



An Approach of Short Advertising Video Generation Using Mobile Phone Assisted by Robotic Arm

Jiefeng Li¹, Yingying She^{1(✉)}, Lin Lin^{2(✉)}, Yalan Luo¹, Hao He^{1,3},
Weiyue Lin¹, and Shengjing Hou²

¹ Informatics School, Xiamen University, Xiamen, China
jiefengli@stu.xmu.edu.cn, yingyingshe@xmu.edu.cn,
{1042181127,501700413}@qq.com, 18960110978@163.com

² College of Art, Xiamen University, Xiamen, China
linlinxiamen@xmu.edu.cn, 1403018492@qq.com

³ Quanzhou Institute of Equipment Manufacturing Haixi Institute,
Chinese Academy of Science, Quanzhou, China

Abstract. Recently, Short Advertising Video has become an increasingly dominant form of advertisement on social media. However, making Short Advertising Video is a challenging task for micro and small businesses, since it requires professional skills and years of experience. In this paper, we present a novel approach of Short Advertising Video generation assisted by robotic arms. We analyzed the professional composition and imaging of advertising videos, and transformed them into an automatic shooting process during the production of Short Advertising Video, assisted by a robotic arm. Practically, we applied our approach in two kinds of robotic arms and the results showed that robotic arm assist solution can highly enhance the efficiency and effect of making Short Advertising Video. In addition, our video generation approach can save time and money for novice users from micro and small business who has very limit resources and budget. And, we believe that our approach might overturn the existing production model of the Short Advertising Video propagated in the online business and social media.

Keywords: Graphical human-computer interaction · Robotics and vision

1 Introduction

With the popularity of smart phones and mobile applications, Short Advertising Video on mobile phones has shown potential. Well-made and professionally-edited Short Advertising Video on social media can assist in product presentation and have high conversion rates, which can greatly increase product sales.

In this paper, we mainly consider short commercial advertising videos for micro and small businesses. Instead of branding, the purpose for them to make