

GLOBAL NEWS FORUM

Breaking the News in the Media 3.0 Era

5 September 2013, Seoul

KBS  in association with

The ABU News Group Meeting 

The Global News Forum, hosted by KBS in association with the ABU News Group Meeting on 4 September, will be an international conference for the region's newsroom decision makers to examine issues regarding digital media evolution and the changing role of journalism.

AR Graphic News Making

News Tech. Operational Dept.

***VR/AR Director* Jack KIM**

AR News Graphic Making

News Tech. Operation Dept.
VR/AR Director Jack KIM

Introduction Who am I ?

Background Why?

Main Theme1 How?

Main Theme2 My imagination

Future of AR News Graphic

I am a Liar!

Who am I ?

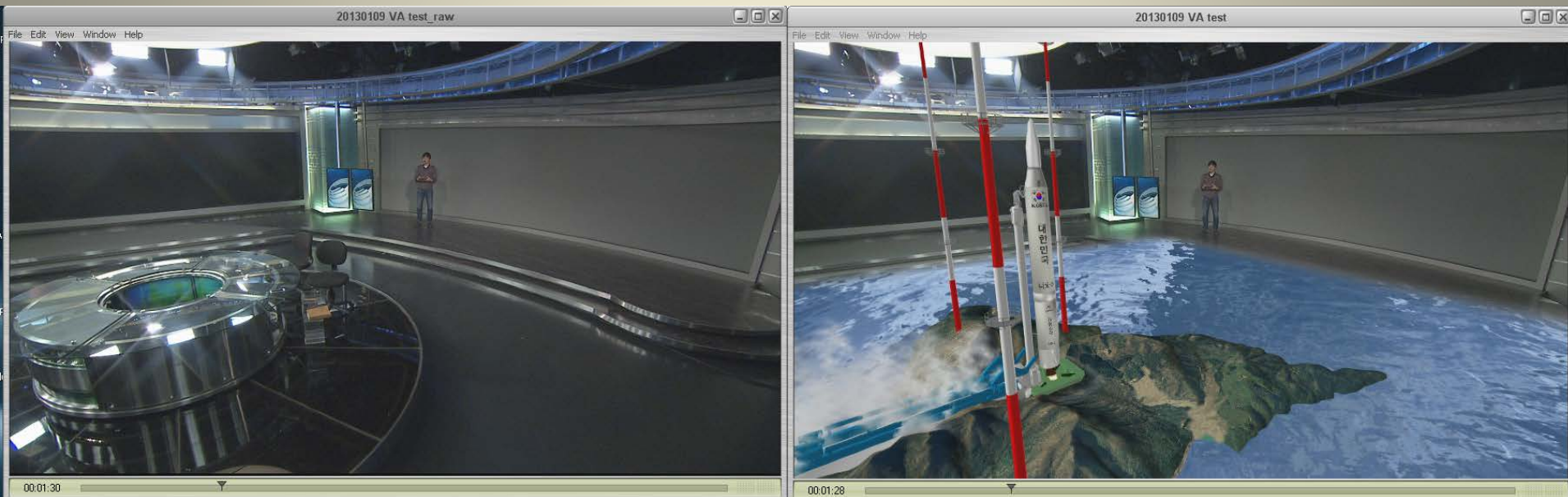
**I can show you the invisible
in the reality**

My lies strengthen the reality

Augment

to make or become greater in number,
amount, strength ; increase

Visualizer



**I can make your imagination
to the real**

Augmented Reality in NEWS

To be understood more easily

To show more interestingly

To explain more exactly

To see is stronger than
to hear or read

Visualizer



2011.8.17 뉴스9 이슈&뉴스 “중국 항공모함” AR (YouTube 조회수 18,000여건)



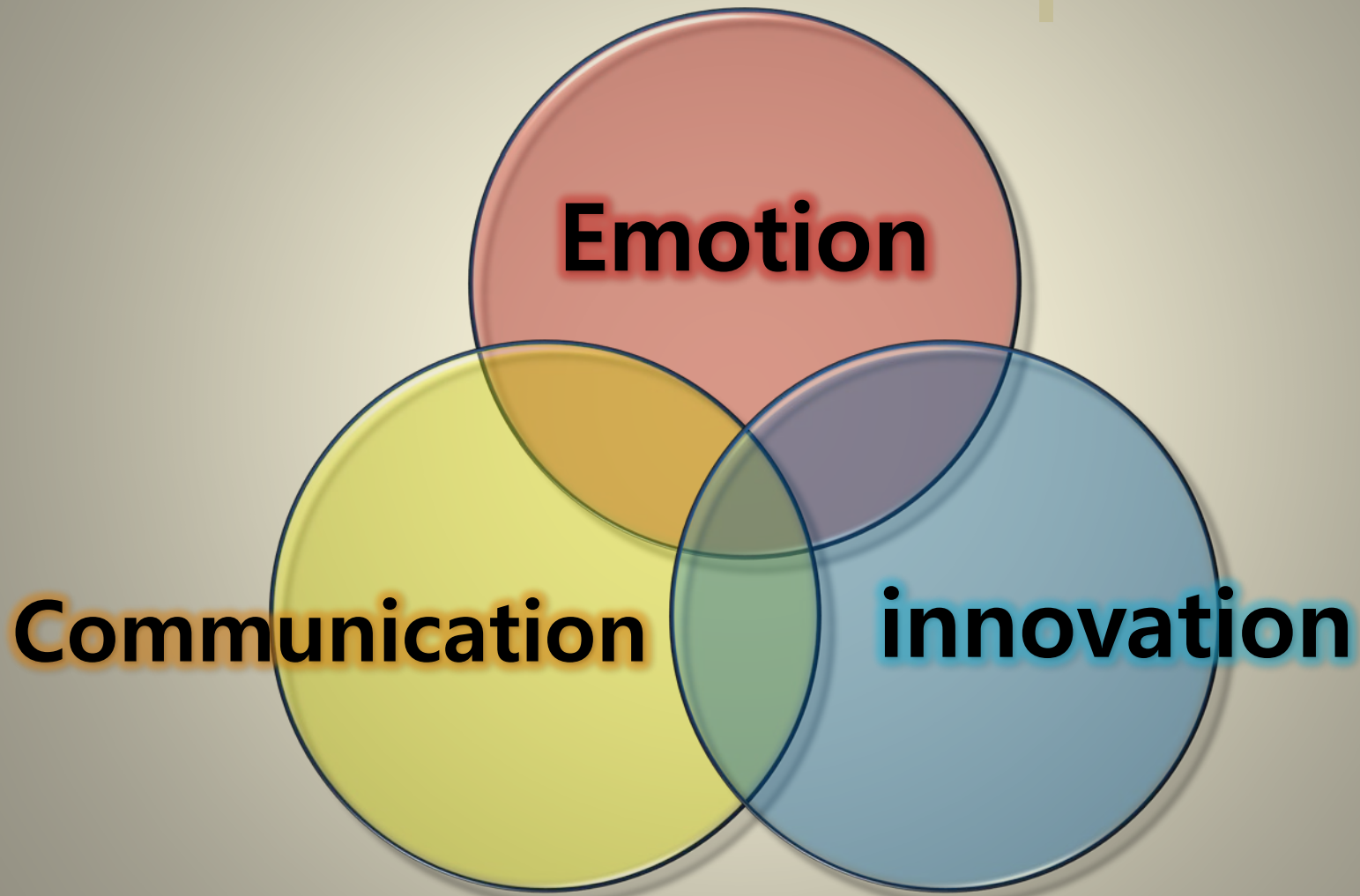
2012.5.14 뉴스9 이슈&뉴스 “아리랑3호 발사” AR (보도본부 이 달의 우수제작상)

Why?

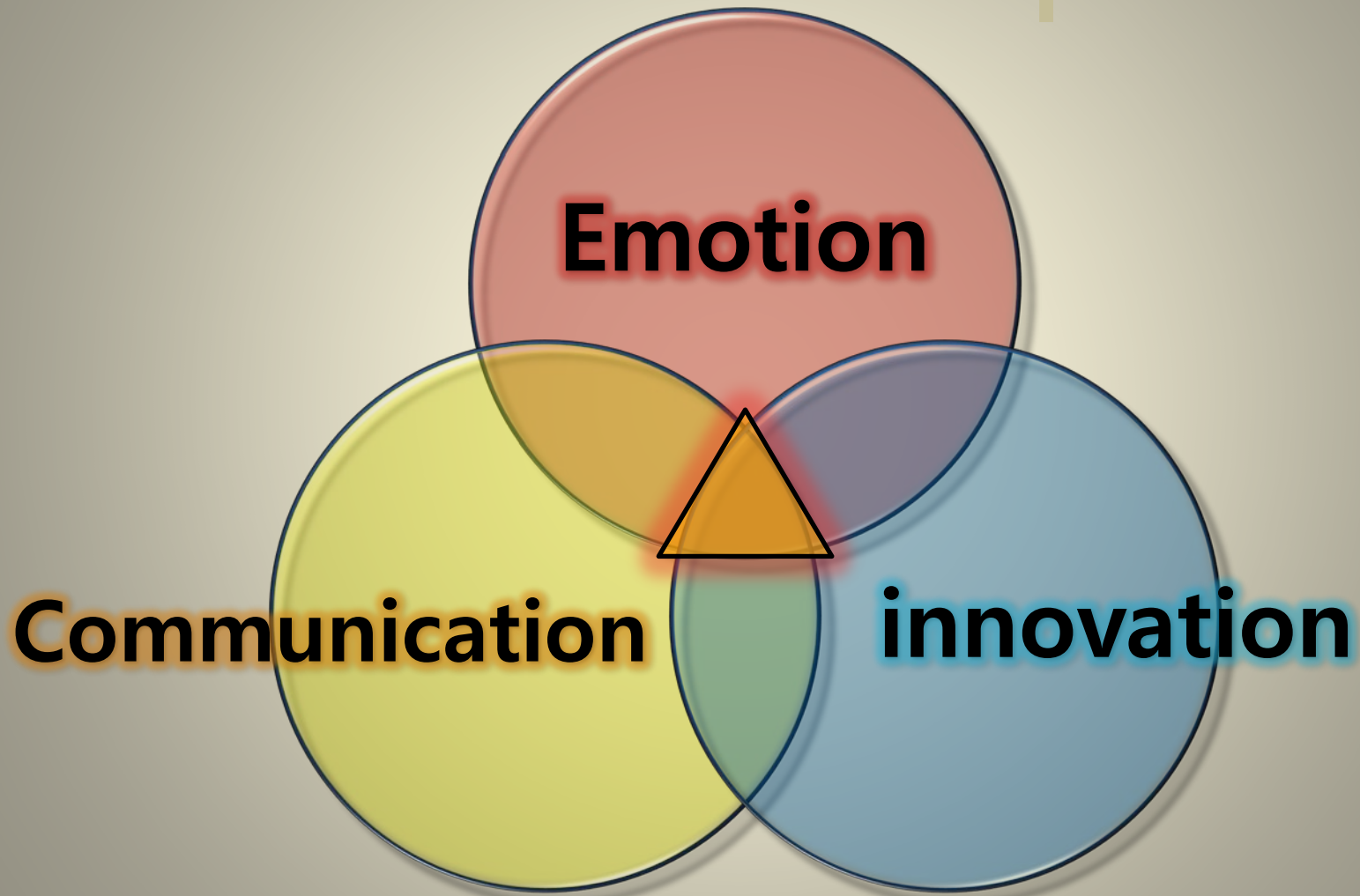
Did AR be used
in NEWS

**Augmented Reality
NEWS graphic**

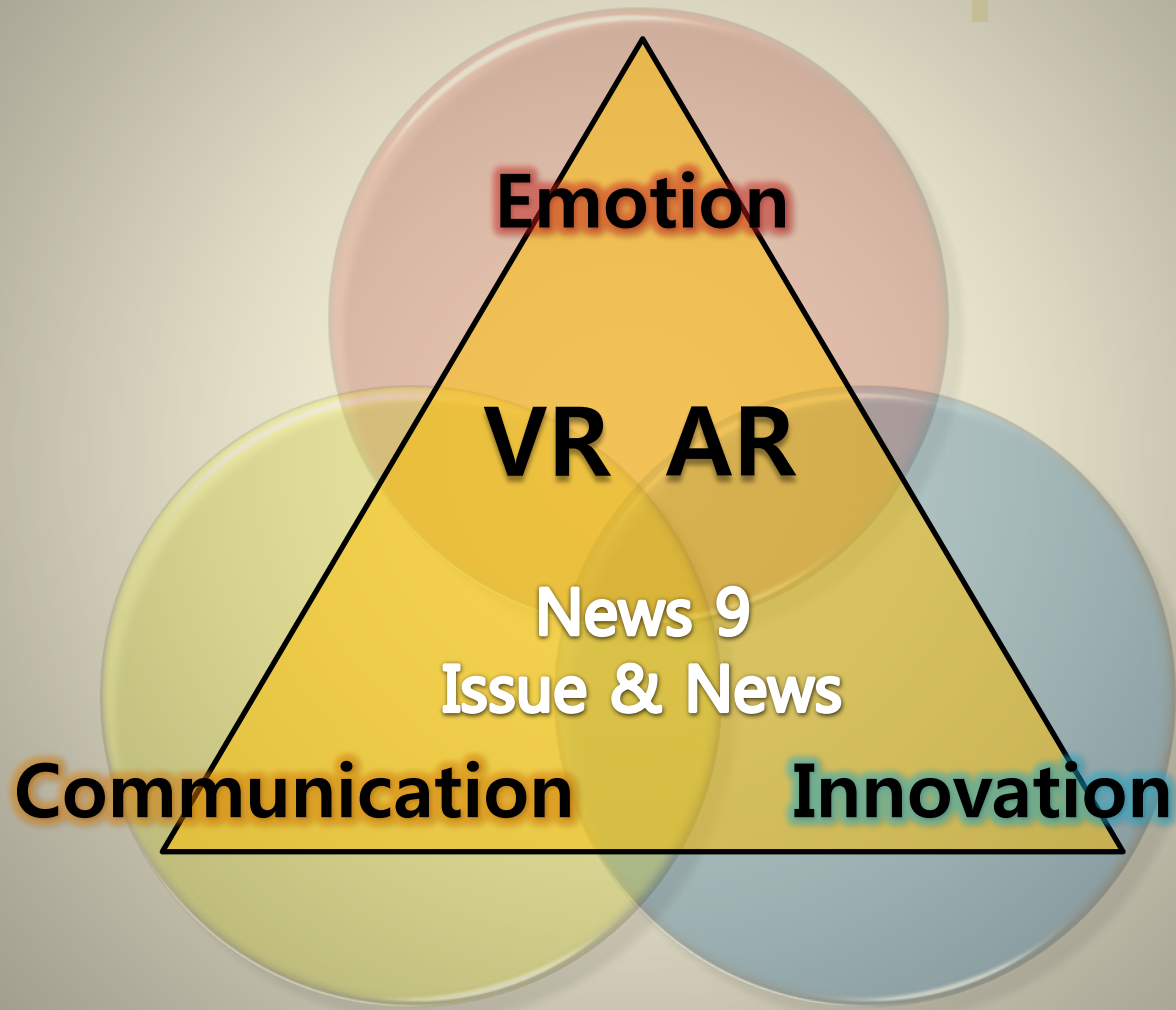
The Age of New Media



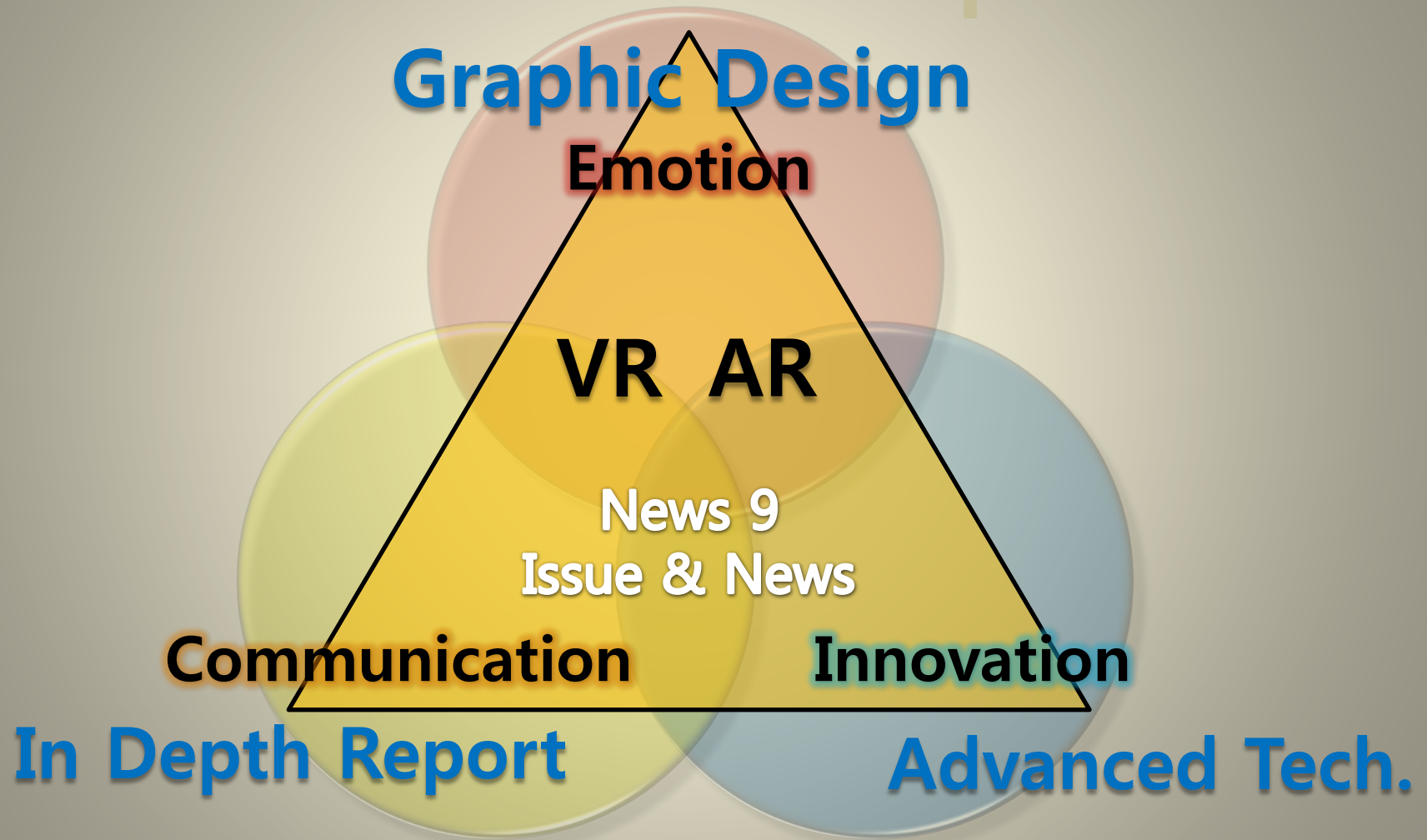
The Age of New Media



News in New Media Age



News in New Media Age

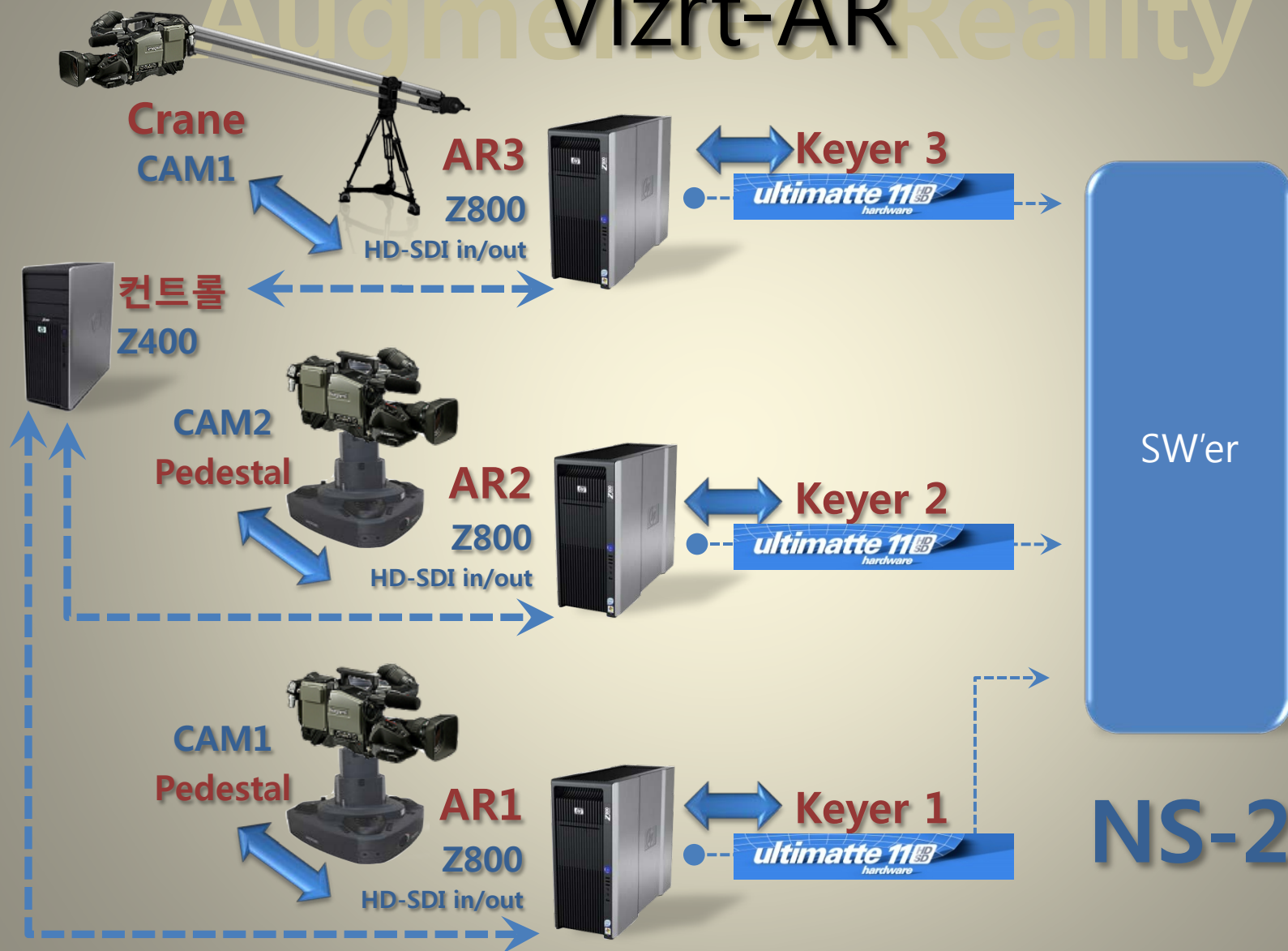


How?

Did AR be made
in NEWS

**Augmented Reality
NEWS graphic**

Vizrt-AR



Augmented Reality in NEWS

To be understood more easily

To show more interestingly

To explain more exactly

To see is stronger than
to hear or read

Augmented Reality in NEWS

To be understand more easily

To show more interestedly

To explain more exactly

To show is more hard work
than to tell

The factors to considerate

Resources

Acting Skills

**Technical
complexity**

Time & Man Power

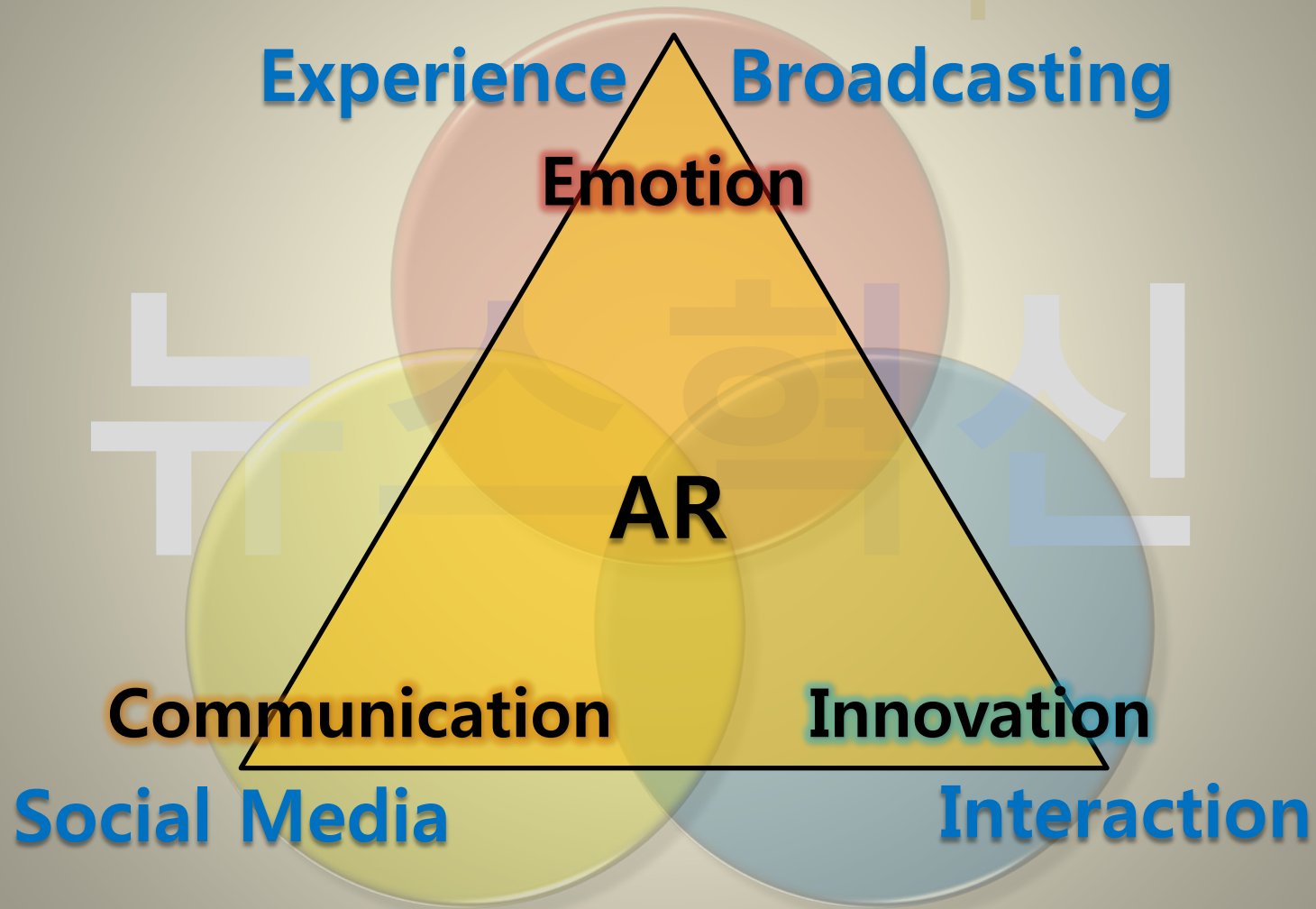
Invisible Info-graphic

Elaborate Preparation

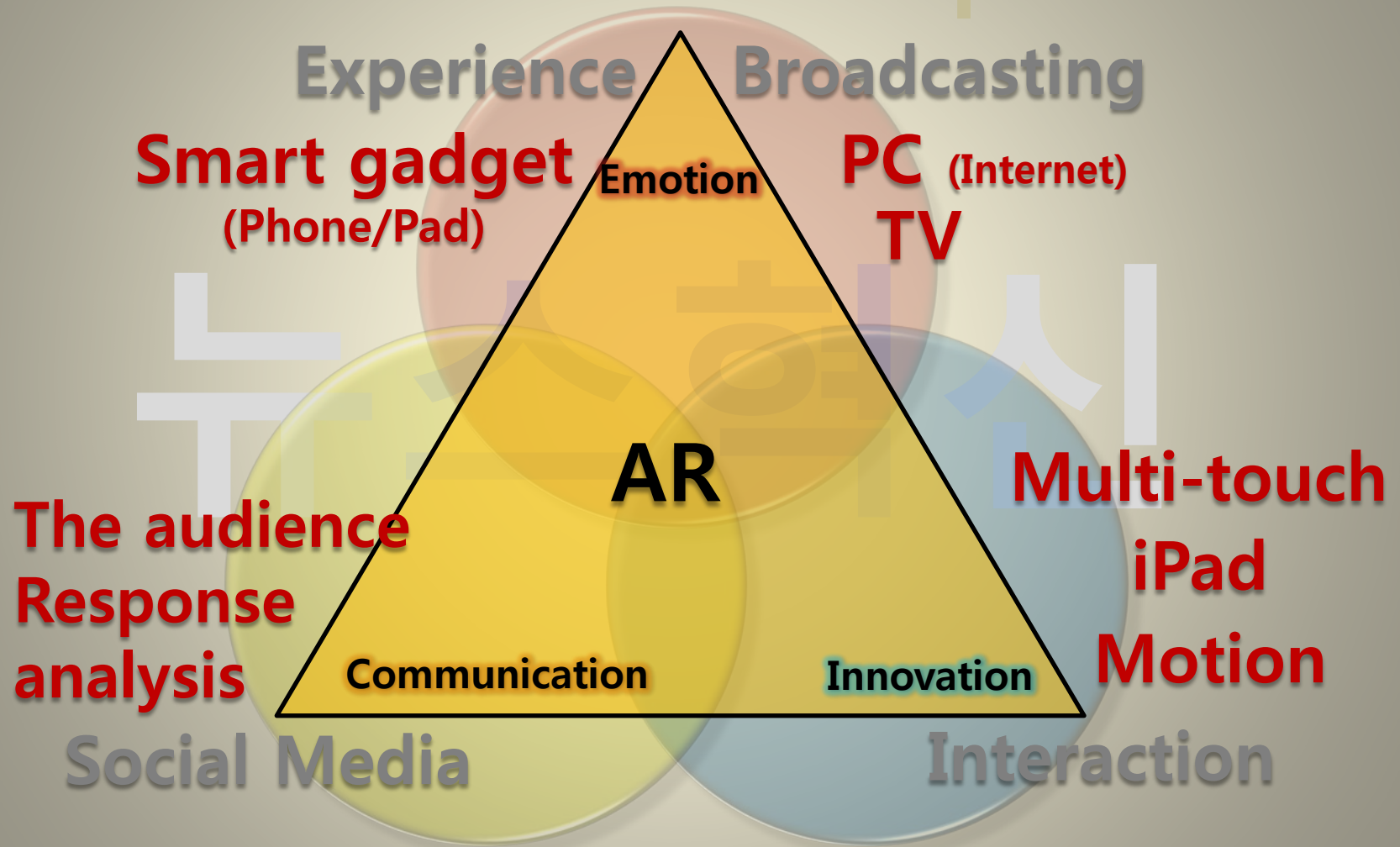
Future Of AR News Graphic

**Augmented Reality
NEWS graphic**

How to renew AR News



How to renew AR News



This is New NEWS Making



TV audience

Scanning



QR code broadcasting

This is New NEWS Making

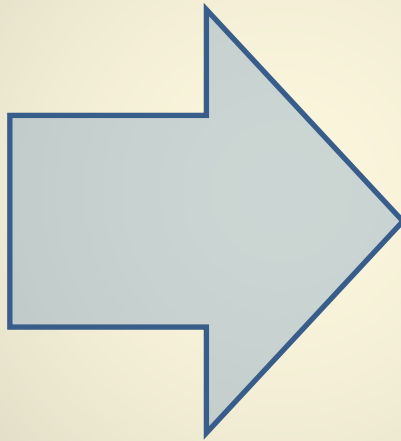


Player K app

or



KBS NEWS app



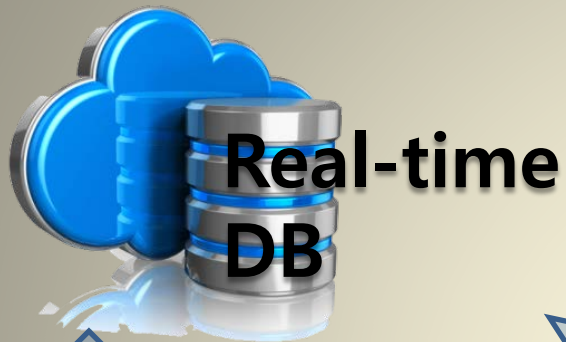
Mobile polling

This is New NEWS Making

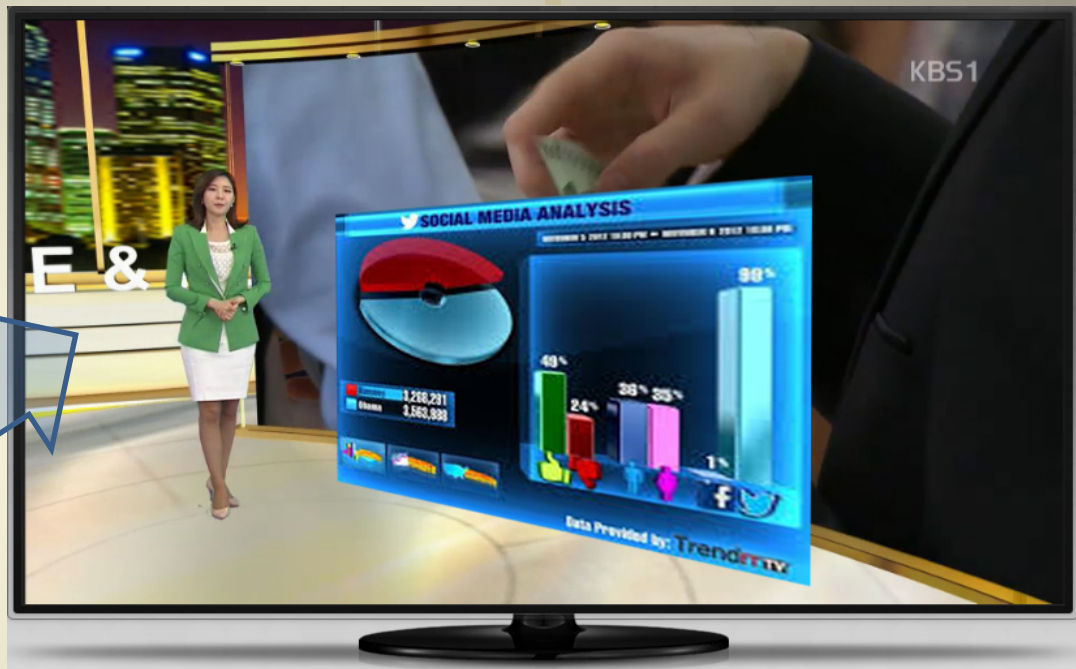
Internet polling



This is New NEWS Making



AR workstation



**Social Media Analysis
AR info-graphic**

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The Interaction of AR News Graphics



News9 함께하는 뉴스
(2011 방송)



iPad remote control
of AR Graphic(2012 도입)

This is New NEWS Making

Emotion

Design

Attract younger audience

Communication

**Real-time
News Making**

Prosumer Audience

Innovation

**Digital
Integration**

Multi-platform

Interactive Interface

Interactive Service

감사합니다

Thank you for Hearing