



Hangman Digital Instrumental in New FIRE Smartphone Maps Application

August, 2014 - Seattle, Washington

The much heralded release of Amazon's first smartphone, the "FIRE" came on June 18th of this year. Jeff Bezos, founder and CEO of Amazon.com unveiled the phone to an invitation only audience of three hundred where he presented the features of their new flagship device. Of the many features, Amazon was proud to demonstrate their proprietary built-in Maps application.

Amazon contracted Hangman Digital, LLC (New York, NY) to produce thousands of worldwide landmarks which take full advantage of the smartphone's revolutionary "Dynamic Perspective" 3-D feature. Rich details allow the user to experience cities and landmarks in a way never before possible in similar mapping applications. "Street view and turn by turn data along with Hangman's custom landmark content make Amazon Maps an immersive and brand new experience." – Jason Strougo, President Hangman Digital Studios

Landmark 3D Construction – A Hand Made Process

Asset reference for world landmarks was gathered in the form of photos, plans, videos and even site visits. Dense resolution models were created and textured from scratch to produce highly detailed polygonal sculpts. Polished renders are "baked" onto low resolution models for use in FIRE's real time engine comparable to those found in complex console game applications. Extreme attention is paid to ensure that memorable details of landmarks are well represented. Buildings should "look" the way we remember them. At the same time though, non-essential details are intentionally left off of models to maintain iconic stylization.

Regardless of the thousands of worldwide assets already created plus those that continue to roll out, each landmark is handmade and is considered an individual work of art.



Jeff Bezos, Founder & CEO of Amazon.com



"There are no shortcuts when it comes to detail and creative decision making." says Jason Strougo, president of Hangman Digital Studios who employs over 40 international artisans.

Dynamic Perspective

Using Infrared technology and four, front mounted cameras, the FIRE tracks user's facial movements which include "peeking around corners". With a simple tilt of the device from side to side, the user can see around objects with full 3-D parallax. The end experience is similar to seeing into a small dioramic space inside the smartphone's 4.7" screen.

[AMAZON FIRE SMARTPHONE \(link to demonstration\)](#)



Scalable Production

Hangman Digital has positioned itself as a leading developer of scalable production while upholding meticulous detail even for the largest of projects like mapping the world for Amazon's FIRE smartphone. Simply said, Hangman has assembled a group of hand-picked and specially trained artists who take pride in their work. They see themselves as artists first and foremost.



Contact:

Jason Strougo / President

Hangman Digital, LLC

39 West 14th Street - 207

New York, NY 10011

j.strougo@hangmandigital.com

www.hangmandigital.com