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Google and Radiohead join forces to advertise new technologies
rockonstreets

[How to Make a Video à la Radiohead](#)

Google reveals the technologies and invites you to let your imagination soar

Radiohead's new video for the single "House of Cards" is so special that it even managed to attract Google's attention. This happened not only because the team is fond of good music, but also because the video uses some technologies that are yet to be employed in this area. Lasers and data were put to use in order to create interesting 3D images that didn't require any cameras or lights. Two scanning technologies were used to transpose the members of the band into a Matrix-like environment for the video. [Geometric Informatics](#), the first of the two, provides "3D surface geometry data recording capabilities at 180 frames per second with real-time rendering for previewing geometry video data," as the researchers behind it explain. Textures are used to align frames point by point, until a 3D realistic image takes shape. The graphic representation captures all details of a human being, like subtle facial expressions, hair, clothes or even wrinkles. It's easy as pie to recognize someone's converted avatar, since all the features are in their place. The second [technology](#) uses a high definition lidar, which operates "by pulsing a laser diode for a short duration (typically 4 nanoseconds) and precisely measuring the amount of time it takes for the pulse to travel to an object, reflect off and return to a highly sensitive photodetector." This explains the different types of lighting that appear in Radiohead's new video. Google, in an agreement with the band, decided to offer some in-depth details of the actual way the video was made, starting from the premise that some developers might be interested in it. Furthermore, fans have the possibility of interacting with the video, as a remix platform is available on Google Code's [webpage](#). For those who don't have the time or the skills for this last part, but still want to have a piece of "House of Cards" with them wherever they go, they can download an iGoogle theme and gadget from the same location.