



// El Hormiguero

Date: July 2010

Location: El Hormiguero set, Madrid, Spain

Clients: 7accion, Cannal 4

Products: PufferSphere XL Interactive

Content: Seeper, Formatted by University of Edinburgh School of Informatics

Sector: TV Production

Task

El Hormiguero ('the Anthill') is an award winning Spanish popular science show, on which celebrity guests get hands on with cutting edge science. The end of season finale featured guests Will Smith, his wife Jada and son Jaden together with the legendary Jackie Chan, so producers were keen to find something extra special to wow their Hollywood guests.

Delivery

Pufferfish have been working with partners to add multi-touch interactivity to our displays. Early adopters of the new technology, The University of Edinburgh School of Informatics, were keen to offer their assistance when the scientific researchers at El Hormiguero requested some A-list technology to accompany their A-list guests.

Building on preliminary work by the renowned Evan Grant and his interactive collective Seeper, Dr Mark Wright's Informatics team has formulated a new system which tracks hand touches much more robustly whilst at the same time making the setup of the system as quick and simple as possible. Their challenge has been to bring the expert level system forged by Seeper, and harnessing TUIO and OSC, towards a commercially deployable, easy-to-use module, thus enabling the use of the display in new markets.

Always happy to showcase the solutions they have been progressing, Pufferfish and the University teamed up to help the production team at 7accion give a really hands-on experience for the Smith family and Jackie.

Keeping the grand finale secret proved easy thanks to the PufferSphere's unique lens system and portability. Calibrated and fully operational, the 1.6m PufferSphere XL was ready and waiting in the wings to be wheeled on at the optimum moment by the show's resident mad scientist "the man in black".



As a blob-based system the display can register as many touches as can be physically made on the sphere, which when coupled with its unique 3 dimensional projected area, allows a collaborative, shared interaction that only adds to its magnetism. It was clear it had satisfied the intentions of the show's producers to deliver an intense experience, as Will Smith hugged the PufferSphere and told the show's presenter "Yo recuerdo, que te quiero" (I remember that I love you).

CREDITS

El Hormiguero - The Anthill

7accion

CANNAL 4

University of Edinburgh School of Informatics - Dr Mark Wright

Seeper