



Project Snapshot:

American Idol: Konami Game Tour

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American Idol: Konami Karaoke U.S. Mall Tour

The Challenge: Travel to ten cities throughout the country and document singers competing in Konami's American Idol competition. Edit individual web clips for over 500 singers and post high-scoring individuals online for public voting. Use footage to create intros, bumpers and montages for viral marketing campaign.

What We Did: Propellerhead worked closely with partner producer Warren Lam to fine tune a "guerilla style" DV workflow, manage several crews, and produce a significant number of performances and viral pieces for the Konami web site.

How We Did It: Producer Jeanette DePatie worked closely with Warren Lam to create a workflow that was powerful, compact and bulletproof. Live footage from the performers had to be recorded along with synched footage from the Konami American Idol video game. Because nobody knew who the high scorers would be ahead of time, every second of every one of over 500 performances had to be captured.

"The timeframe was tight, so we had to develop a system that a skeleton crew could drag on and off an airplane at with only a moments notice," said Producer, Jeanette DePatie. "And with this system we needed to record live audio and video from the performer as well as simultaneous footage of the performer's avatar from within the Sony PS2 game. Thankfully, we were able build enough redundancy into the system to deal with the inevitable challenges in recording live on location in shopping malls, and we didn't miss a moment of the over 500 performances on the tour."

The system was built with three DV cameras. Two of the cameras recorded the live performances, and the third camera was linked to the Sony PS2® to record the simultaneous game footage. The materials were recorded to tape and simultaneously captured live to laptops running Final Cut Pro®.

“There was an awful lot of footage to be edited,” said DePatie. We captured to tape as a back-up, but mostly relied on those FireWire™ drives from the Final Cut rigs. That meant a lot less time digitizing and a lot less time spent in post.”

Along with the challenges of shooting live amateur performances in malls around the country, the producers found some wonderful opportunities. Jeanette and Warren were able to capture many exciting moments, including some spectacularly bad performances and one very public marriage proposal.

“This stuff was viral video gold,” said DePatie. “There were some touching moments of beauty like a guy serenading his wife of 20 years with an Elvis’ I Can’t Help Falling in Love with You and a very sweet and nervous fellow proposing to his high school sweetheart, mixed with some divinely delusional performances. You just can’t imagine what some folks will do, even in the middle of a food court, when you hand them a microphone.”

The Result: The videos have been posted on Konami’s event site: musicineverydirection.com. Thousands of people logged on to the site and voted to select Kathy from Chicago as the winner. Many avid American Idol bloggers picked up on the online contest and the voting as part of the massive preseason ramp-up that culminated in the season premiere January 16, 2007. Reviewers picked up on this early buzz and gave the game a positive rating. The game went on sale in early January and is steadily climbed the ranks as a video game top seller —at brick and mortar establishments like Game Stop® as well as online megastores like Amazon.com.



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