



THE FUTURE OF ENTERTAINMENT IS IMMERSIVE!
THE INFLUENCE OF AR, VR & MR IN THE ENTERTAINMENT INDUSTRY.



Introduction

Psychologists state that the purpose of media entertainment is fulfillment of gratification. It is this pursuit for satisfaction that has enabled mankind to develop several entertainment platforms throughout the history. From early day campfire storytelling and court entertainment to the modern day games, television and films, the entertainment industry has indeed come a long way. As we all know, the only thing inevitable about existence is change and through the modern immersive technologies such as augmented reality and virtual reality, the entertainment industry is in for a revolution. So, let us see some of the best examples of ar and vr in the entertainment industry.



Games

Rules of Survival

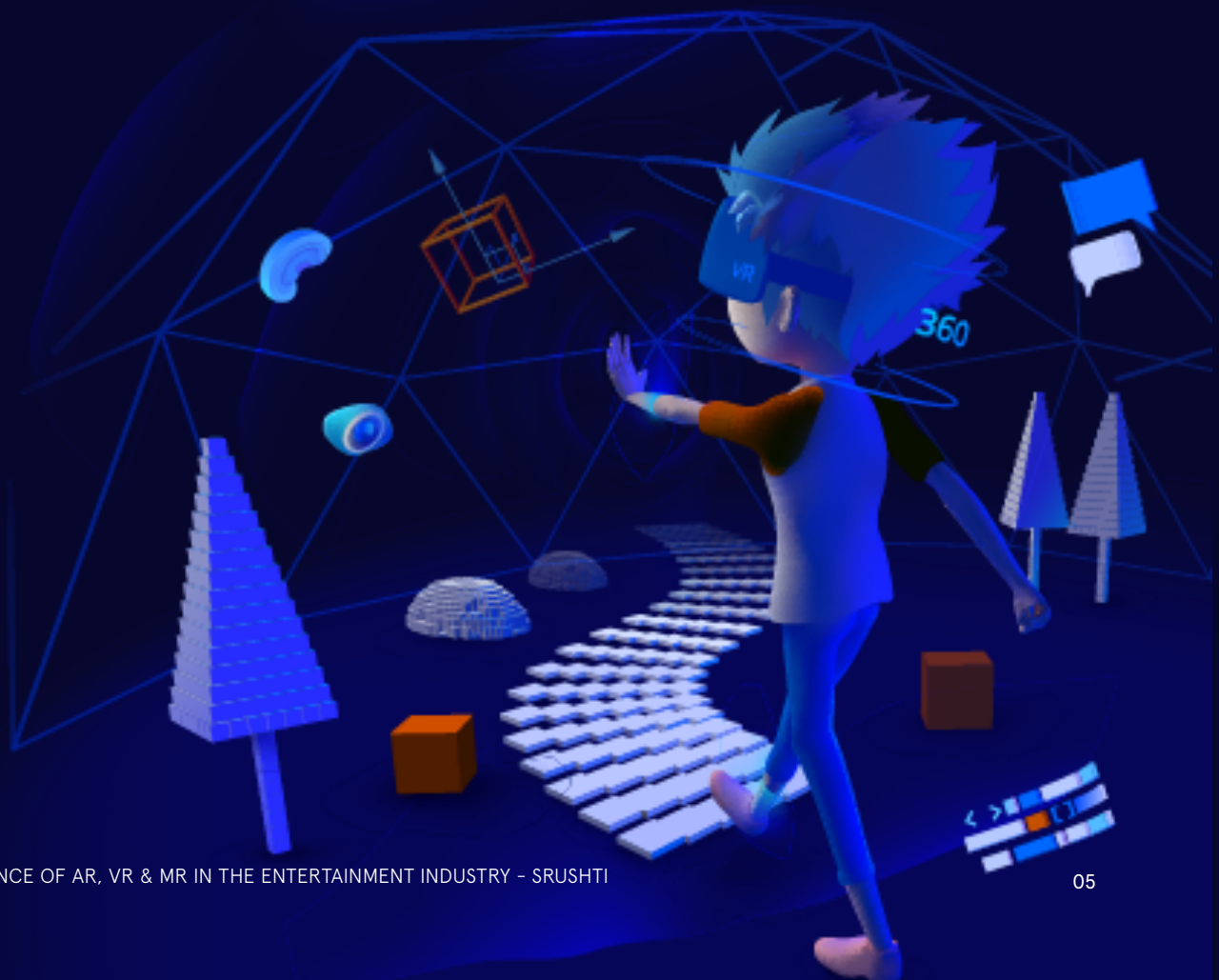
Fans of the second-best selling game of all time 'Player Unknown's Battlegrounds' will definitely want to have a crack at this virtual reality game called 'Rules of Survival' as this is the closest clone available of PUBG. In 'Rules of Survival', the player becomes one of the 120 who gets dropped in a vast, abandoned island. Only the last one would survive. The player has to race against spreading gas poison and shooting enemies. One could either fight alone or arrange a team of upto 4 players. Just like in PUBG, one can parachute in, swag buildings to stay prepared, collect weapons and use wisdom and tactics to do everything possible to last until the very end. The game also allows a user to drive vehicles over various terrains.



SOURCE : RULES OF SURVIVAL

Vacation Simulator

In 2016, Owlchemy labs had launched a game called 'Job Simulator', where players could participate in comical representation of real-world jobs. And now, Owlchemy labs has introduced the next project in the series titled 'Vacation Simulator'. As the promo line of the series goes "First you JOB, then you **VACATION!**". Just like its predecessor, this game also follows straight-faced comedy path and will feature the same robots that give out orders to the gamer. Instead of being ordered to do a set of low demanding jobs, this game would allow a player to have a proper vacation. But, with the company of the robots, it may not be that laid back a vacation! The game would also allow a player to experience recreation, relaxation and activities such as Sunburn.



Elite Dangerous

The space trading video game 'Elite' first launched in 1984 and even after three decades the franchise is moving forward pretty strong, thanks to the latest adaptation of virtual reality and immersive experience. Advertised as the world's leading Triple - A vr Game, **Elite** is rich in its detailing and scope. The virtual reality feature of the game has become even more interesting with the launch of 2.3 commanders that allow players to team up with four users to co-pilot the space ships. Another attraction is the introduction of a character editor that allows users to change the looks of their avatar. With incredible immersion and depth, users could explore and combat through the relentless galaxy to accomplish their tasks. Through the use of virtual reality - planet surfaces, settlements, space ports and wrecks have attained magnificent detailing which would make a user feel like a real solitary pilot in a vast galaxy.



AR Dragon

Dragons... They are pretty much the matter of interest for everyone ever since the launch of Game of Thrones. Now, how about taking care of your own dragon? That is exactly what the AR Dragon game has to offer. The game brings the virtual dragon on to the real world and allows players to take good care of it. Players can check in everyday and witness the dragon growing older and larger in size. So, what's there to lose? Well.. The adorable dragon can get fed up with you and fly away if you don't take proper care of it. So it is indeed the player's responsibility to feed and have fun with the dragon everyday so that it won't get bored. A striking feature of the game is that, every dragon is unique and no two are the same. As the dragon grows in size and age, players could unlock new skins, toys and food for it. In short, you can witness it grow from a baby to a massive dragon right in front of your eyes!



SOURCE : [AR DRAGON](#)

Zombie Gunship Revenant AR

The Zombie gunship series has been running successfully ever since 2011 and with the introduction of new augmented reality feature, the series has just elevated to a grand new level. Titled 'Zombie Gunship Revenant AR', the game allows users to circle around the battlefield in enormously armed helicopter gunships to use all the firepower and bring down the zombies below. So where is this battlefield? With ARKit, its your very own house! A cool feature of this game is that, one could move the smart device as if it was the gunship instead of spanning the camera around the battlefield. Coming to the storyline, Gunship Revenant deals with the initial hours of zombie infection in San Francisco, and the players will have to take care of various bases to support the people running away from the apocalypse.



SOURCE : [ZOMBIE GUNSHIP REVENANT AR](#)

Television Shows

Invisible

Doug Liman, the famous director of Bourne Identity and Edge of Tomorrow produced the first major Virtual Reality Television Series titled 'Invisible' which narrated the story of a powerful New York Family who can control the world economy by transforming themselves invisible. The series is directed by Liman and Simon Crane, who were the stunt coordinator and 2nd unit director for 'Rogue One' and scripted by Melissa Wallack of 'Dallas Buyers Club'. In the words of director Liman, the project was like creating a film school on their own, as each element, starting from writing to filming were new to all of them. The series features five, six minute episodes and it follows the format of a network prime-time soap. What's on offer? Everything that you would normally associate with a thriller series including plot twists and cliffhangers.



SOURCE : [INVISIBLE - AN ORIGINAL VR SERIES \(360° VIDEO\)](#)

The biggest concern regarding the vr powered narrative is the editing that should look like teleportation and the pace that needs to be slowed down to incorporate all the immersive aspects. But, by abstaining from the use of any of these methods in editing or narrative pace, 'Invisible' moves on in full speed, much like an hour long T.V episode. The result? An experience that can look and feel like traditional Television but one that also gives outstanding visual and narrative effects. Compared to most VR content, 'Invisible' is made on a larger scale using places such as New York and Haiti.

Trinity

The famous Virtual Reality Production studio UNLTD is all set to launch its first interactive sci-fi television show 'Trinity' that deals with a future where humanity has long become extinct. The complete series was shot in interactive volumetric style and will be shown in 360 degree virtual reality. The series will consist five, fifteen minute episodes that can be viewed on any virtual reality headset. To ensure that the project would be immersive enough, UNLTD had to develop their own proprietary camera to film the series. The series is guaranteed to be a wonderful combination of visual effects, 360 storytelling and interactive engines. The trailer for the series was launched by UNLTD during the South by Southwest annual festival. Speaking at the event, John Hamilton, the producer of the series said that 'Trinity' will be a one of a kind experience where viewers would move around an episode exploring incredible details.

Lost in Time – Mixed Reality T.V Show

FremantleMedia, the Television company responsible for American Idol and X Factor, in collaboration with The Future Group, developed 'Lost in Time', a Norwegian game show which is also the world's first interactive mixed reality T.V Show. Using MR technology and custom-built green studio, the show teleports participants to different landscapes spread across time and space.

And what are those locations? Well... It can be anything from Jurassic Era to stone age and Middle Age! The contestant will have to solve the problems that await them at the specific location and come out victorious. There are 24 different challenges split into four game categories and each competition lasts for 90 seconds. To guide the contestants, physical properties are spread all around the green screen studio. Participants of the show did not wear any sort of virtual reality headset and thus only audience had the chance to enjoy the complete mixed reality experience. Besides this, the experience also expanded to viewers at home who could compete in the touch screen versions of the challenge. In the mobile experience, viewers don't have to run through each challenge but can just touch or swipe and set out on their adventures.



SOURCE : LOST IN TIME | WORLD'S FIRST INTERACTIVE MIXED REALITY TV SHOW | POWERED BY UNREAL ENGINE

We are TV – Augmented Reality T.V Shows

How often have you just had the Television running in your hall while attending the smartphone or laptop. Yeah... Welcome to the club. Facebook's in-home eye-tracking study conducted in the U.S observed that participants concentrated on the television screen just 53% of the time. 94% of the participants reported that they had the smartphones with them while watching T.V. Introduce 'We are TV' that uses augmented reality to turn your Television watching into a game! One can select live or streaming programs and then the app will generate various cartoonish characters around the television. By throwing red and white balls at them, the players can collect these adorable little cartoon characters. Yup, that's pretty much like a Pokemon Go for your couch. Martin Rogard, the founder of We are Tv said that, as the app expands to different territories, viewers will be able to get individual 3D characters that are specific to the show they are watching. Another cool feature of the app is the social experience while watching tv shows. Just as you would react to a social media post, you can toss virtual hearts, bombs or tomatoes to the screen depending upon the plot twists or narrative progresses! Since you need a Facebook authentication to access the app, your friends will also be able to see your reactions for the various parts of the show.



SOURCE : [NEXT REALITY](#)

MTV EMA – Augmented Reality App

For the 2017 Europe Music Award in London, MTV offered an augmented reality experience for viewers to enjoy the live performances. The AR powered EMA app allowed viewers to interact with objects and animations that accompanied selected performances. So that means when Camila Cabello goes “Havana”, one could actually see a virtual Cuban flag unrolling through the app! When the user moves the device around, the objects will fill the room, moving separately from one another. In the words of Karmelina Parouka, MTV International’s vice president of digital content and engagement, 3D rendered objects can seamlessly fill the environment around us. Fans were able to take snaps and videos of themselves and their friends together with these effects and share them across various social media platforms. The aim is to immerse the audience into the show and connect them to the artists that they are passionate about. For the build up prior to the global show that was going to be telecasted across 170 markets, MTV roped in several social media influencers to talk to local viewers in their native languages.



SOURCE : [MTV EMA](#)

Movies

The Humanity Bureau VR evolution

Cult hero Nicolas Cage is all set to dash into the virtual reality zone through his new movie 'The Humanity Bureau VRevolution'. Set in near future, the film deals with the issue of global warming and it is intended to be released as a standalone virtual reality series. According to producer Kevin DeWalt, the film was shot across multiple formats - standard theatrical, Barco Escape and virtual reality. Dewalt said that their aim is to provide viewers more options for alternative content by leverage modern media platforms. It will be really interesting to know if we would get to watch the scenes from a character's point of view, but anyway, the exciting factor for every movie buff is that, they would get to watch Nicolas Cage adorning a virtual space for the first time. Cage would be seen playing the role of a caseworker in a government agency who abandons unproductive members of a society into a colony known as New Eden. The film is directed by Rob. W King and scripted by Dave Schultz.



SOURCE : [VR FOCUS](#)

Notes on Blindness

Based on the recordings of Australian Author John Hull, 'Notes on Blindness' is a captivating experience that makes full use of vr's potential. Every scene addresses a moment, memory or a specific location from John's dairy, and the project uses binaural audio and real time 3D animations to deliver a flawless immersive experience. Remember the scene in 'Daredevil'



SOURCE : [NOTES ON BLINDNESS](#)

where the blind superhero takes on a set of baddies by paying attention to the sound of water drops on various objects? Well... That was the inspiration for the immersive setting of 'Notes on Blindness'. Unlike most of the immersive experiences, 'Notes on Blindness' is firmly established on the qualities of sound and the visuals are just the representations of the sound, such as the choir, dog, kids playing in the park. Watch out for the sequence where, you as John Hull steps out of the apartment following a heavy snow and all the sounds that you have got used to depending becomes muffled! The film won Storyscapes Award at the Tribeca Film Festival and Alternate Realities VR award at the Sheffield Doc/Fest.

Lincoln in the Bardo

Back in 2015, actor director Graham Sack, tried convincing George Saunders that his latest book would look great in a virtual reality adaptation. Though initially skeptical, Saunders agreed and the duo began to collaborate on the new project. Fifteen months later, the effort resulted in 'Lincoln in the Bardo', a virtual reality film in conjunction with the book of the same name that went on to become a New York Times bestseller. Graham sack was particularly impressed by a key scene in the manuscript where the former president Lincoln, goes to visit the cemetery to cradle his 11 year old deceased son. It is this powerful moment that convinced Sack to take up a virtual reality project for a historical novel. The VR experience takes the audience right into the middle of the cemetery where they would get to meet a lot of ghosts before Lincoln finally arrives. The ghosts were filmed on green screen and were then superimposed on a cemetery nighttime recording, making the entire production quite challenging. By casting live-performance actors, Sack went about directing the project much like a play with the exception that some scenes were further broken down into hundreds of individual parts.



SOURCE : [LINCOLN IN THE BARDO | 360 VR VIDEO | THE NEW YORK TIMES](#)

Bashir's Dream – Mixed Reality Media

Over the years, there have been many immersive experiences that focused on the life of refugees. When filmmaker Angel Manual set out to narrate the story of Qusai Bashir Masaama, the teenager who is restricted to a wheelchair due to a shot in the back, he looked for ways to portray the magnitude of the horrific incident by retaining the cheerful nature of the 14 year old. The solution was a mixed reality project that combined the footage of Bashir's current place of residence in Jordan and animated visuals of the past tragedy and future dreams. And what is his dream? To play basketball and travel all around the world for further education and care. With each scene occupying just the right amount of time and space, the transitions are terrific and there is a beautiful harmony to the project. Before you know it, you will find yourself empathizing on his loss and encouraging on his dreams.



SOURCE : [JAUNT](#)

Pearl – Oscar Nominated Virtual Reality Film

The 2017 Oscars had a speciality - it was the first time that a Virtual Reality project was nominated for the Academy Awards. Produced by Google Spotlight Stories and Evil Eye Pictures, the film is directed by Patrick Osborne who had earlier won an Academy Award for Best Animated Short Film for 'Feast' in 2014. 'Pearl' follows the story of a single Father raising his daughter named Sara. During the five minutes of its running time, you see Sara growing up and sharing her various emotional states, all portrayed through the front passenger seat of the car. The film is narrated as a road trip saga where the father daughter duo drives along the car, playing music and chasing dreams from city to city. With immersive experience, users would feel as if they are inside the car witnessing the various ups and downs in the life of the Father and Daughter.



SOURCE : [360 GOOGLE SPOTLIGHT STORIES: PEARL](#)

Henry

Henry, which won the Best Outstanding Original Interactive Program Award at the 2016 Emmy Awards was the first virtual reality short to receive a major festival award. This 12 minute film, produced by Oculus Story Studio tells the tale of the hedgehog Henry, who doesn't have any friends in life because he likes to hug everyone. Our poor little lonely Henry throws himself a birthday party and the film is about what follows next. The narration is equally intense and heartbreaking. When vr was introduced, many had prejudiced opinions about the kind of emotional quotient it can deliver. With films like 'Pearl' and 'Henry', filmmakers are proving that vr can be mighty effective in delivering an emotional connectivity. Ramiro Lopez Dau, the Pixar veteran who directed 'Henry' said that from the very beginning they wanted to showcase vr as an artform - a stage that empowers storytelling.



SOURCE : [TECHCRUNCH](#)

Sleepy Hollow

'Sleepy Hollow' co produced by Fox and Secret Location was the first vr experience to win an Emmy award. Created initially for the vr headset Oculus Rift DK2, the experience was first shown at Comic-Con, where thousands of Oculus users got a feel of having their heads cut off by the ever famous headless horseman! The visitors were also able to virtually add their chopped off heads to an image from the virtual reality experience using the iPad app. The experience, based on the television show of the same name was awarded the best user experience and visual design at 2015 Emmy.



SOURCE : [THEVERGE](#)

Music Show

Imagine Dragons – Virtual Reality Music Concert

Imagine attending a music concert at the Belasco Theater in Los Angeles by remaining in the comfort of your own couch in Manchester. This is exactly what was possible on June 15, 2017, when the concert 'Imagine Dragons' was broadcasted through virtual reality. The concert, presented by Citi, Live Nation and NextVR, gave users the unique feel of being on the stage rather than being a mere participant. Kevin Chernett, the Live Nation EVP Global Partnerships and Content Distribution, said that virtual reality has the power to magnify the fan-artist relationship, as it provides fans around the world an opportunity to experience the energy of live performance when they physically cannot be there. All the objects, including the members of the band were real moving components that had been rendered in high resolution. You could even see the sweat in the artist's face and the scratches on the drums!

Matchbox Twenty – Fan Controlled Virtual Reality Experience

Teaming up with SwivelVR, the American rock band Matchbox Twenty, created a unique experience which was termed as the first fan controlled virtual reality experience. The collaboration was for the band's live concert in Denver on October 2017. In the experience, users were provided a hands free menu through which they were able to interact and change what they watch. They were also able to click snaps of the show to share across various social media platforms. A cool feature of the concert was that, to enjoy the experience, vr glasses were not a mandatory thing.

Fans were able to simply use iPad or Apple Airplay with AppleTV or any other streaming dongle to convert the TV into amazing SwivelVR VIP view.

Global Citizen Festival

Global Citizen Festival was launched in 2012 by Global Poverty Project with the aim of eliminating extreme poverty from the world. Since then it has been celebrated every year and for its 2017 event, Citi, Live Nation and NextVR teamed up to broadcast it in virtual reality for the first time. Fans were able to transport and immerse themselves in the Great Lawn of Central Park that had on stage performances from esteemed brands such as The Lumineers, The Chainsmokers and particular guests Alessia Cara, Big Sean and Andra Day. By offering them front row access, the experience brought together fans from all corners of the world along with 60,000 in house activists pledging their responsibility to eradicate extreme poverty from the world. An additional feature of the experience was that, the fans were given a virtual lens to portray how this giant event came to life. Visuals included detailed interview with the founder of Global Citizen, Hugh Evans and a privileged access to the grounds that are otherwise not open to the public.



SOURCE : [ENGADGET](#)

Coldplay – VR Concert

Chris Martin's 'Coldplay' band also stepped into the world of virtual reality concert through their "Head Full of Dreams Tour" that was performed in Chicago. The experience was a result of collaboration between Samsung and Live Nation and it allowed fans with Gear VR headset to enjoy that extra level of immersion as Chris Martin and crew took the stage. Fans from over fifty countries were able to experience the Coldplay magic without any additional cost at all! Viewers were also provided with a replay option for a limited time.



Others

Magic Butterfly – Wales National Opera

The Wales National Opera created two virtual reality experiments for the stage to give the audience a chance to tread into the performance. Titled the “Magic Butterfly”, the program features two short experiences based upon the songs of Madame Butterfly and Magic Flute. A viewer can direct and orchestrate the characters by completely immersing themselves in the soothing music and environment. The program is intended to be a test to evaluate the power of virtual reality in theatre productions. Since theatre plays demand that extra sense of illusion these days, such virtual reality programs could well become a common entity on the stage very soon.



SOURCE : [BIRMINGHAM HIPPODROME](#)

Royal Shakespeare Company – Virtual Reality Theatre

Imagine the Gollum of 'Lord of the Rings' onstage, live and chatting up with you on real time. Through the world's first live motion capture performance, the Royal Shakespeare Company of England provided something as magical as that. The test was carried out on the 'Ariel' of Shakespeare's famous 'Tempest'. One couldn't have come up with a better option to have a half flesh and half digital appearance! The experience is created by twenty seven different projectors placed around the theatre. Mark Quartley, the actor playing Ariel is seen onstage everytime and he is equipped with seventeen motion sensors. When Ariel performs a magic, a virtual avatar would appear, monitoring his movements, flying through the stage and transforming itself to the story's needs. While on the quest for a creative visual to depict the famous masque scene, RSC was provided with a demo by Intel that featured digital whale swims across a live hall full of real people and in real time. Excited, RSC brought in Intel to make their dream project come alive.

Sands – Virtual Reality Art Installation

There can only be so much space in a gallery to place art. But, by making use of virtual reality wizardry, the Chinatown gallery Essex Flowers has found a creative way out of this. Instead of holding the works in the actual physical space, the exhibit named "Sands" lives completely in the VR headsets that the viewers would get to wear upon entry. And thus, visitors were able to reach out, interact or even walk through the amazing work of 15 different **artists** in the virtual space. Eight hours of work, eight hours of rest and eight hours of entertainment is one of the major revolutions that made the world what it is today. What that underlines is that, life is fulfilled only when there is a slice of entertainment to it. As observed by the psychologists, entertainment gives you that mental gratification to surge ahead in life. With the latest immersive technologies on the rise in entertainment media, we are really in for an exciting period of time.



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