



New Media Cross-platform Application Development
National&Beijing Undergraduate Science&Technology Innovation Project
05.2012—04.2013 Overall Planner

Motorway is a multi-platform mobile app developed by Html5 under Appcan framework. It is the official client of the movie "Motorway".

- ◆ In charge of overall planning and UI design.
- ◆ Redevelop and upgrade the app.
- ◆ In charge of team management.

MOTORWAY

Cooperation

Hong Kong Media Asia Films Ltd.

Xinxi Communication Technology Co Ltd ,Beijing



Description



The movie Motorway official client. For the propaganda of the movie.

Chinese name: 车手

English name: Motorway

Version: 2.0

Compatibility:

iOS: Requires iOS 3.2 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 4

Android: Requires Android 1.6 or later.

Motorway is a hybrid html5 application developed under Appcan framework.

It is available for downloading in Appstore and many android markets.

It is recommended to download the app for better view and understanding.

(<http://www.gaoxi1992.wix.com/motorway>)

For codes: <https://github.com/streamna/Motorway>



About The Film

Motorway (Chinese:车手) is a 2012 Hong Kong action film directed by Cheang Pou-soi and starring Shawn Yue, Anthony Wong and Guo Xiaodong.

Storyline

An overconfident rookie in the Stealth Riders division, a secret police unit consisting of the best drivers on the force that take down criminals in the drag racing underworld, teams up with his veteran partner to take on a legendary escape driver who has never been caught. As they put together a strategic plan to take this criminal down they put the petal to the metal in a death-defying showdown with only their cars as their weapons.

Idea Source

Mobile media has gained recognition as an important direction for internet and multi-media technology. As intensity the competition in film industry intensifies, traditional ways of advertising and propaganda is losing their advantages, film publishers are seeking new approaches and media to propagate and win box office.

Motorway is an attempt to utilize new media and technology in traditional film industry propaganda and advertisement.



MOTORWAY

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Realization

Motorway is a cross platform application.

It was developed when HTML5 standard had not yet published completely.

We chose to utilize comic series with special effect and animation. So we created animated comic series page with special effect for each plot. People could browse by shaking or sliding. We firstly picked out 26 plots from the whole film story ,on which based we created a very long image of storyboard. Then singled out 16 representative plots to realize.

Other functions: cast introduction, posters, twitter sharing, online video watching within app, online ticket booking, e-voucher to bring friends along to watch the movie etc.

comic 16

Huang Zhong got injured



MOTORWAY

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Realization

Instruction



shake your phone
page up page down

click the comic
surprise wait for you

KEY WORDS:

special effect, animation,
information, fun

Page1 Comic series



click the
shining ring
and watch
film trailer



Comic series



click fast
spinning
wheel
and go to
poster
browsing
page



click the actor
and go to actor
detail page
when he/she
comes out the
first time.



save and share



save to local storage

share on weibo



MOTORWAY

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Realization

Main menu



share this comic page
official weibo
cast introction
behind the screen
buy ticket now
about us

Behind the screen



Call your friends



Comic



Target Market

Target market: The project is aimed at film advertising and propaganda, with the target market of all the movies with the need of film advertising and propaganda. The main businesses are poster designing, movie star e-magazine designing and the development and maintenance of the film propaganda application based on web and the movie terminal.

Market need

With the prosperity of film-television industry, competition of box office is becoming increasingly fierce, and traditional film propaganda ways have lost their advantages. And with the popularity of smart phones, film propaganda and advertising applications based on mobile terminal devices have become a new approach for film propaganda.

Market prospect

According to the information released by 2011 Chinese Movie International Influence Global survey statistics, box office of Chinese movies in 2011 reached more than 13 billion, with more films entering this market. Much more capital has entered the market with box office increasing, the competition has also increased much. Except for the box office, sideline products of domestic films made few profit, and applications and mobile games based on films are rare and there exists huge market potential. With the trend of smart phones coming, smart terminals are playing a bigger role in global market. The percentage of smartphones in China cellphone market is also growing, and the application market has a broad prospect.

With the increase in box office and the quantity of films, and with the broadening of smart phones percentage, film advertising and propaganda apps based on mobile device is expected to have a broad market.

Products prospect

This application is the first smartphone app product that subdivides market according to the film, without any similar products by now, it has certain innovativeness. Operation facing film-television industry and mobile media market can be extended to related areas like film theme game and sideline products, broadening the depth and width of the product market. The usage of scanning QR code delivers information in vertical and horizontal bearings simultaneously.

Technology prospect

On December 19, 2012, World Wide Web Consortium (W3C) officially declared the 3-year-lasting HTML5 standard, meaning that HTML5 will take up bigger market proportion. The standard, just been finalized, hasn't been truly utilized, and native applications

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- ◆ Using cross-platform html5 development technology to quickly produce apps for movie, which can keep up with the fast progress of film industry.
- ◆ Exclusively authorized by the film publisher, innovative in the application insert resources. It has the characters of massive collection of information and high accuracy compared with third-party film database and traditional media resources.
- ◆ It is the first smartphone app product that subdivides market according to the film, without any similar products by now.
- ◆ Operation facing film-television industry and mobile media market can be extended to related areas like film theme game and sideline products, broadening the depth and width of the product market.

Notice: this application was developed in early 2012, so the background and analysis might be behind the current situations.