Shining light on innovative design

For the 2012 London Olympics, Paris agency CLM BBDO approached Adobe agency partner Resn to help create and develop an innovative campaign for EDF, the official electricity supplier for London 2012. The agencies combined efforts to produce the EDF Light Games—a series of digital games, including kayaking, fencing, long jump, archery, cycling, rowing, and swimming—that bring Olympic sporting events to life online.

Working around the theme of light, Resn reinvented game controls with an innovative idea: control the game using light from a mouse or mobile phone that is tracked through a user’s webcam. With immersive 3D visuals that emphasize movement and light, the end result is a unique gaming experience that enables players to compete in virtual Olympic events in French and English.
Shading 3D beams of light

Resn developers and designers worked in tandem using Adobe Creative Suite® software to build each game. Designers constructed the unique 3D experience using Stage3D APIs in Adobe Flash Player to render environmental elements such as water as 3D beams of light. The light-based visuals use Stage 3D shaders to create smooth light trails and luminous glows.

Using Adobe Photoshop® and After Effects®, Resn designers crafted graphics and visual effects, including the clean user interface and player leader boards. Developers then imported each game’s creative assets into Adobe Flash Professional to add interactive elements, webcam integration, and 3D animation.

To reach a wider audience, CLM BBDO recommended extending the games to tablet users and attendees at the Olympic Games. Using Adobe AIR®, Resn developers ported the popular kayaking game to the iPad in just two weeks. As the final touch, Resn also created touchscreen versions of all seven games that people could play on digital displays installed at the EDF Pavilion in London.

"The Stage3D APIs in Adobe Flash Player and Adobe AIR were an essential part of creating the light-based, 3D graphics that are one of the cornerstones of this unique gaming experience," says Jonathan Hawke, excelsior interactive producer at Resn. "With Adobe AIR, we were even able to extend the experience across multiple screens, enabling more people to experience the thrill of Olympic competition like never before."

For more information
www.adobe.com/go/gaming
http://edf.resn.co.nz/