In this contribution we present a new educational, modern technology-based form of interactive videos developed originally for multimedia support of SCHOLA LUDUS educational programmes. Specially functioned and designed videos are perfect for recognizing and learning complexity in any real process, either visible or invisible by naked eye. Users playing with SCHOLA LUDUS interactive videos gain experience similar to that gained by direct observation of real objects by, e.g., changing the observation distance in any time of the running process. This possibility alone supports recognition of process details, which are usually not noticed during direct observation without any instructions. In this sense, the interactive videos seem to be a high quality alternative to real playing with real objects and processes. The essence of SCHOLA LUDUS interactive videos lies in zoom function enabled in videos on-line – one can interactively zoom in and zoom out different parts of the video scenes in any time while the video is still running, to focus on running complex processes in their details. Interactive videos are specially designed objects taking advantage of flash format as commonly used multimedia format. With the possibility of using different capturing techniques such as real-time, slow-motion and speed-up technique, interactive videos are perfect for incorporation into any physics learning and/or teaching environment, Internet edutainment portals etc. An interactive video trial will be presented as a part of the contribution.