



Possibilities

THE SL SHAKESPEARE COMPANY
WINTER 2008 I-CAMPAIGN
INFOBOOKLET



SL EDITION



All images shown in the following pages are rendered directly using the main SL viewer.



Although staffed by RL talent and professionals, the SL Shakespeare Company is currently running on a SL budget. With your support, we would be able to expand our endeavors, both inworld and out.

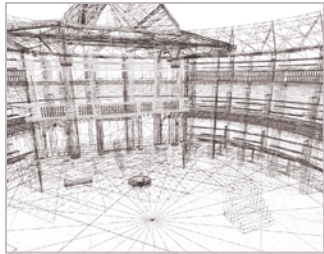
This brochure introduces you to some possibilities your sponsorship may help enable...

EQUAL ACCESS FOR THESPIANS

Let money not be a barrier against talent.

Standardized microphone and soundcard for each actor: Amazingly, one of our most time-consuming tasks so far has to do with tweaking each actor's different software and hardware configurations for optimal voice performances. With a standardized cardioid microphone and sound card in use for each actor in our troupe, we would be able to spend more time focusing on the actual meat of the production – such as the story and acting.

Professional Software: We currently use old versions of Apple Final Cut, Digidesign Pro Tools, and Adobe Premier. Upgrades to the latest version and funding to purchase more professional software like Apple Logic Studio would help us produce higher quality machinima in the DVD version for out-of-world views.



ADVANCED TECHNOLOGIES

Imagine the future, now.

Next Generation Virtual World Animations: In addition to developing what already exists on SL, we also have long term visions to contribute some emerging new technologies.

Real Time Motion Capture Integration: Ideally, an actor would be able to sing a song, wave his arm in RL, and have his avatar-bot representation do the same, instantly! Enter: RT motion capture, and our endeavors to integrate that with virtual worlds. We may develop a special client and server that specifically accepts and processes speech-phoneme animation data.

Enhanced Archived 3D Play and Extended Invitation to Create: Unlike its RL counterpart, a digital play can potentially be *more than just temporal*. In a virtual world, it is possible to archive a play in a “frozen” form in 3D, and compose it so that a private audience can wear a HUD to “key” through passages (and rewind on will to any point). Unlike just a simple recording, this would allow the audience to literally walk through the play and see it on all dimensions. As the potential private-audience-director recombines different segments, this could allow for new plays to be created from our recorded data. Our current vision for implementation of this requires that we hand-sync sound segments to animations and bots, after a mandatory pre-loading session. Currently, we would be limited to just storing regular non-facial animations to voice segments. Some further possibilities for enhancement might include keyframe-animated sculpted prim emotional and talking heads, and possibly the ability to export assets in format compatible with custom and third party software.



ADVANCED TECHNOLOGIES (CONT'D)

Dedicated Bot Server: For our fullscale live plays in 2008ff, we would need a dedicated server to run the bots on the main venue in the 4-sim corner of sLiterary and in other sims. Without further funding, we would likely be stuck with a guerilla-style setup, where staff volunteers use their own computers and shared connections to run bots.

Advance Bot AI: Our bots can be made more intelligent to respond to stimuli, such as flinching or freezing when an audience member shoots peanuts. Your sponsorship would enable more luxury details like this to be implemented.

DID WE SAY BOTS?

Although, bots are often taken to be short for “robots,” for our live show, we will actually be using another type of bot that is more like a puppet controlled by an actual live actor or technician. These bots are avatars controlled by another avatar, and immediate benefits include the safety of continuing a play even if an actor crashes and precision in movement. Bots can also be made to possess a degree of AI, for example, to react instantaneously when an object hits them.

DEDICATED PUBLICITY

An Interworlds Publicity Campaign: While we currently have access to groups sending to thousands of active residents on SL interested in the arts, as well as ad partnerships with several SL media publications and RL blogs, our efforts in RL are currently limited to the various institutions we are affiliated with. In sum, we're currently using a grassroots spread-by-good-word method of publicity, but without further support we would potentially be limited to our current communities.

STAFF SOLIDIFICATION:

Attract and retain more RL talent to this SL Production.

Hire exclusive inhouse designers: Even though our attire so far may appear formidable, we have been relying on outfit donations from SLface.com and the aesthetic yet frugal eye of our fashionista shoppers. Our vision is to have a whole wardrobe of custom clothing that's made historically accurate (on call, even!) from some of SL's legendary designers – for use in this production, and future endeavors!

Hire a dedicated voice technician: This would be our visionary sound techie, so that directors and cast would not have to double-over having to multitask both perfecting the acting and tending to technical difficulties.

Pay our cast and crew RL rates: These words of an anonymous crew member sum it up, "Most of us are participating in our free time after work. But, it'd be my dream to be able to work full time on SL. So far, it's a feat to do that, living in the US. But 'in the gross and scope of my opinion,' this production, with its 'enterprise of great pith and moment,' might just make it possible!"

Hire multiple casts for universal timing in productions: Due to scheduling, we're limited to US/Europe timing currently. But, SL is truly the global theatre, and we would like to be able to expand to Asia and the rest of the world.

Bring *in* the stars: Actively recruit RL voice talent for our inworld productions.

FURTHER ENTERPRISES OF SHAKESPEARE & TECH-EMPOWERED THEATRE ON SL

Promote Elizabethan-culture sims: We love Shakespeare, and we know you do, too! Now, what if we could permeate SL with professionally built historically accurate Elizabethan sims?

Support More Smaller-Scale Productions Fitting for the SL Globe Theatre: Although we have kept our production mostly secret so far, some independent playwrights have contacted us for production assistance. Our premises are open to all when unbooked, and we currently support third parties that perform live staged readings, as well as a few minor dance groups. While we already have an array of technologies and wardrobe available to support these smaller productions, we would like the means to assign our staff to them.

RL Theatre Outreach: With our SimulBot technologies and SL's MMOG platform, we can potentially provide for an infinite audience simultaneously viewing a 3D live show in multiple inworld locations across the grid. Sure, one can televise a show to bring in more viewers, but a 3D show, where an audience member can walk into it or choose different angles to view it in, has the extra novelty and appeal that would compel people to tear their eyes from the telly over to their computer screen. Now, imagine taking the voices from a RL production with limited seating and syncing them to custom SimulBots. Share that temporal perfection with anyone anywhere, live in 3D!



SPONSORSHIP REGIMES & BENEFITS (SL EDITION)

L\$500+: PENNIES' PATRON

- Name and contribution listed on website and database as contributor.
- Complimentary non-opening night ticket to the standing room in the groundlings for the full length live production.

L\$5000+: GALLERIES' PATRON

- Name engraved on inworld wall on SSC premises.
- Priority in seating choice (for first ticket) for audience-area galleries.
- Complimentary non-opening night ticket to available galleries seating in the full length live production.
- Free seasonal gift from the SL Globe Gift Shop.
- All *Pennies' Patron* Benefits

L\$10,000+: PRESHOW ENCORE

- Name announced during our (mandatory preloading) preshows before full length live production.
- Complimentary ticket to a Behind the Scenes tour (during offshow times).
- Free personalized seasonal gift from the SL Globe Gift Shop.
- Entry in drawing for free audio-graph from directors or cast.
- All *Galleries' Patron* Benefits

SPONSORSHIP REGIMES & BENEFITS (CONT'D)

L\$50,000+: BARD'S MUSE

- Name and (initial) contribution engraved on a stone in the steps leading up to the SL Globe Theatre entrances.
- A chance to vote on our next production.
- Complimentary DVD of the full length production
- All *Preshow Encore* Benefits

L\$100,000+: THESPIAN'S IDOL

- Entry in drawing for seat on galleries above stage in lag-free actor's only sim.
- Complimentary audio-graph from director or cast.
- A virtual oil painting of your avatar in era stage clothing we have available displayed in our "Gallery of Sponsors." (Clothing gratis!)
- All *Bard's Muse* Benefits

L\$500,000+: MONARCH'S WILL

- Entry in drawing for large centerspot ad on frontstage stone foundations for opening night
- Name or Logo present on the side in frontstage stone foundations (if not a winner for centerspot).
- Priority in bid on centerspot ad for non-opening night shows.
- All *Thespian's Idol* Benefits

SPONSORSHIP REGIMES & BENEFITS (CONT'D)

L\$1,000,000+: ENTERPRISE BENEFACTOR

- Ten entries in drawing for seat on galleries above stage in lag-free actor's only sim.
- Ten complimentary non-opening night tickets to available gallery seating in the full-length live production.
- Complimentary full two-page spread ad in production program.
- Complimentary six month ad display in frontstage stone foundations during non-show days only.
- All *Monarch's Will* Benefits

So, that's it for our Winter Sponsorship Campaign booklet...

We are professionals with skills in diverse disciplines—digital art, programming, history, literature, business, and, last but not least, theatre—bound together by Shakespeare... wishing to create something new and revolutionary on all levels.

SO MANY POSSIBILITIES OF WHAT SECOND LIFE CAN BE...

Your sponsorship would help solidify a vision of what dreams may come.