

# Blue Angels Web Site

Use of HTML5 Video

effective<sup>U</sup>



# Tony Walt

Director of 3D and Motion Design



Tweeting: @tonyjwalt, #effectiveui



# EffectiveUI

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User Experience Agency

# Blue Angels

Flying aerobatic team

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Blue Angels : Official Website

http://www.blueangels.navy.mil/index.htm

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Blue Angels : Official Website

News - Blue Angels announce 2011 team members.

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HOME

THE BLUE ANGELS

The U. S. Navy's Flight Demonstration Squadron

The Blue Angels' mission is to enhance Navy and Marine Corps recruiting efforts and to represent the naval service to the United States, its elected leadership and foreign nations. The Blue Angels serve as positive role models and goodwill ambassadors for the U. S. Navy and Marine Corps.

A Blue Angels flight demonstration exhibits choreographed refinements of skills possessed by all naval aviators. The Blue Angels' C-130, affectionately known as Fat Albert, begins each demonstration by exhibiting its maximum performance capabilities during a ten-minute performance. Shortly thereafter, you will see the graceful aerobatic maneuvers of the four-jet Diamond Formation, in concert with the fast-paced, high-performance maneuvers of its two Solo pilots. Finally, the team illustrates the pinnacle of precision flying, performing maneuvers locked as a unit in the renowned, six-jet Delta Formation.

The team is stationed at Forrest Sherman Field, Naval Air Station Pensacola, Florida, during the show season. However, the squadron spends January through March training pilots and new team members at Naval Air Facility El Centro, California.

The Blue Angels are scheduled to fly 68 air shows at 35 air show sites in the United States during the 2010 season, as the team celebrates our 23rd year of flying the F/A-18 Hornet.

Last season, more than 8 million spectators watched the Blue Angels perform. Since its inception in 1946, the Blue Angels have performed for more than 463 million fans.

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HISTORY

BOEING F/A-18 HORNET

FAT ALBERT AIRLINES

BLUE ANGELS OFFICERS

MAINTENANCE & SUPPORT

2010 ENLISTED TEAM

TECHNICAL ADVISORS

NEWS

SCHEDULES

HOW TO APPLY

MULTIMEDIA

SUPPORT MANUAL

FAQ'S

LINKS



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News - Blue Angels announce 2010 and 2011 show schedules. Click [here](#) for more information.

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HISTORY OF THE BLUE ANGELS

At the end of World War II, the Chief of Naval Operations, Chester W. Nimitz, ordered the formation of a flight demonstration team to keep the public interested in Naval Aviation. The Blue Angels performed their first flight demonstration less than a year later in June 1946 at their home base, Naval Air Station (NAS) Jacksonville, Florida. LCDR Roy "Butch" Voris led the team, flying the Grumman F6F Hellcat.

Two months later, on August 25, 1946, the Blue Angels transitioned to the Grumman F8F Bearcat. The 1947 team, led by LCDR Robert Clarke, introduced the now-famous "Diamond Formation."

By the end of the 1940s, the Blue Angels were flying their first jet aircraft, the Grumman F9F-2 Panther. In response to the demands placed on Naval Aviation in the Korean Conflict, the team reported to the aircraft carrier USS Princeton as the nucleus of Fighter Squadron 191 (VF-191), "Satan's Kittens," in 1950.

The team reorganized the next year and reported to NAS Corpus Christi, Texas, where they began flying the newer and faster version of the Panther, the F9F-5. The Blue Angels remained in Corpus Christi until the winter of 1954 when they relocated to their present home base at NAS Pensacola, Florida. Here they progressed to the swept wing Grumman F9F-8 Cougar.

The ensuing 20 years saw the Blue Angels transition to two more aircraft, the Grumman F11F-1 Tiger (1957) and the McDonnell Douglas F-4J Phantom II (1969).

In December 1974, the Navy Flight Demonstration Team began flying the McDonnell Douglas A-4F Skyhawk II and was reorganized into the Navy Flight Demonstration Squadron. This reorganization permitted the establishment of the first commanding officer (CDR Tony Less) instead of a flight leader, added support officers and further redefined the squadron's mission, to enhance the recruiting effort.

On November 8, 1986, the Blue Angels completed their 40th anniversary year when they unveiled their present aircraft, the McDonnell Douglas F/A-18 Hornet, the first dual-role

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HOME



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HISTORY

BOEING F/A-18 HORNET

FAT ALBERT AIRLINES

BLUE ANGELS OFFICERS

MAINTENANCE & SUPPORT

2010 ENLISTED TEAM

TECHNICAL ADVISORS

NEWS

SCHEDULES

HOW TO APPLY

MULTIMEDIA

SUPPORT MANUAL

FAQ'S

LINKS



Site Map · Privacy Policy · Accessibility Help & Information · Contact Us · [facebook](#) · Webmaster · SOUND ON

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Blue Angels announce new Commanding Officer. Read the **Press Release**.

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HOME

**BOEING F/A-18 HORNET**



124554677.36 DM

Prime contractor:	Boeing
Principal contractor (airframe):	Northrop Corporation
Powerplant:	Two General Electric F404-GE-400 low-bypass, turbofan engines; each in the 16K-pound thrust class
Radar:	Hughes APG-65 with long-range detection in both head-on and tail-on aspects
Length:	56 feet
Height:	15.3 feet
Wingspan:	40.4 feet (with missiles)
Wing area:	400 square feet
Speed:	Mach 1.7+ (1,200 mph)

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HISTORY

BOEING F/A-18 HORNET

FAT ALBERT AIRLINES

BLUE ANGELS OFFICERS

MAINTENANCE & SUPPORT

2010 ENLISTED TEAM

TECHNICAL ADVISORS

NEWS

SCHEDULES

HOW TO APPLY

MULTIMEDIA

SUPPORT MANUAL

FAQ'S

LINKS

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# Blue Angels

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## SCHEDULES

The Blue Angels have adopted a 2-year scheduling program to allow show sites more time for planning, advertising and fund-raising.

### 2011 Show Schedule

MARCH	
12	NAF El Centro, CA
19 - 20	Keesler AFB, MS
26 - 27	NAS Meridian, MS

### APRIL

02 - 03	Sun-N-Fun, Lakeland, FL
09 - 10	NAS Corpus Christi, TX
16 - 17	Fort Worth JRB, TX
30	MCAS Beaufort, SC

### MAY

01	MCAS Beaufort, SC
03 - 04	NAS Pensacola, FL
07 - 08	NAS New Orleans, LA
08	Flight Academy Fly-over, Pensacola, FL
14 - 15	La Crosse, WI
21 - 22	Andrews AFB, MD (reunion show)
25 & 27	USNA show and graduation fly-over
28 - 29	Millville, NJ

### JUNE


04 - 05	Rockford, IL
11 - 12	Evansville, IN
18 - 19	Davenport, IA

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### HISTORY

- BOEING F/A-18 HORNET
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- MAINTENANCE & SUPPORT
- 2010 ENLISTED TEAM
- TECHNICAL ADVISORS
- NEWS
- SCHEDULES
- HOW TO APPLY
- MULTIMEDIA
- SUPPORT MANUAL
- FAQ'S
- LINKS



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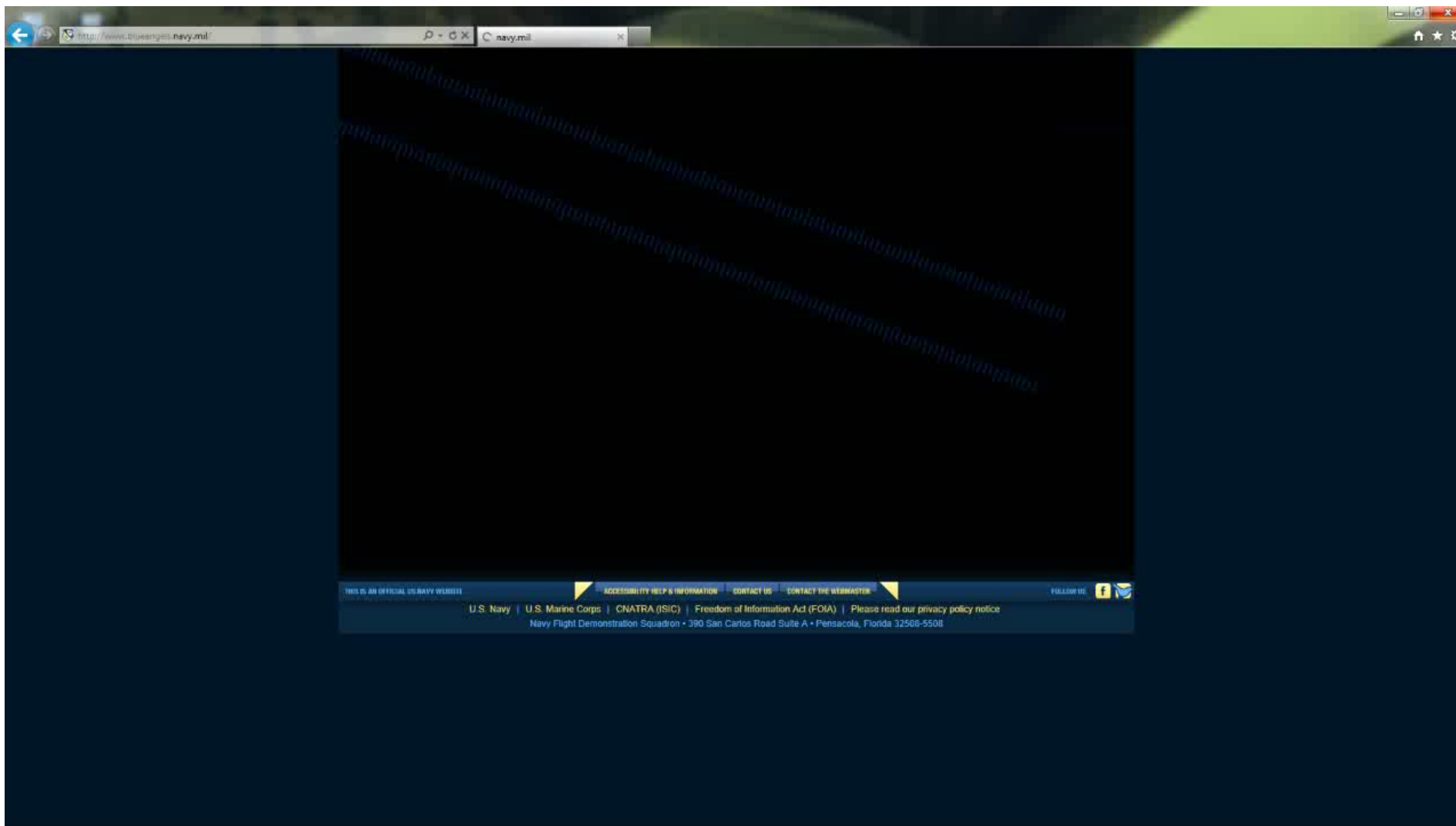
This is an official U.S. Navy website.

Done

# Microsoft & EffectiveUI

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Build a better site





# Blue Angels

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MARINES.COM

THE U.S. NAVY FLIGHT DEMONSTRATION SQUADRON

TEAM INSIDE THE DEMO AIRCRAFT SHOW INFORMATION

## BLUE ANGELS NEWS FEED RSS

- ▲ NAS PENSACOLA HOSTS BLUE ANGELS HOMECOMING SHOW
- ▲ BLUE ANGELS ANNOUNCE 2011 TEAM MEMBERS
- ▲ BLUE ANGELS ANNOUNCE 2010 AND

## BLUE ANGELS TWITTER FEED

- ▲ AMCS(AW) GEORGE HARRIS, MAINTENANCE CHIEF GEORGE IS A NATIVE OF JASPER, TENN., AND JOINED THE NAVY IN JUNE 1987... 3 HOURS AGO
- ▲ OUR THOUGHTS AND PRAYERS GO OUT TO THE

THIS IS AN OFFICIAL US NAVY WEBSITE

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# Challenges

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- Non-HTML5 Browsers & Mobile
- Inconsistent Playback
- Encoding
- Video Ripping
- Building for Beta
- Event Model
- Atypical Use

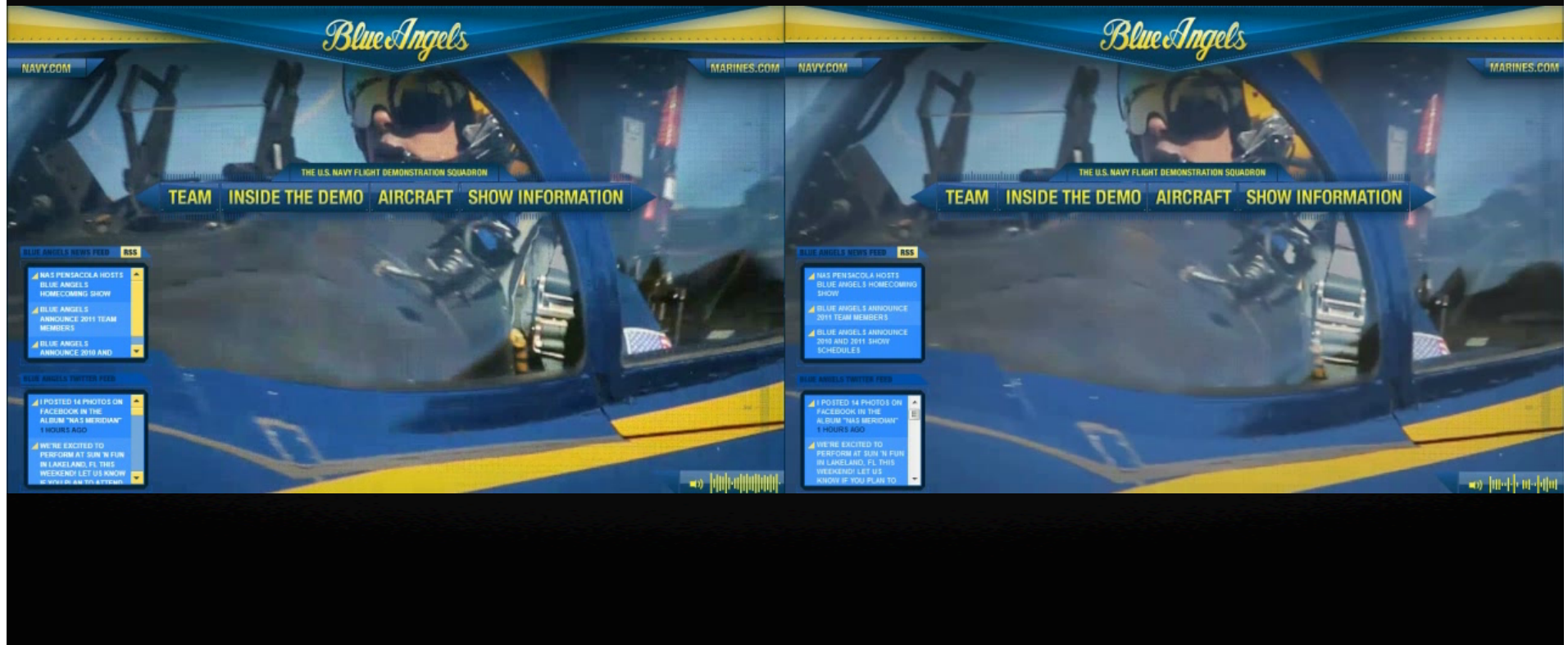
# Non-HTML5 Browsers and Mobile





# Inconsistent Playback

## Video Ripping



# Inconsistent Playback

## Animations

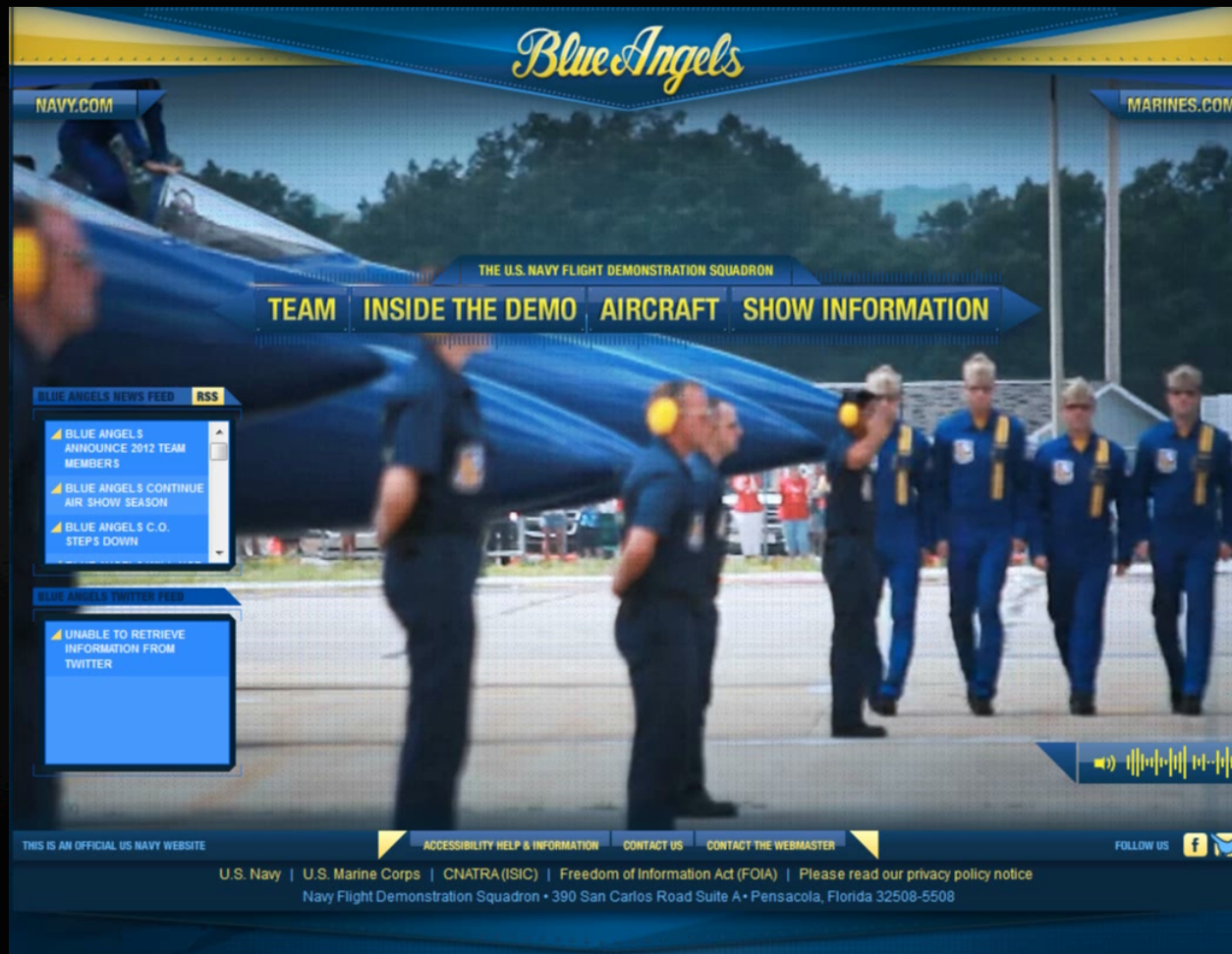


# Encoding

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- Video Formats
  - WebM, OGV, MP4
- Audio Formats
  - MP3, OGG
- Encoders
  - Adobe Media Encoder
  - Handbrake (X264)
  - XMedia Recode
  - Firefogg

# Video Ripping



## Building for Beta

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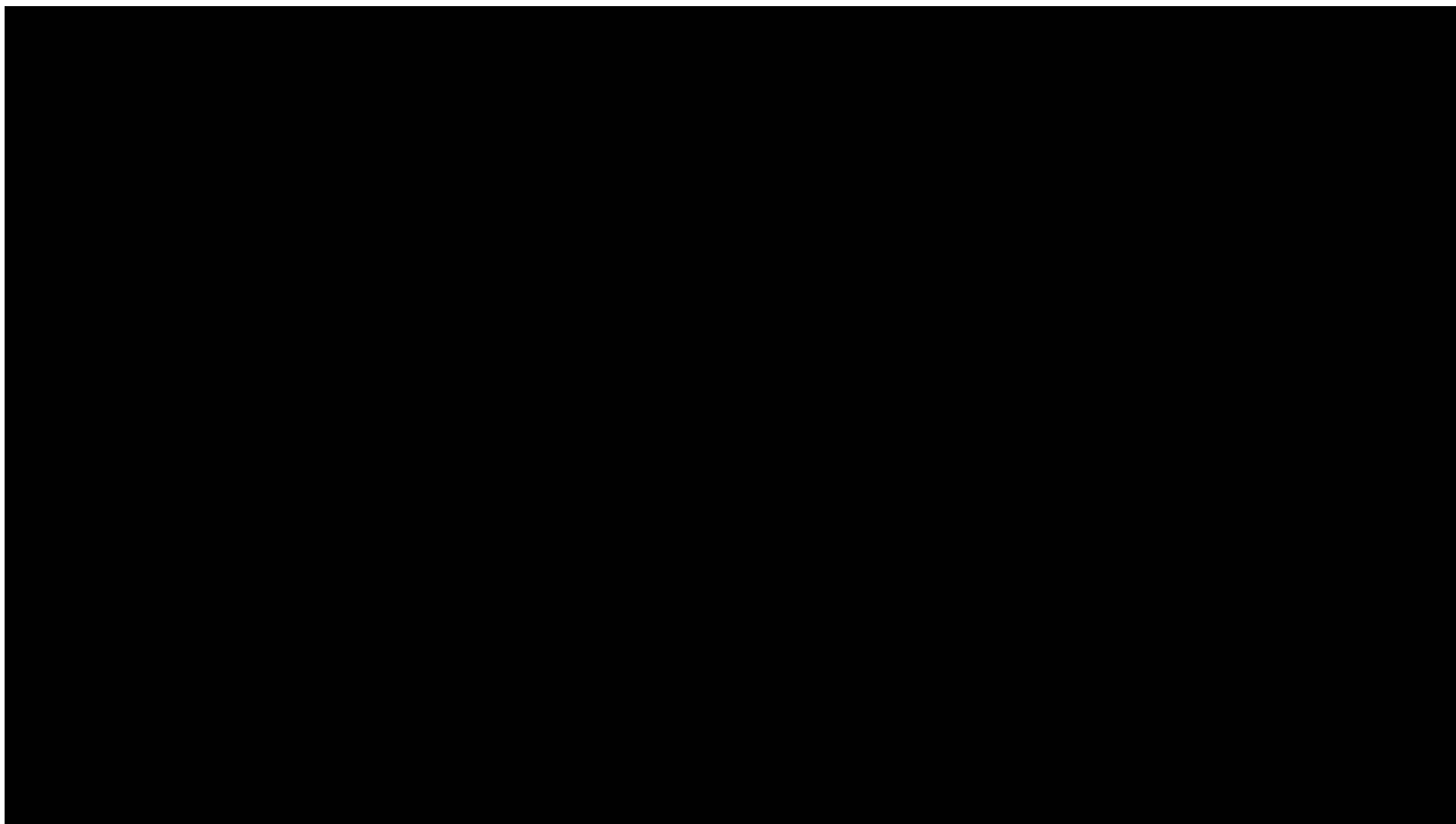


# Event Model

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# Atypical Use

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# Thank you.

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QR code for SlideShare

