

HAVE JUST SEEN A DANMU FILM IN THE CINEMA



Having heard that a cinema in Beijing would add danmu function to Tiny Times III when it is on to create the first danmu film in the world, I immediately went to see it.

Originating from network, Danmu means that netizens can enter their remarks into the comment box below the videos when they watch them and then the submitted comments can directly appear on the screen. That's to say, you can view comments from other netizens while watching videos.

Danmu is quite a good interactive mode, because you will not feel alone when watching videos. But instead, hundreds or thousands of people are accompanying you and everyone can express his/her opinions freely.

So, how danmu is used by the audience in the cinema? Below are the picture reports about that activity and the picture quality is not guaranteed.

Our Services









×

The first thing after entering the cinema is to have WiFi connections, so you can move to the page that generates danmu. The following screenshot is the page interface: you can have an ID and set the font color. Other cinemas, please copy this mode as soon as possible with enthusiasm.

Click the "message onto the screen", and you can see it appear on the screen. But, from the real situation, failures to connect to WiFi occurred so often. So the first message sent by a wide audience: my god, finally, I have made it, and so on.

We can see that many ID names are eye-catching, such as Jing M.Guo, Han Han, Jolin Tsai and so on. Also, some IDs bearing the names of national leaders have appeared soon, but they are prohibited immediately by the administrator.

The organizer has prepared mobile power banks especially for the dead phones. Once your phone runs out of power, you can send a message: I am No.19 in Row 7, and where is the mobile power bank? Then, an ID carrying the "mobile power bank" will reply on the screen: who calls me?

Our Services









×

And the like.

In general, the whole film was full of happy laughers and voices. I think that although the organizing was very hasty, the activity was pretty successful. Maybe, it does not require too high technology to achieve danmu, but for many relatively controversial films, this is a best way to attract more audience to the cinema. This time, in fact, everyone went to play with danmu, not for film. Even someone who had seen the film four times came for the fifth time just for danmu.

From: The Huxiu

Translated by Ashley, CCJK Technologies Co.,Ltd.

In case of any mistakes, queries or advice, please send emails to judy.zhang@ccjk.com. Many thanks!

