Selfie wall makes viewer part of photo or outdoor advert

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A selfie wall implemented by VTT Technical Research Centre of Finland seamlessly merges the viewer with content shown on screen, for example a historic photo or an advert. The user can share the on-screen image via social media. Content has been merged with images in real time before, but no solutions have been available to seamlessly and interactively merge images.

"In VTT's application, the viewer's image is merged in three-dimensions with the on-screen content, for example, he or she can be partially hidden behind certain elements. In addition, the image-sharing functionality has been made as intuitive as possible so that selfies can be shared in real time via social media," says Senior Scientist Tatu Harviainen from VTT.

The selfie wall uses a depth sensor that recognises the viewer in front of the screen and distinguishes him or her from the background in order to merge him or her with the on-screen image. The viewer can be positioned between elements appearing in the foreground and background of the image.

Interactive and interesting content

The selfie wall application is best suited for entertainment as it offers a playful opportunity to interact with on-screen content.

The selfie wall is a fun and even surprising way to capture the viewer's attention and offer added value to advertisers in terms of traditional digital marketing and information.

The application can be used, for example, to make the content of an exhibition stand or outdoor advertisement interactive, interesting and highly approachable.

At an exhibition, a customer walking past the screen may see that he or she is standing on the moon. When the customer stops and interacts with the experience, a picture is taken. The customer can then share the picture or selfie via social media. With high motivation to visit the selfie sharing website, the brand can offer targeted messaging, coupons or links to other web portals.

The application is available for screens of any size in various interior environments. Until now, the application has mainly been used in museums and advertising, for example, at the Maritime Centre Vellamo, Ateneum Art Museum, Helsinki Hall of Culture and stands at trade shows for Tikkurila.

With further development, the application will include more versatile methods for interaction and thus be suitable for training, collecting feedback and facilitating communication between people in different physical locations.

The development of selfie wall started in Tekes' Miracle research project. The starting point for the concept came from brainstorming with the Maritime Centre Vellamo in Kotka. VTT Technical Research Centre of Finland has had the main responsibility of developing the application from brainstorming all the way to productizing the solution.

The version intended for museum use has been developed with the

Museum of Kymenlaakso, which operates at the Maritime Centre Vellamo and the Maritime Museum of Finland. The version intended for marketing purposes is being further developed in the EIT Digital project Smart Retail with Nokia and mFabrik Oy.

Provided by VTT Technical Research Centre of Finland