

Transforms of Real Heroes in Android Platform: A Study on Animated Movie Games

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Abstract

Communication gets channeled into different mode with the advance level of technology. In this technological era mobile phone techniques get more significant role in communicating all over the world. Internet and Mobile communication opens a new social change in this society. Among this Mobile phone and its growth in various techniques bring out the user level and the growth of the market to be high in this world. Many operating platforms like IOS, Windows, and Android are developed to initiate the users to fill out the close relationship throughout the world with internet. "Android looks set to completely dominate the high growth, developing markets and increase its market share still further," noted Nick Spencer, senior practice director, mobile devices, in a statement. Android gives you a world-class platform for creating apps and games for Android users everywhere, as well as an open marketplace for distributing to them instantly. Cinema and its global market were targeted by various production companies. Now they are targeting the movie audience to get more attach with their favorite movies. Here they need a new platform to promote their movies throughout the world. Android mobiles give an open free platform for such a promotion on movies. Many real heroes have become an icon in the android games in this world like spider man, Narnia, Iron Man, Dhoom 3, Anjaan, Kochaidyam, Kaththi etc.. Real heroes are getting animated according to the online of the film story, this creates an impact on the audience and Android users to see their favorite heroes as an animation game hero. This transformation brings out the new global market for the films to get higher box office. Animation technologies get applied in the Android platform to bring out the real heroes towards mobile environment. This study brings out the growth of animated hero games, its growth and the user level. To identify the growth of animation techniques, global film market and its use in mobile communication.

Keywords: Animation, Games, Android Platform, Real Heroes in games, global film market, mobile communication

I. INTRODUCTION

Every day more than 1 million new Android devices are activated worldwide. Android platform reaches its global market within a short duration. Android Platform huge number of Mobile Application for the user to Entertain, Educate and make the mobile users to get most Infotainments with its valuable application in the play store. Here android attract most of the children's for the application which supports their favorite games in high resolution in 3D animation. Android market was getting cheaper to the middle class people to enjoy and grab the information from the global village. The Android OS is one of significant platform for a better enhancement of 3D games for the users. Android users in the world get more excited with the updating of new 3D games for free packs. Now this platform gives a new innovative idea for Film producers to market, present and publishes their film and the movie with the 3D games which casted with the hero's 3D character based on the storyline and Physical appearance.

As Varnelis and Friedberg write, "public space became increasingly privatized and virtualized" during the twentieth century, "with networks of individuals being replaced by television broadcast networks, and individuals becoming less and less citizens and more and more consumers" (2008: 18). The ability to communicate and share information virtually anywhere, coupled with the prevalence and decreased cost of technologies like GPS, WiFi, smart phones, digital video recording, and handheld gaming, led to new patterns of media consumption and production. Now with animation techniques are adopted by the film producers to promote their movie with the leading hero of the movie. This marketing strategy was followed to many Hollywood movies like Spiderman, Iron Man.

The most widely known and pioneering ARG is The Beast, which was created in 2001 to promote the Steven Spielberg film A.I./Artificial Intelligence. It was a kind of viral marketing game that invited players to participate in a plot set in the fictional world of the film and required them to follow cryptic clues through various media to progress through the story. Participants entered the world of the game through a

cryptic line on the film's poster, which included a credit for a fictitious "sentient machine therapist." Later now most of the Hollywood and Disney movies are officially releasing their animated games which will be easily accessed by the android users. Characters and the model of real hero will be created and structured based on the one line of the story content. Even today Bollywood and Kollywood were trying this marketing promotion for their films and it opens a new gateway for the movie lovers and android users. Here the 3D animation, games give an interface to the user to fight, jump, and stamp as like the real hero in the game. Here during Dhoom 3 and Krish 3 releases they officially released the android games which get more enthusiasm among Amir Khan and Hrithik Roshan fans. Now this becomes a prestigious issue among the box office hero, which they must want to be in animated character for the games which will make them reach closer to the audience.

While talking about the games it has its own social and cultural scenario in various aspects based on its origin of creation. Many Modelers and developers study out the structure and body language of the real hero's to develop the games which are given an experience to the users to play in their mobiles.

II. OBJECTIVE OF STUDY

- It is to understand the role of Animation techniques and characterization of real heroes in android Games
- To find out the impact of Real hero as animated characters which interact with mobile users
- To find out the achievement made by an animation and its techniques in mobile communication.

III. METHODOLOGY

The main objectives of the study opted by collecting the data based on the users download, their rating review of the game of real heroes was monitored based on the tabulation. Here ten animated real hero's android games are selected for analyzing the growth and promotion strategy of the movie with animation in android platform. Here official android animated real heroes are chosen based on the box office heroes and their popularity in the Indian cinema. Kollywood and

Bollywood movie based 3D animated games are identified in the study.

Animation Character in Android Platform as a Global Market Strategy

Most of studies discuss about the need of mobile users to play a game on their android phone. Research on the motivations for game playing has been carried out by researchers across a number of disciplines. One of the earliest, and most cited, research works is by Thomas Malone (Malone 1981) who identified three main ways in which games were able to motivate players: fantasy, challenge and curiosity. Here in transformation of real heroes into android games was mainly to focus on marketing strategy and for the image and popularity of the hero.

Animation Character development based on the real heroes was mostly carried out in the movies like Kochadaiyan. Android game and the character of the real hero was semi realistic which represents the characters to the user to think over their hero. The animation technique enhances the creative knowledge toward the development of the real hero's as a character. Animation techniques and its visualization get a big market in the whole world. The way of digital communication applied in various areas like science, engineering and arts.

IV. DATE ANALYSIS

A study on the Transformation of Real hero's in android platform as animated movie, games was structured with the data which are collected in the Google play store of the user ratings and review for the movie games among the mobile users. List of Movie games of the real heroes are selected in two categories as Bollywood and Kollywood. In Kollywood this trend has been started before some months from the first performance capture movie Kochadaiyan. Till date the Tamil industry leading hero's are interested in getting out their icon as a 3D animation character. Data has structured and analyzed based on the ratings given by the users and viewers of the game based on the data of Google play store. The ratings get differ based on the type of the movie and actor who played a lead role and his popularity in the film industry. Animation gets suppressed mostly by using the box office hero's an actor. These characters are semi realistic; the user can identify their hero with the structure and body language.

Official 3D Animated Android games of Real Box Office Hero's from Bollywood:

Sl.No	Name of the Movie	Official Name of Movie Game	Real Hero as Android Game 3D Character	Year of Release
1	Bang Bang	Bang Bang	Hrithik Roshan	2 October 2014
2	Singham Retrns	Singham Retrns Takedown	Ajay Devgan	2 July 2014
3	Kick	Kick Movie Game	Salman Khan	25 July 2014
4	Dhoom 3	Dhoom 3 - The Game	Amir Khan	17 July 2014
5	Krish 3	Krish 3	Hritikh Roshan	13 November 2014
6	Chennai Express	Chennai Express Game	shahrukh khan	8 August 2013

Official 3D Animated Android Games of Real Box Office Hero's from Kollywood:

Sl.No	Name of the Movie	Official Name of Movie Game	Real Hero as Android Game 3D Character	Year of Release
1	Kochadaiyan	Kochadaiyan the Game	RajiniKanth	23 May 2014
2	Maattraan	Maattraan	Surya	15 August 2012
3	Anjaan	Anjaan	Surya	15 August 2014
4	Kaththi	Kaththi Official Game	Vijay	11 October 2014

Level of Ratings by the Users for the Animated Movie Games in Kollywood and Bollywood:

Sl.No	Name of the Movie Game	Ratings for the Movie Game
1	Bang Bang	<p>4.1</p> <p>★ 5 9,892 ★ 4 2,351 ★ 3 1,363 ★ 2 864 ★ 1 1,474</p> <p>15,944 total</p> <p>Date of Updated: October 7, 2014</p>
2	Singham Returns Games	<p>4.0</p> <p>★ 5 7,631 ★ 4 2,082 ★ 3 1,197 ★ 2 862 ★ 1 1,517</p> <p>13,289 total</p> <p>Date of Updated: August 13, 2014</p>
3	Kick	<p>4.2</p> <p>★ 5 21,847 ★ 4 4,075 ★ 3 2,454 ★ 2 1,513 ★ 1 2,817</p> <p>32,706 total</p> <p>Date of Updated: September 6, 2014</p>
4	Dhoom 3	<p>3.9</p> <p>★ 5 79,466 ★ 4 24,468 ★ 3 16,465 ★ 2 10,585 ★ 1 19,412</p> <p>150,396 total</p> <p>Date of Updated: January 7, 2014</p>

5	Krish 3	<p>4.1</p> <p>★ ★ ★ ★ ★</p> <p>73,917 total</p> <p>Date of Updated: January 10, 2014</p>
6	Chennai Express	<p>4.0</p> <p>★ ★ ★ ★ ★</p> <p>88,649 total</p> <p>Date of Updated: October 14, 2014</p>
7	Kochadaiyan	<p>4.1</p> <p>★ ★ ★ ★ ★</p> <p>15,470 total</p> <p>Date of Updated: March 21, 2014</p>
8	Maattraan	<p>4.4</p> <p>★ ★ ★ ★ ★</p> <p>124 total</p> <p>Date of Updated: November 29, 2013</p>
9	Anjaan	<p>4.2</p> <p>★ ★ ★ ★ ★</p> <p>7,263 total</p> <p>Date of Updated: August 4, 2014</p>
10	Kaththi	<p>4.6</p> <p>★ ★ ★ ★ ★</p> <p>8,029 total</p> <p>Date of Updated: October 8, 2014</p>

A. Courtesy of Ratings, Graph and Review from Google Play store

Most of the movie's producers are now focused on the game development for their forthcoming

movies for their promotions and marketing among the public audience worldwide. Mobile communication enhances the improvement with the upgrade of android platform which make the users to enjoy their hero's as

the animated character. Most of the Bollywood movies they release the games before the release of the movie for the promotion strategy. It was mostly get attracted and admired by the users. Dhoom 3 and Krish 3 has an equal expectation among the audience for the movie which was released on same month of January. Both a movies first and second part get applause among the Hindi and other language audience. Chennai Express of shahrukh khan brings out the southern part of India (Tamilnadu) as their location and local gang rowdies

with a cultural representation which attract the users to play a movie. Here Deepika padukkone was saved by a hero, this concept was applied in the game which makes the players to feel them as a hero and save the Deepika in the game. Singham Returns and Kick are some other kind of Genre they have audience and fans next to Amir Khan. Some of the users suggested some improvements are need in the game.

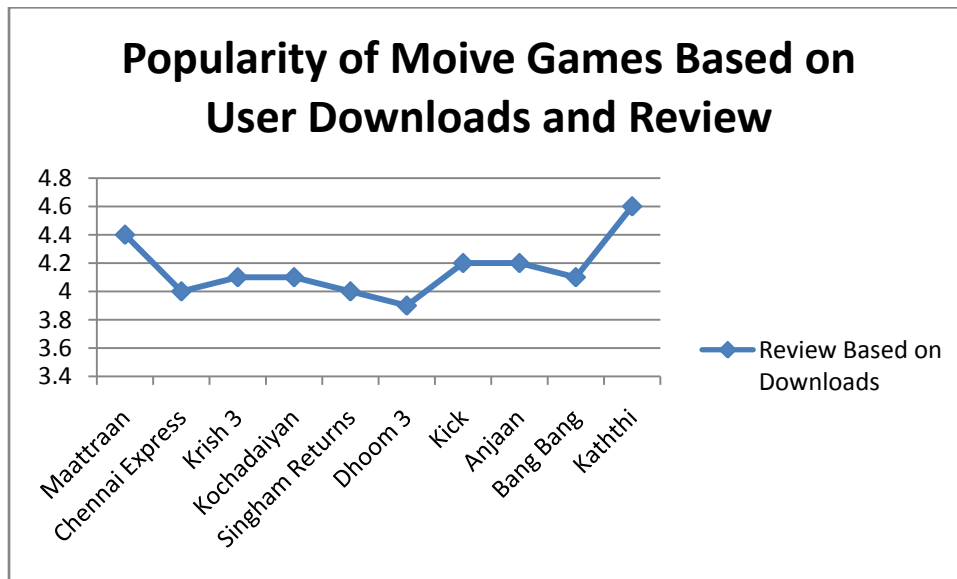


Fig.1 Growth of Android Movie Game User and Level of its Popularity based on the review rating

According to the sources of Kollywood movie launching of 3D games was introduced by the super star RajiniKanth in his movie Kochadaiyan which was directed by his daughter Soundarya RajiniKanth an animator. Karbon mobile they launched new mobile phones with inbuilt Kochadaiyan games in android platform to take the movie towards the grass root level of society about animation, this was an India's First photorealistic performance capture movie.

After that Surya a well known actor who has most girl fan in Tamil cinema, the production companies of the movie Maattraan and Anjaan launched the 3D game which gets more popular among teenagers because of expectations on movies. This movie get a good response while release, movie disappoint the audience with its story content which affects the downloading and rating of Anjaan in Google play store.

Now the Kollywood gets turned on the expectation on the movie which gets a most popularity with its cast and crew. Vijay has most of his diehard fans. Producers decides to promote a movie in various

aspects, they plan to release a 3D game in mobile phone which get 4.6 rating within nine day by the viewers and users. This makes the producers to release official release of 2D game of Kaththi in other mobile platforms. This takes the actor Vijay to the next level.

CONCLUSION

Most of the android users get more admired with the 3D games with their real box office hero's, this technique of making a 3D games will be soon gets increase in both Bollywood and Kollywood based on the actors and budget of the movie. This will also make a digital competition on creation of 3D games among the producers of the movie. This Study observed the things which the animators have to focus on the creation of character and body motion of real hero's to make the users to live on the game. This study give vision on story and game development of real hero's movie games to get more attracted by the users. Mobile communication gets transfer to the new platform with mass users of 3D games which involve the diehard fans of real hero's to experience the 3D games.

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