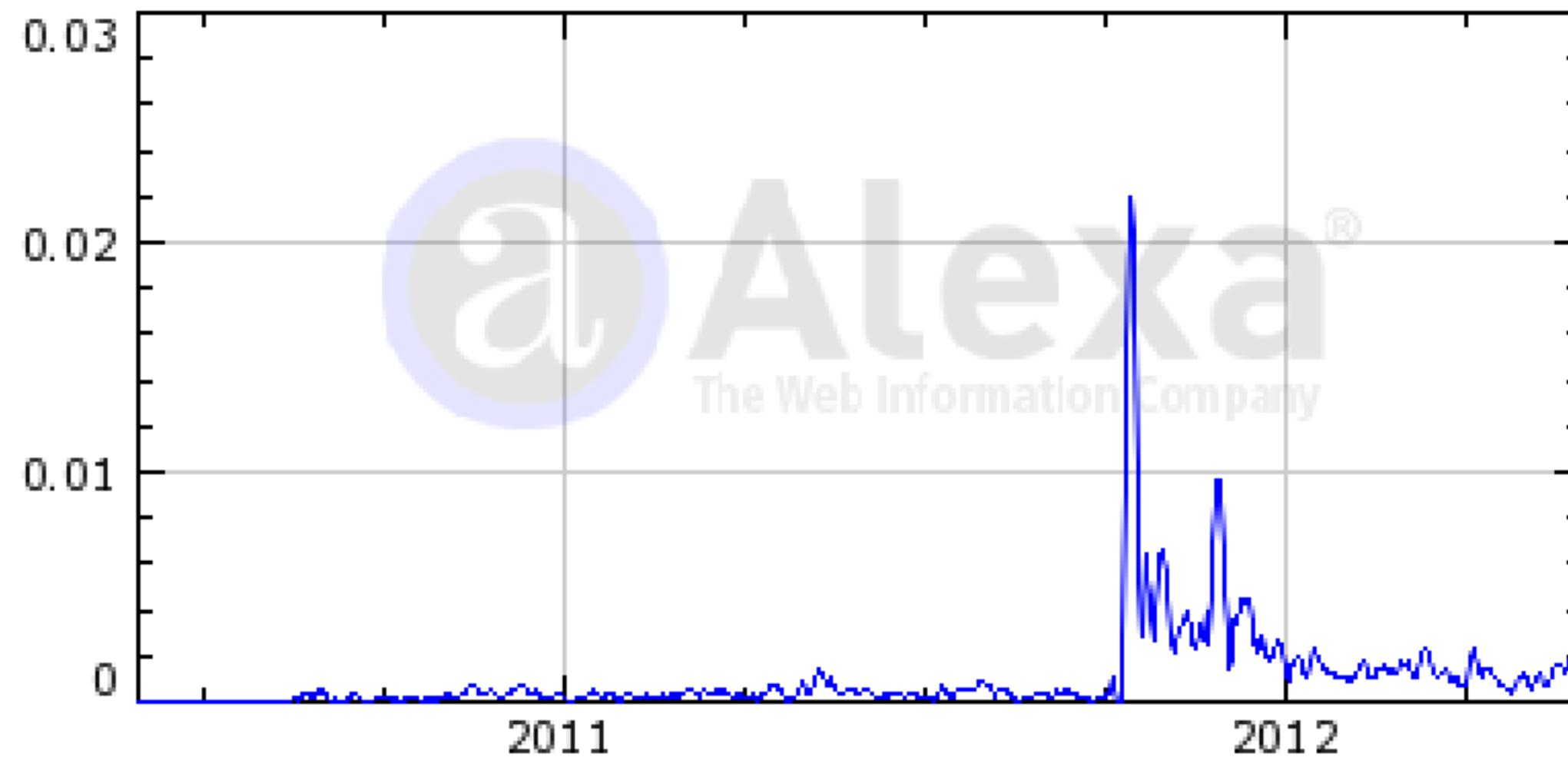


Type	Artist	Comments
1	Artist	Ellie Goulding
2	Artist	Lady Gaga
3	Artist	Justin Bieber



Daily Reach (percent)

elliegoulding.com





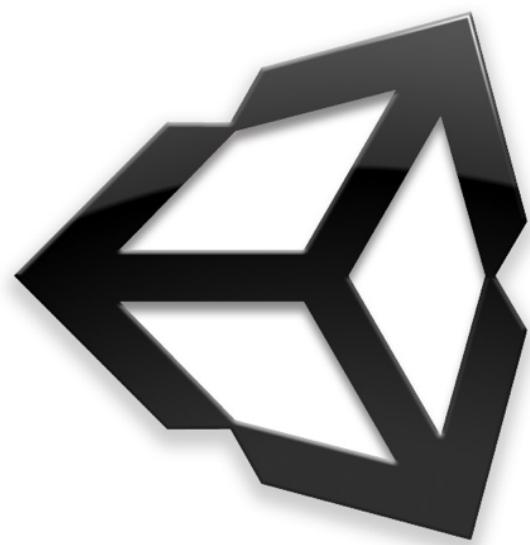
Where Visitors Go on Elliegoulding.com

Subdomain	Percent of Visitors
lights.elliegoulding.com	68.38%
us.elliegoulding.com	20.40%
elliegoulding.com	18.27%



“Now you too can be high as fuck by travelling through some offworld landscape type thing making shiny things happen.”





THANKS



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