Bringing music to life

Every product created by high-fidelity audio equipment manufacturer Denon is crafted with a single goal in mind: to enhance the user’s entertainment experience. For the launch of its new line of lifestyle headphones—aptly named Music Maniac, Urban Raver, Globe Cruiser, and Exercise Freak—Denon turned to award-winning advertising agency BBDO New York and interactive production agency Jam3. The resulting Denon visYOUalize Yourself campaign includes a unique digital experience that lets customers experience music like never before.

visYOUalize Yourself invites website visitors and app users to upload photographs and see themselves transformed into living 3D music equalizers. They can then try on different headphone styles, listen to related music, and share direct links to their music visualizers on social networks. By combining 3D graphics and music, Denon gives users a completely new way to virtually experience its headphones.
3D music visualization on multiple devices

To make the rendered faces come alive and move in 3D, Jam3 worked with Adobe Flash technology, including Stage3D APIs, and familiar Adobe Creative Suite® software. BBDO NY designers used Adobe Photoshop® and Illustrator® to create prototype lifestyle character composites, which were imported into Adobe After Effects® to simulate how the faces would move to music. Jam3 then developed a software application using Adobe AIR® to capture and import the images from Microsoft Kinect and transform them into real-time 3D particle point clouds that respond to music.

Jam3 developers used Adobe Flash Professional, Photoshop, Flash Builder™, and the Flex® open source framework to create the visYOUalize Yourself microsite. "Adobe Flash technology, including the Adobe Flash Player runtime and Stage 3D accelerated graphics, helped us gain efficiencies in developing both a microsite and mobile app," says Adrian Belina, partner and creative director at Jam3.

The efficient workflow enabled Jam3 to publish the microsite and mobile app for both iOS and Android® tablet and smartphone devices, ultimately reaching a broader audience on more devices. "With Adobe AIR, we were able to reuse 90% of the website code to optimize the experience for mobile without any backtracking, and publish mobile apps for iOS and Android in one iteration," says Belina.

The visYOUalize Yourself digital experience is part of a multichannel, multiscreen advertising campaign that includes in-store displays, posters, paid media, billboards in Times Square, and sponsorship of secret DJ shows with digital touchscreens capturing and airing visualized faces with Denon headphones. "The Denon VisYOUalize brought Denon's 100-year heritage of superior audio quality to a younger audience," says Danilo Boer, VP and creative director for BBDO NY. "BBDO created an idea that was new and seemed impossible to make, and Jam3 and Adobe software made it happen."

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