

WEBEOS ARE INTERACTIVE > EXPLORE

By Tite Barbuzza

INTERACT: TO TAKE PART USING A DEVICE > A DEVICE: THE
COMPUTER > THE SETTING: THE NET

Pat web, part vídeo, a webeo is an interactive video that uses the internet as its sole channel of communication. This new medium of promotion and entertainment, presented by mtv.com to coincide with the Music Video Awards, out-performs the streaming video used for musical video transmission on the net. It is, if you like, more appropriate to the current climate, a more creative approximation of the new media. The webeos' aesthetic like its grade of interactivity is barely exploited to date. For the moment the interaction is limited to the manipulation in real time of the images and sounds. The user is presented with a choice of audio channels and accompanying images.

A mixture of photographs, videos and illustrations accessed through programmes designed for interactive multimedia use such as Director or specifically for the web, like Flash, plus the back up of Beatnik Mixman Technologies- a business dedicated to interactive audio – the final result of the webeos comes down to the type of connection available. It's not surprising that the founder of Beatnik is Thomas Dolby (responsible for early eighties hits "She Blinded me with Science" and "Hyperactive") musical visionary and pioneer in the use of technology applied to pop sounds. The webeo takes the first tentative step towards the fusion of music, video and internet interactivity.

The 3 webeos presented by mtv.com are all directed by respected video directors with the collaboration of multimedia and interactive designers.

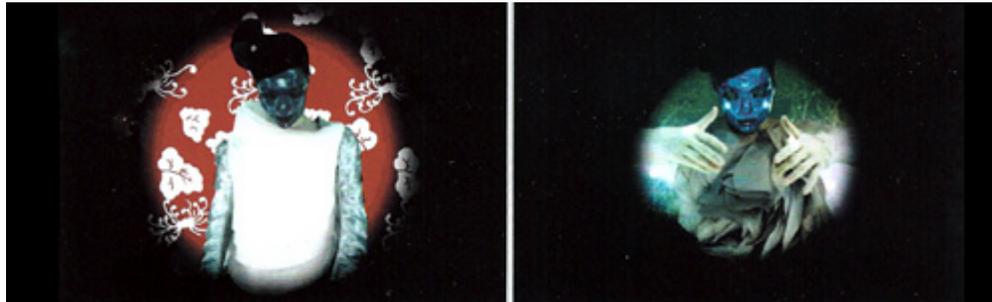


MAKE NOISE > from the album ANARCHY

ARTIST > BUSTA RHYMES

DIRECTOR > TAMRA DAVIS

A modest interface allows a choice of photographic textures (flowers, m&m's...) or traffic symbols (street signs, lorries...); that can be edited over an established background. Also allows the superimposition of written words or letters over the chosen images. Entertaining.



I'VE SEEN IT ALL > from the album SELMASONGS

ARTIST > BJÖRK

DIRECTOR > FLORIA SIGISMONDI

An invitation to Björk's audio world, handled with extreme sensitivity by Floria Sigismundi, pop video director (Bowie, Amon Tobin and Marilyn Manson amongst others). Through the click-click interaction it's possible to extract tear like graphics from Björk's eyes, move flower images around and stroke Björk with a virtual hand. Poetic.



PORCELAIN > from the album: PLAY
ARTIST > MOBY
INTERACTIVE DIRECTOR > IAN CHIA
FLASH ANIMATOR > KINYA HAMADA

Using Flash's own aesthetic – the net's premier interactive animation programme – an animated Moby experiencing virtual adventures. Using a small integrated console within the site's navigation tool bar it's possible to turn on or off the various elements of the song and move between scenes. As fragile as the track's title, Porcelain.