

INTERACTIVE PATAKA

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PATAKA
ART - MUSEUM

INTERACTIVE MURAL

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build the interactive mural

We are building an interactive touch screen installation for younger & older children

INTERACTIVE MURAL



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- build an interactive element to the Our Harbour Gallery mural.
- a touch screen experience for children with direct reference to the mural.
- digitally recreate the mural with key items missing & develop a digital jigsaw puzzle with activates to help reconstruct the mural scenes.
- involving surround sound & lighting the installation will have an effect on the environment; location.

- user flow
- designed for a touchscreen installation we will provide functional templates on an iPad

- test wall : Whale...
We will isolate 8 elements of the wall & make small features from them for engagement with young & old children.

8 elements of this wall - probably Kupe's Otopus with the anchor stone... endless runner & some AR with the stone; the whale; the shag will lead in to something - potentially a catalogue of birds & bird sounds; whaling boat & station; Mana Island.

example : KUPE & THE OCTOPUS

- when you place the Octopus back on the mural...
- we suggest an endless runner game - Kupe chasing the octopus...
- user is Kupe
- include Mana Island
- environment involves surround 6.2 audio & FX LX
- AR element - a digital model (anchor)

- gamification for other elements...
- maze
- multi choice 'name the item'
- colour / size / time
- 3D models
- video / 360° video

INTERACTIVE MURAL

The installation will involve developed providence & detail to the elements from the Pataka archives - already available.

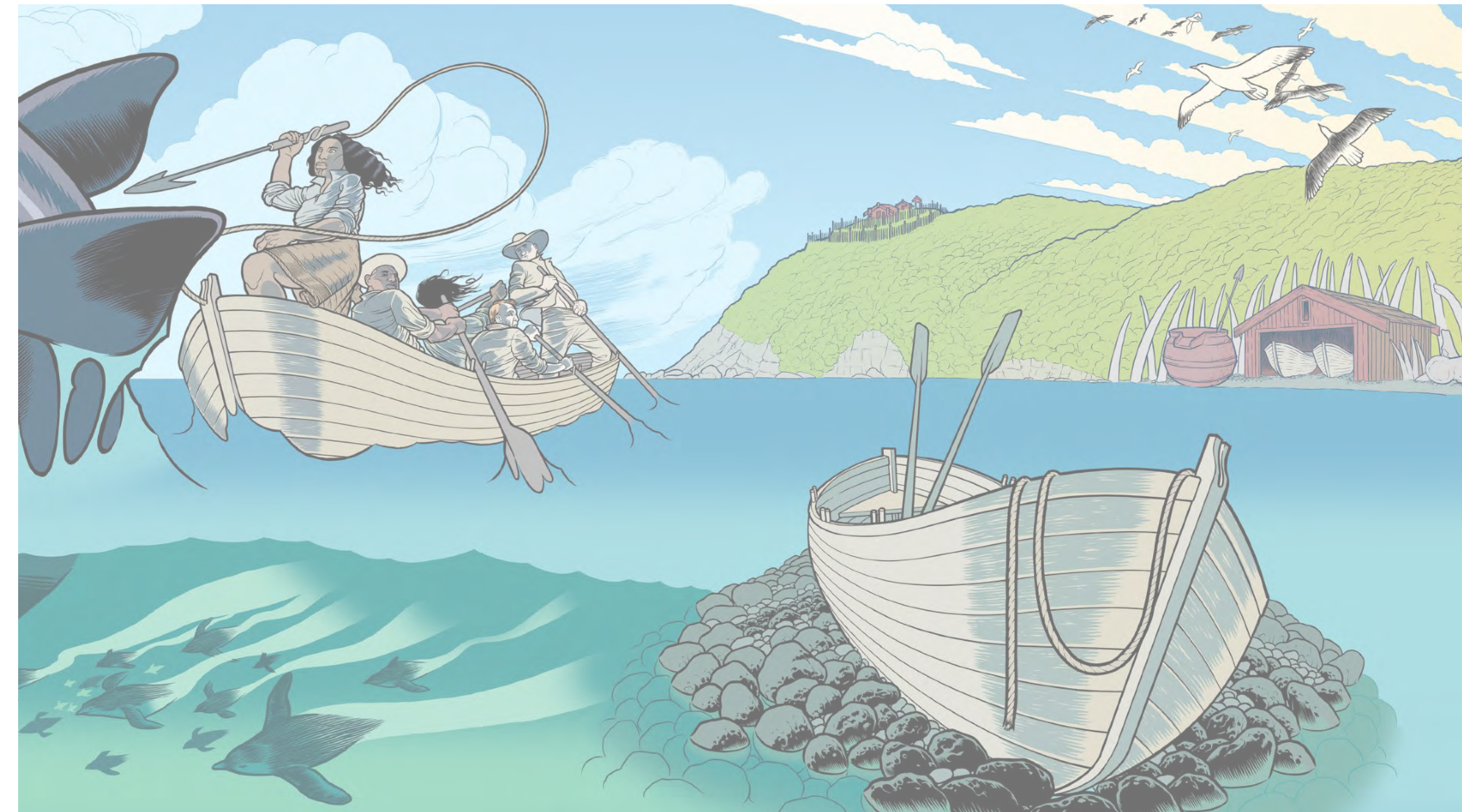
The resources built in this installation may be used on locations in the gallery or throughout the region linking detail or item to physical location; we suggest notifications at specific locations to items to collect.

With multiple screens (4) we envisage audio on a shared 6.2 surround sound system could be interesting & highly engaging; mobile devices would enhance the experience.

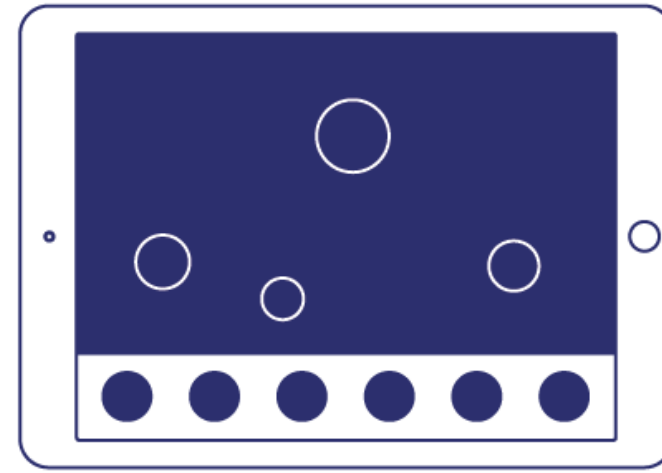
We are suggesting 2 larger robust touchscreens that allow the user to play the same screen or wall...

We build the POC - the Whale featured wall as a test.

- 8 elements with 8 features;
- use providence & information as provided;
- build magnetic field map for Gallery;
- identify the locations for the regional map with the mural;
- deliver a mobile device POC.



MAIN SCREEN

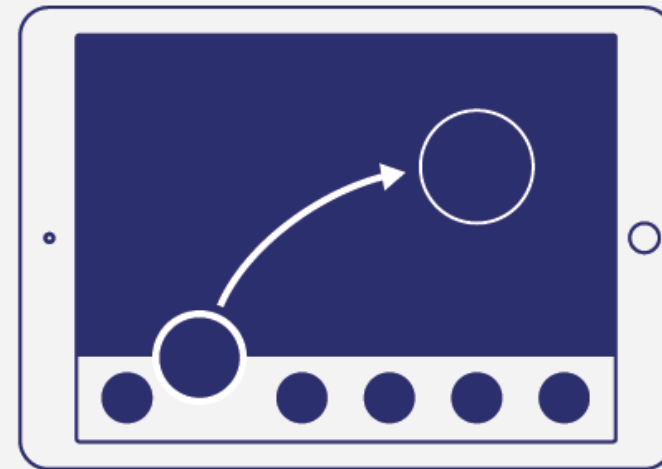


SCROLLING SCREEN

The kids wall application is primarily focussed around alternate versions of the murals in the kids room. These versions of the kids walls have had key illustrative elements removed. These elements are instead located in a tray at the bottom of the screen.

The murals are being treated as separate scenes, each with their own set of removed elements. Scrolling along the touch screen lets the user view the entirety of each mural.

DRAG PUZZLE PIECE

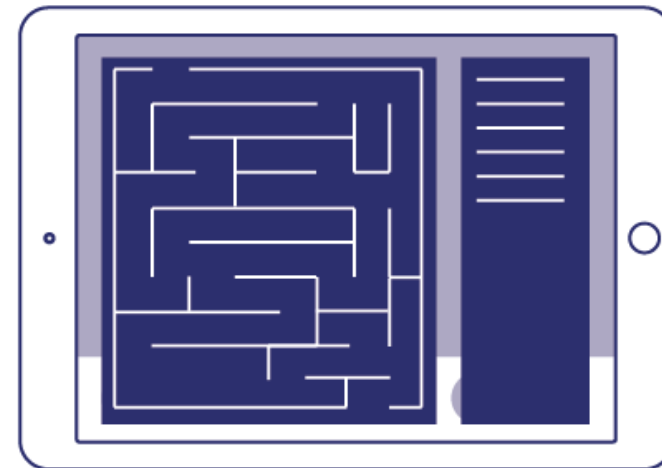


Each element in the tray is a small puzzle piece that can be dragged out of the tray and onto the mural.

Once picked up the user can drag the piece to the location on the mural they think that piece goes - if they are incorrect it will quickly float back to the tray.

If they are correct however, it will slot into place with an appropriate visual and sound effect.

CHALLENGE

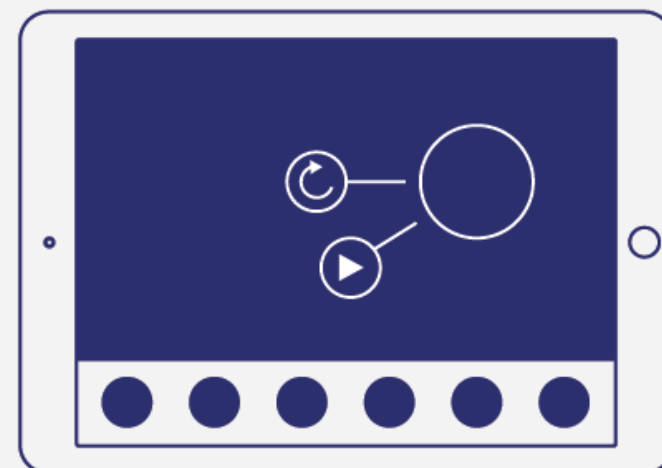


Upon placing a "puzzle" piece, the user is presented with a challenge / game of some variety. There are currently 3 varieties of games

- maze
- multiple choice
- spot the difference

These will be designed with a younger audience in mind.

CONTENT UNLOCK



After completing the game the user is returned to the main screen, but with the puzzle piece correctly located in the mural.

Tapping on the piece presents the user with options.

- Replay the game / challenge
- Play content

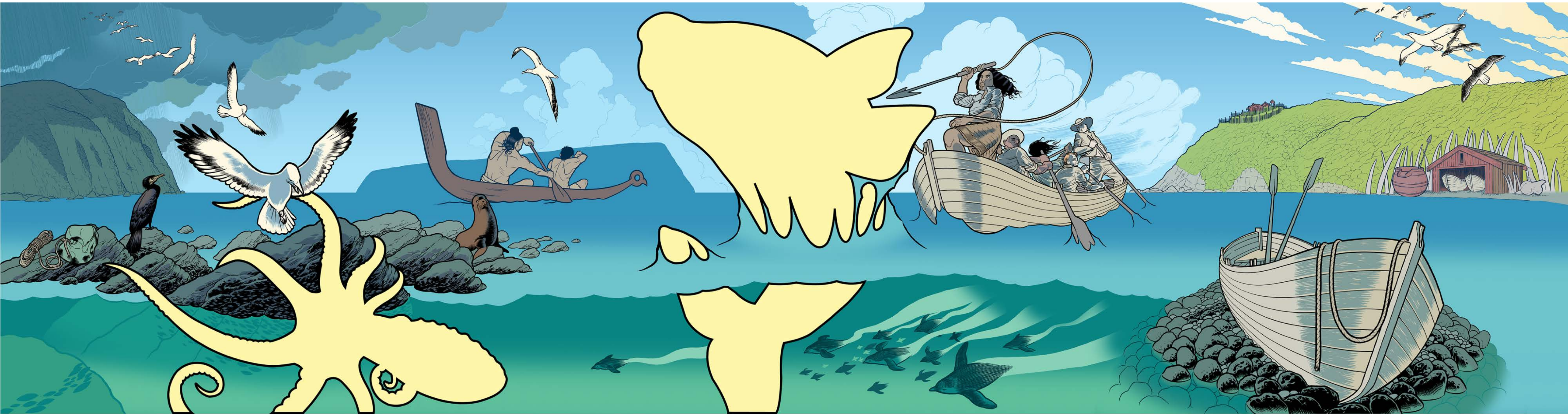
The playable content may be video, 360 video, audio, or interactive 3d elements. possibility to have this content auto-play upon completion of game.

UXEXAMPLES



INTERACTIVE MURAL

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touchscreen with surround sound audio, 3D models & interactive lighting...

INTERACTIVE MURAL



touchscreen with surround sound audio, 3D models & interactive lighting...

INTERACTIVE MURAL

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3 more walls - watch this space...

DELIVERYBUILD



CAPTURE / BUILD

- specific 3D models & site map
- integrated / interactive media
- 3d modelling / animations
- on location / photogrammetry capture
- on location study / mapping of stadium
- beacon / location services installation

POST

- audio / edit
- advanced edit
- AR / MR elements
- advanced output / multiple platform

CGI / UNITY BUILD

- CGI / interactive graphic AR elements
- Vuforia integration for flat plane, targets & location triggered AR content
- customised App development
- scalable modules

SERVER REQUIREMENTS

- server administration & platform development
- bundle administration
- configure API integration

BEACON & IPS INTEGRATION

- identify vendors & services
- implement IPS capability & install beacons

OUTPUT

- iOS & Android - iPad & iPhone & Android
- assets suitable for press & social networking, PR & promotional material • meta tagged content for 360° social publishing
- PUBLISH - iTunes & Google Play

REQUIRED

- assets - graphics & identity
- 2D & graphic content

PLEASE NOTE : licences & server costs are a fixed or scaled cost.

SCALABLE REQUIREMENTS / FUTURE PROOF CAPACITY - to scale as functional modules in the App...

- LIVE STREAM 2D & 360° content
- login/ premium section
- dynamic event information (beyond statistics)

+ Content may be dynamically exchanged post publishing; App is updatable & licenses transferrable.

EXTRA

- social networking resources • asset packages
- music & sound track

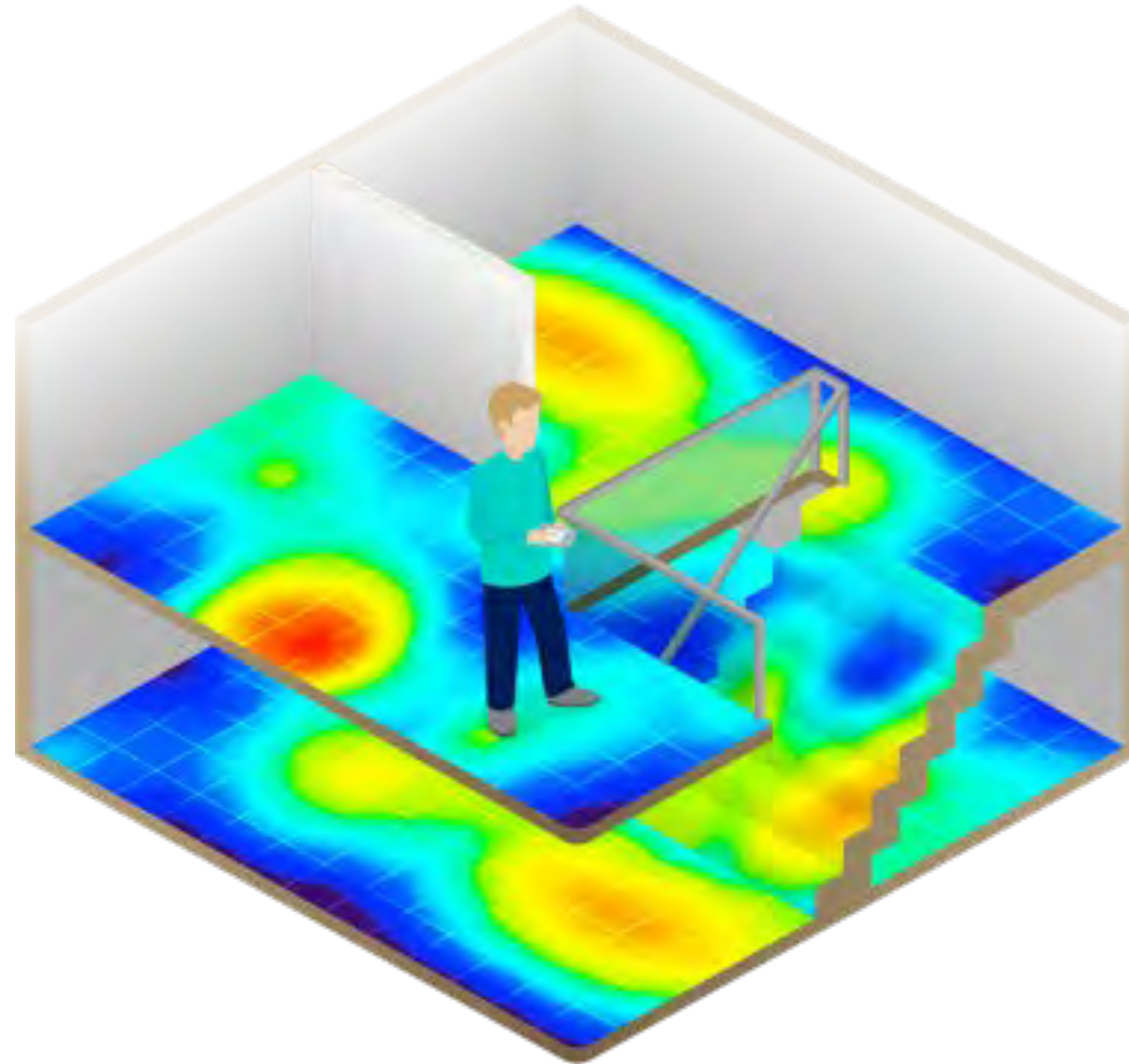
IPS BEACONS



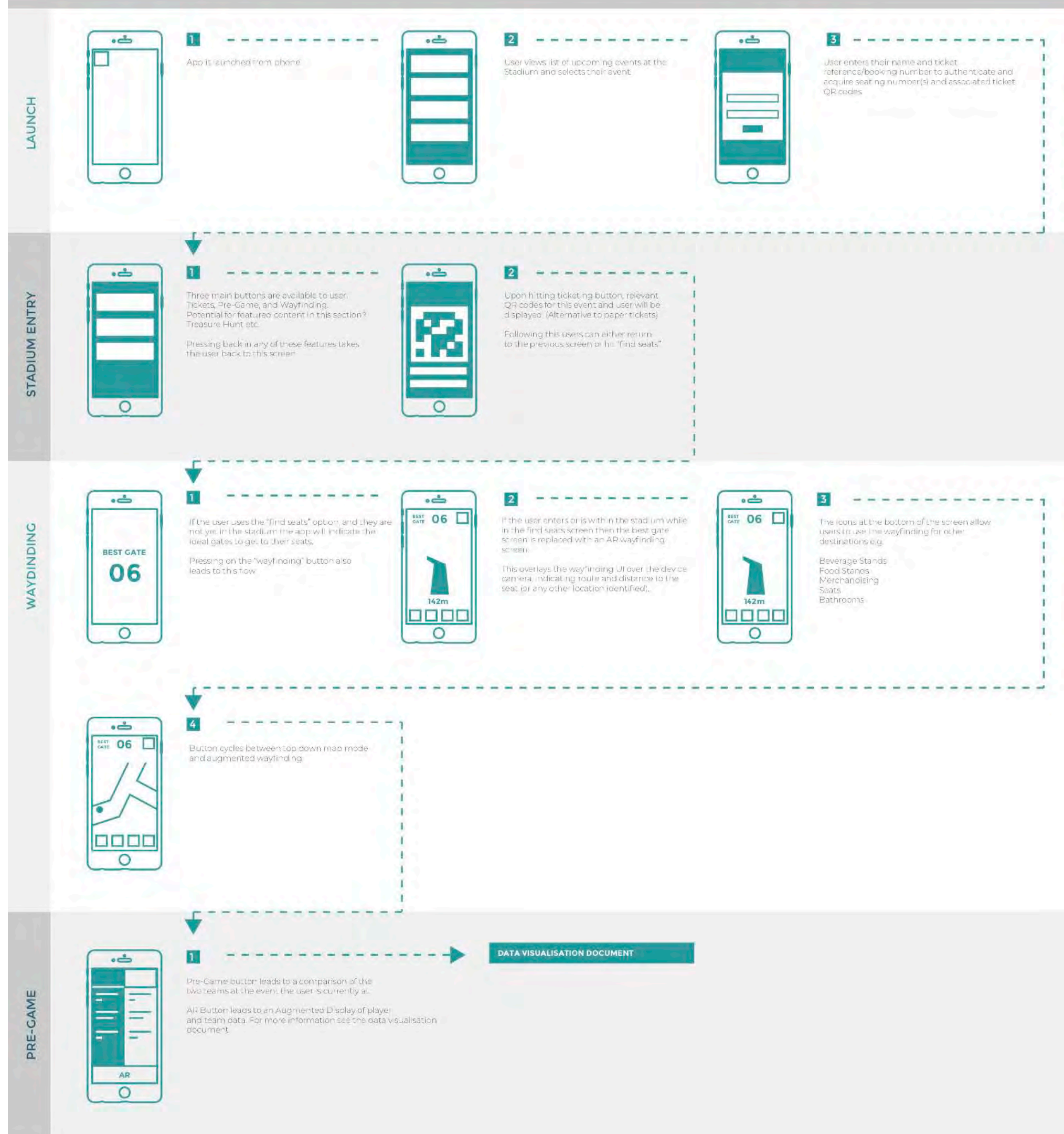
We would commission IPS & beacon technology to provide advanced user engagement.

Indoor positioning systems (IPS) locate people or objects inside a building using radio signals, geomagnetic fields, inertial sensor data, barometric pressure, camera data or other sensory information collected by a smartphone device or tablet.

People and assets can be located programmatically. Beacons provide invisible technology to make things happen magically in the right place and at the right time.



WAYFINDING USERFLOW



UX EXAMPLES

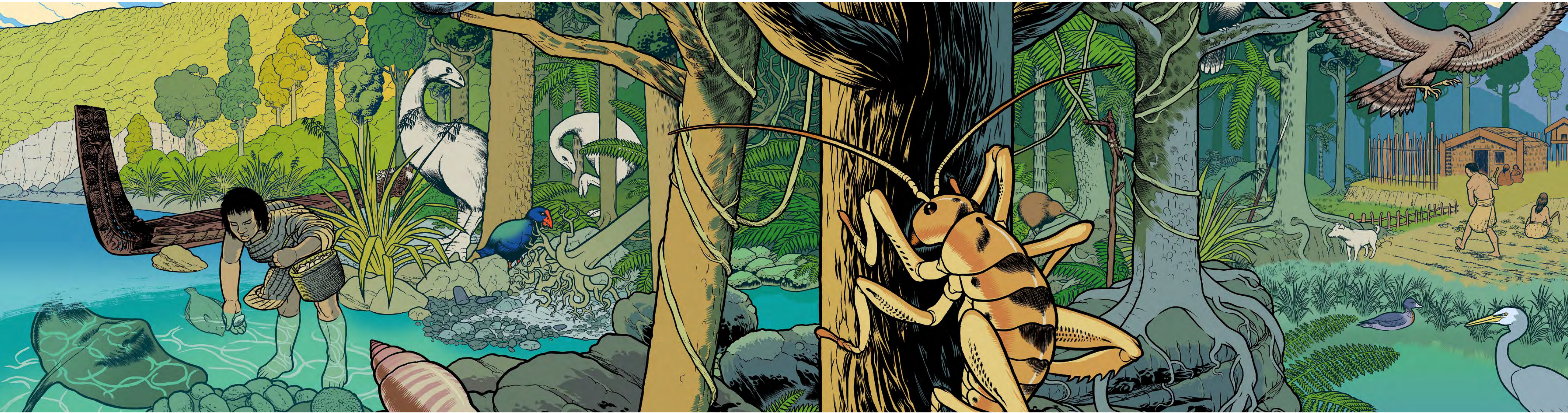
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LOCATION MODELS



INTERACTIVE MURAL

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touchscreen with surround sound audio, 3D models & interactive lighting...