

Sardinia OpenCinema



The SOC Project (Sardinia Open Cinema) has been realized by Arionline s.r.l. (<http://www.arionline.it/>) in Cagliari and co-financed by Sardegna Ricerche (<http://www.sardegna ricerche.it/>).

Sardinia Open Cinema is a software entirely devoted to the valorisation of the independent cinema and the contemporary video art in Sardinia. It enables the support of new ways of publishing and fruition on the internet thanks to an innovative management of video digital contents and their meta-textual and hyper textual data.

The software platform has been purposely created in order to enable new ways of handling or management of digital contents and fruition of videos online.

Some innovative systems have been devised for:

- The creation and fruition of different audio levels and video titles in real time;
- Levels of meta geographical and hyper textual referentiation of video contents;
- The advanced indexation of external metadata, geographical maps and web links;
- Innovative methods of presentation and fruition of videos on the Internet.

Sardinia Open Cinema is a project open to all the authors of digital contents. It intends to create a tool for the safeguard of the wide audiovisual contemporary heritage, realized by Sardinian authors or produced and kept in the several cultural repositories (festivals, exhibitions, public and private archives) from, or active in, Sardinia.

Apart from the fruition and the management of video contents, Sardinia Open Cinema is also a tool for the native creation of new forms of communication and video art. Through its innovative channel Random, it enables the casual broadcasting of flows of video loops or artistic video installations based on the contents of the digital library.

Sardinia Open Cinema proposes itself as a vehicle for the cultural promotion and communication of video contents and their authors but at the same time also as a new form of video art and multimedia installation.

Its particular target is represented not only by the several subjects working in Sardinia and outside the Island, such as authors, organizers of musical or video art Festivals, exhibitions, art galleries, public places and cultural clubs or simply users of the diverse and new forms of contemporary cinema (that is digital animation cinema, musical video clips or art short movies) but also by all lovers and admirers of the domains of multimedia and visual experimentation and research present in today's contemporary art.



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The areas for the fruition and the management of the digital contents:

OpenCinema Area

The fruition of the videos present in this area enables the users to overlap different levels of hyper textual evolution that the authors have planned for their videos in the VideoLab area. Each video content (or part of it, be it a preview, a trailer or just a sample) released by the author for publishing can in fact be viewed online by the users in association with its HTRP (*hypertext timing & reference points*) contained in one or more "layers" (levels of information), overlappable to the original video, that can also be excluded, while the videos themselves are played.

VideoLab Area

The access to the VideoLab area is controlled and reserved only to the right holders. The software platform enables the upload in high resolution of video contents and the entire management online of hyper textual contents and georeferentiation that can be related to the videos. of the protection method Creative Commons or DRM to be applied to these video contents is therefore left to the complete discretion of the authors or the right holders of their editing.

Random Area

This area of the platform enables the creation of an innovative system for the RBP (*Random Broadcasting Provisioning*) Video in a simple way. *The Random Area is* particularly conceived for the lovers of "cut-up" and the techniques of random composition by William Seward Burroughs, from whose creative technique this system is clearly inspired.

In the Random area the user has few choice opportunities, besides the limited search of a theme or a maximum duration of the flow of fruition of the video installation. In fact, the software creates autonomously an uninterrupted flow channelled through the web of video contents (preview, trailers or samples) released by the authors or the right holders with the management of VideoLab. Sardinia Open Cinema presents itself as a digital artist, overlooking the editing of a real "cut-up" made of video flows and it becomes the ideal tool for the automatical creation of environmental and thematical video installations intended for users of the Prosumer kind.

The Random area is an evolution of the experimental project for the software "Random Generator of Magnetic Art", known as MAGMA and realized by Arionline for the musical group Machina Amniotica (<http://www.machinamniotica.it/>) in 2005.



Technical information:

Sardinia Open Cinema is a platform completely accessible through the web and it has been developed with the use of modern technologies open source and Java based, integrated with some functionalities belonging to the Adobe Flash environments (<http://www.adobe.com>).

The streaming engine for the fruition of the video contents of Sardinia Open Cinema is based on a Red5 technology (<http://osflash.org/red5>).

The VideoLab Area, for the management of the HTRP nodes and for the layers of video overlapping and titling, uses the tool of components by Subtitle Horse (<http://subtitle-horse.com>)

The areas open to fruition of video contents in low resolution adhere to the protecting rules previewed by the Creative Commons Italia licences (<http://www.creativecommons.it>).

The system of management of Copyrights and of DRM (Digital Right Management) protection of the video contents in high resolution is based on the Chillout platform for which we thank Leonardo and Filippo Chiariglione together with all the supporting group of Digital Media Project (<http://www.dmpf.org/>)

Sardinia open cinema, through an easy menu enables the access to several areas of fruition and management of its digital library:

Search engine

When activated in the OpenCinema area, the SEARCH function of the project's search engine presents itself in its advanced layout and it enables the meta-textual search through all the meta-data databases, including the georeferentiation data and the key and hyper textual points the videos have been classified and indexed in the platform with.

In the Random area, search is reduced and contextualized since it only enables the management of the overall duration and the principal thematic domain of the flux of video installation. The software extrapolates randomly the video loop to show, extracting the contents among all the samples and parts of videos, offered by the authors for this particular kind of fruition, that are thematically bond to the subject searched by the user.

Video Management

The Videolab area through which the authors can manage their own videos is controlled by a layer of identity management and the access is only allowed to the project managers and the registered users (authors/editors) holding rights on the video contents.

the extrapolation of samples or parts of videos, that can be made interactive with the addition of meta-textual data, captions and titles, and the coupling of multiple audio tracks on the same video.





Besides this, it is also possible adding *HTRP* (*hypertext timing & reference points*) nodes that are timeable key points of indexation, overlappable to the single video file. They allow the georeferentiation or the thematical reference towards external meta-data correlated and enable searches based on contextual or semantical thematisms external to the video. The HTRP nodes are easily identifiable by the author on the basis of video coordinates such as the position on the screen, the beginning frame and the persistence time and become extensions of hyper textual linking, in real time, of the video itself towards all the linked contents.



Copyright - Creative Commons

Except for a different declaration, all the contents of the previews, trailers or video samples published in low resolution (.flv format) in the OpenCinema area are subject to the Creative Commons Licences applied by the respective authors.

The digital contents published so far are just those included in the digital library as a test for the prototype of Sardinia Open Cinema. The property of the original contents does not belong to the Sardinia Open Cinema Project: they have been made usable online just with the purpose of study and test indexation of the platform. The online upload of these contents has therefore been possible only thanks to the voluntary contribution of the respective authors or right holders, who maintain their whole property. Whoever found any violation of the laws or utilization rules protecting the same contents, should outline it to Sardinia Open Cinema at the following e-mail address: info@sardiniaopencinema.it

VideoStore Area

The VideoStore area is present only as a future evolution and extension of the project. Its realization (foreseen for December 2009) will enable the download of whole videos in high definition, in the ways they will be made available by the owners, also after a payment and with a complete management of an eCommerce platform in full respect of the existing laws on copyright.



An Arionline production with: (in order of appearance)

Screenwriting and direction	Arnaldo Pontis
Cultural Consultancy	Giovanni Coda Antonello Zanda Giuseppe Pau Federico de Virgillis DUILIO CAOCCI
Analysis of the functionalities	Angelo Preatoni
Analysis of the software libraries	Franco Adornato
Graphic Study of the interfaces	Mauro Melis
Development of the software platform	Ivan Scialabba Stefano Cocco Franco Adornato Stefano Sapienti
Titulation and indexation	Ivan Scialabba Marco Rocca Andrea Puddu Alberto Ruffi
Study and design of the databases	Angelo Preatoni Arnaldo Pontis Ivan Scialabba Stefano Cocco Roberto Belli Giovanni Coda Marco Rocca
Uploading of the metadata	Marco Rocca Roberto Belli
Rendering and video conversion	Paola Cireddu
Communication and Public Relations	Machina Amniotica
Soundtrack	Raimondo Mandis Annalisa Piras Leonardo Chiariglione Filippo Chiariglione
Sardegna Ricerche Support	
Digital Media Group Support	
Under the aegis of	Società Umanitaria-Cineteca Sarda Associazione Labor - Cagliari Circolo del Cinema Vide@ Cinem'Art - Roma
Extraordinary participation of:	Mario Pischedda Angelo Liberati
Translations	Rafaella Pilo Francesca Erriu Johanna Luithlen Gian Lorenzo Masedu Amos Cardia