Amazon Nova Reel

功能简介

Amazon Nova Reel提供了以下功能：

· 从文本提示生成视频：Amazon Nova Reel 可以从文本提示生成 6 秒持续时间的高质量视频（每秒 24 帧分辨率为 720p）。

· 从参考图像和提示生成视频：Amazon Nova Reel 将图像带入运动并生成由输入图像和文本提示引导的视频。

· 使用文本提示进行相机运动控制：通过 Amazon Nova Reel 中的相机运动控制，用户可以使用 "zoom" 和 "dolly forward" 等文本提示引导相机运动，以获得每个视频所需的精确视觉。 Amazon Nova Reel 支持超过20个相机运动。有关更多详细信息，请参阅 Prompt 指南。

Camera Prompt 运镜指南（翻译自官方文档）

Camera Motion	Keywords	Definition
Aerial Shot (航拍镜头)	• Aerial Shot (航拍镜头) • Aerial View (航空视角) • Drone Shot (无人机拍摄) • FPV Drone Shot (FPV无人机拍摄) • FPV Aerial (FPV航拍) • First Person View Drone Shot (第一人称视角无人机拍摄) • First Person View Aerial (第一人称视角航拍)	Shot taken from a drone or aircraft (从无人机或飞机上拍摄的镜头)（FPV：第一人称视角）
Arc Shot (弧形镜头)	• Arc Shot (弧形镜头) • 360 Shot (360度镜头) • 360 Tracking Shot (360度跟踪镜头) • Orbit Shot (环绕镜头)	Camera moves in a circular motion around a center point or object (相机围绕中心点或物体做圆周运动)
Clockwise Rotation (顺时针旋转)	• Clockwise Rotation Shot (顺时针旋转镜头) • Camera Clockwise Rotation (相机顺时针旋转)	Camera rotates in a clockwise direction (相机按顺时针方向旋转)

	• Camera Clockwise Flip (相机顺时针翻转) • Camera Rotates Clockwise (相机向顺时针方向旋转) • Camera Flips Clockwise (相机向顺时针方向翻转)	
Counterclockwise Rotation (逆时针旋转)	• Counterclockwise Rotating Shot (逆时针旋转镜头) • Anticlockwise Rotating Shot (反时针旋转镜头) • Anti-clockwise Rotating Shot (反时针旋转镜头) • Camera Rotates Counterclockwise (相机逆时针旋转) • Camera Rolls Counterclockwise (相机逆时针翻转) • Camera Rotates Anticlockwise (相机反时针旋转) • Camera Rolls Anticlockwise (相机反时针翻转) • Camera Rotates Anti-clockwise (相机反时针旋转) • Camera Rolls Anti-clockwise (相机反时针翻转) • Camera Rotates in Counterclockwise Direction (相机向逆时针方向旋转) • Camera Rolls in Counterclockwise Direction (相机向逆时针方向翻转) • Camera Rotates in Anticlockwise Direction (相机向反时针方向旋转) • Camera Rolls in Anticlockwise Direction (相机向反时针方向翻转) • Camera Rotates in Anti-clockwise Direction (相机向反时针方向旋转) • Camera Rolls in Anti-clockwise Direction (相机向反时针方向翻转)	Camera rotates in the counterclockwise direction (相机按逆时针方向旋转)
Dolly In (向前推轨)	• Dolly In (向前推轨) • Dolly In Shot (向前推轨镜头) • Camera Moves Forward (相机向前移动)	Moving the camera forward (相机向前移动)

	• Camera Moving Forward (相机正在向前移动)	
Dolly Out (向后推轨)	• Dolly Out (向后推轨) • Dolly Out Shot (向后推轨镜头) • Camera Moves Backward (相机向后移动) • Camera Moving Backward (相机正在向后移动)	Moving the camera backward (相机向后移动)
Pan Left (左平移)	• Pan Left (左平移) • Pan Left Shot (左平移镜头) • Camera Pans Left (相机向左平移) • Camera Moves to the Left (相机向左移动)	Camera sweeps to the left from a fixed position (相机从固定位置向左扫摄)
Pan Right (右平移)	• Pan Right (右平移) • Pan Right Shot (右平移镜头) • Camera Pans Right (相机向右平移) • Camera Moves to the Right (相机向右移动)	Camera sweeps to the right from a fixed position (相机从固定位置向右扫摄)
Whip Pan (快速平移)	• Whip Pan Left (快速左平移) • Whip Pan Right (快速右平移)	Fast pan shot (快速平移镜头)
Pedestal Down (降低)	• Pedestal Down (降低) • Pedestal Down Shot (降低镜头) • Ped-down (降低) • Ped-down Shot (降低镜头) • Camera Moves Down (相机向下移动) • Camera Moving Down (相机正在向下移动)	Moving camera down (相机向下移动)
Pedestal Up (升高)	• Pedestal Up (升高) • Pedestal Up Shot (升高镜头) • Ped-up (升高) • Ped-up Shot (升高镜头) • Camera Moves Up (相机向上移动) • Camera Moving Up (相机正在向上移动)	Moving camera up (相机向上移动)

Static Shot (静态镜头)	• Static Shot (静态镜头) • Fixed Shot (固定镜头)	Camera does not move. Note that object or subject in the video can still move (相机保持不动。注意视频中的物体或主体仍可移动)
Tilt Down (向下倾斜)	• Tilt Down (向下倾斜) • Tilt Down Shot (向下倾斜镜头) • Pan Down (向下平移) • Pan Down Shot (向下平移镜头) • Camera Tilts Down (相机向下倾斜) • Camera Tilting Down (相机正在向下倾斜) • Camera Pans Down (相机向下平移) • Camera Panning Down (相机正在向下平移) • Camera Moves Down (相机向下移动) • Camera Moving Down (相机正在向下移动)	Camera sweeps down from a fixed position (相机从固定位置向下扫摄)
Tilt Up (向上倾斜)	• Tilt Up (向上倾斜) • Tilt Up Shot (向上倾斜镜头) • Pan Up (向上平移) • Pan Up Shot (向上平移镜头) • Camera Tilts Up (相机向上倾斜) • Camera Tilting Up (相机正在向上倾斜) • Camera Pans Up (相机向上平移) • Camera Panning Up (相机正在向上平移) • Camera Moves Up (相机向上移动) • Camera Moving Up (相机正在向上移动)	Camera sweeps up from a fixed position (相机从固定位置向上扫摄)
Whip Tilt (快速倾斜)	• Whip Tilt Up (快速向上倾斜) • Whip Tilt Down (快速向下倾斜)	Fast tilt shot (快速倾斜镜头)
Track Left (左移轨)	• Track Left (左移轨) • Truck Left (左移轨) • Track Left Shot (左移轨镜头) • Truck Left Shot (左移轨镜头) • Camera Tracking Left (相机向左移轨) • Camera Trucking Left (相机向左移轨)	Moving camera towards left (相机向左移动)

	• Camera Tracks Left (相机向左移轨) • Camera Trucks Left (相机向左移轨) • Camera Moves to the Left (相机向左移动) • Camera Moving to the Left (相机正在向左移动)	
Track Right (右移轨)	• Track Right (右移轨) • Truck Right (右移轨) • Track Right Shot (右移轨镜头) • Truck Right Shot (右移轨镜头) • Camera Tracking Right (相机向右移轨) • Camera Trucking Right (相机向右移轨) • Camera Tracks Right (相机向右移轨) • Camera Trucks Right (相机向右移轨) • Camera Moves to the Right (相机向右移动) • Camera Moving to the Right (相机正在向右移动)	Moving camera towards right (相机向右移动)
Zoom In (拉近)	• Zoom In (拉近) • Zoom In Shot (拉近镜头) • Camera Zooms In (相机拉近) • Camera Zooming In (相机正在拉近) • Camera Moves Forward (相机向前移动)	Focal length of a camera lens is adjusted to give the illusion of moving closer to the subject (调整相机镜头焦距以产生靠近拍摄对象的效果)
Zoom Out (拉远)	• Zoom Out (拉远) Zoom Out Shot (拉远镜头) Camera Zooms Out (相机拉远) Camera Zooming Out (相机正在拉远) Camera Moves Backward (相机向后移动)	Focal length of a camera lens is adjusted to give the illusion of moving further away from the subject (调整相机镜头焦距以产生远离拍摄对象的效果)
Whip Zoom (快速变焦)	• Whip Zoom In (快速拉近) • Whip Zoom Out (快速拉远)	Fast zoom in or zoom out (快速拉近或拉远)
Dolly Zoom (推移变焦)	• Dolly Zoom (推移变焦) • Dolly Zoom Shot (推移变焦镜头) • Dolly Zoom Effect (推移变焦效果) • Zolly (推移变焦) • Vertigo Shot (眩晕镜头)	Use dolly and zoom at the same time to keep object size the same. It has two types (同时使用推轨和变焦来保持物体大小不变。有两种类型): 1. dolly out + zoom in (推出+拉近)

		2. dolly in + zoom out (推入+拉远)
Following Shot (跟随镜头)	Following Shot (跟随镜头)	Follows the subject at a constant distance (以固定距离跟随拍摄对象)

类别	英文术语	中文说明
慢动作	slow-motion	将动作放慢播放
	slo-mo	
	slow-mo	
	slomo	
	slowmo	
延时摄影	time-lapse	将长时间拍摄的画面快速播放
	timelapse	
	hyperlapse	超延时
	walklapse	步行延时
	spacelapse	空间延时

Prompt 优化建议

以酒店外观展示场景为例，因为是实际的酒店照片，在不产生其他创作的前提下，直接使用运镜的 prompt，可以保持比较准确连续的生成效果。具体测试用例可以直接到文档最后

- 其中一个从远景前向拉近展示酒店的 prompt 如下所示

```
1 First Person View Aerial, Dolly In Shot, Ultra HD, 8K resolution
```

Prompts optimization

Original

```
1  Slow dolly in on a grand luxury resort complex at dusk. Ornate beige buildings
   with clock towers and domes, symmetrical architecture. Manicured gardens in
   foreground, distant mountains. Pink and purple sunset sky. Warm lights from
   windows and pathways. 4K, photorealistic, crisp details throughout. Cinematic
   quality, highest resolution.
```

Prompt V2

```
1  FPV flying over this building while the sun is setting, hyper quality, Ultra
   HD, 8K1
```

Prompt V3

```
1  FPV flying approaching this building while the sun is setting, hyper quality,
   Ultra HD, 8K
```

Prompt V5

```
1  First Person View Aerial, Dolly In Shot, Ultra HD, 8K resolution
```

Test Images

Prompt

```
1  First Person View Aerial, Dolly In Shot, Ultra HD, 8K resolution
```
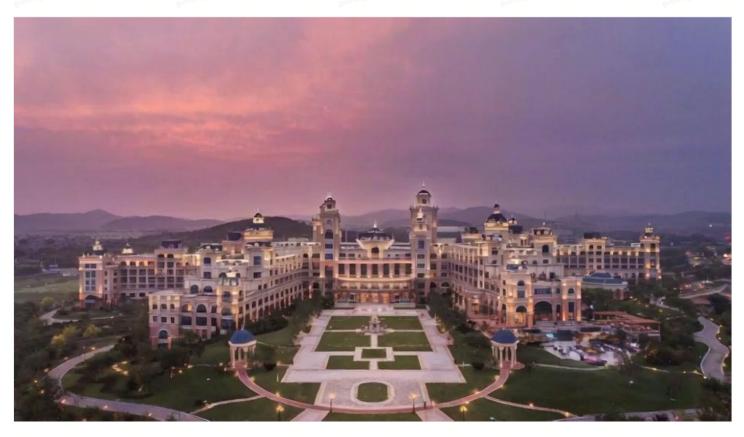
测试图片 1

效果

测试图片 2

Original

Final Version
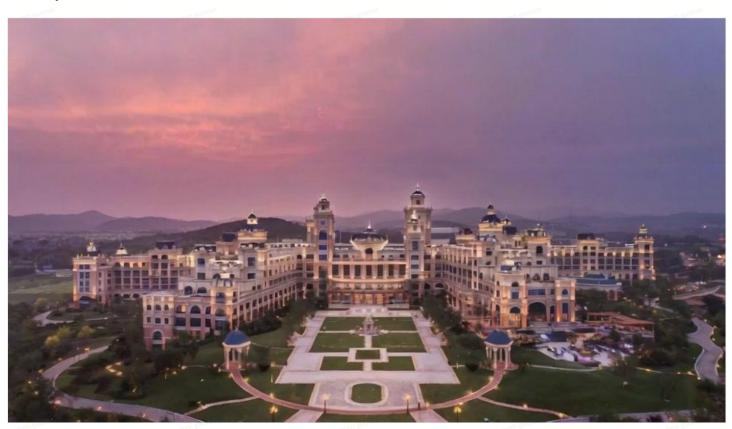
```
1 First Person View Aerial, Dolly In Shot, Ultra HD, 8K resolution
```

Prompt v2

Prompt v3

Prompt v4

测试图片 3

效果