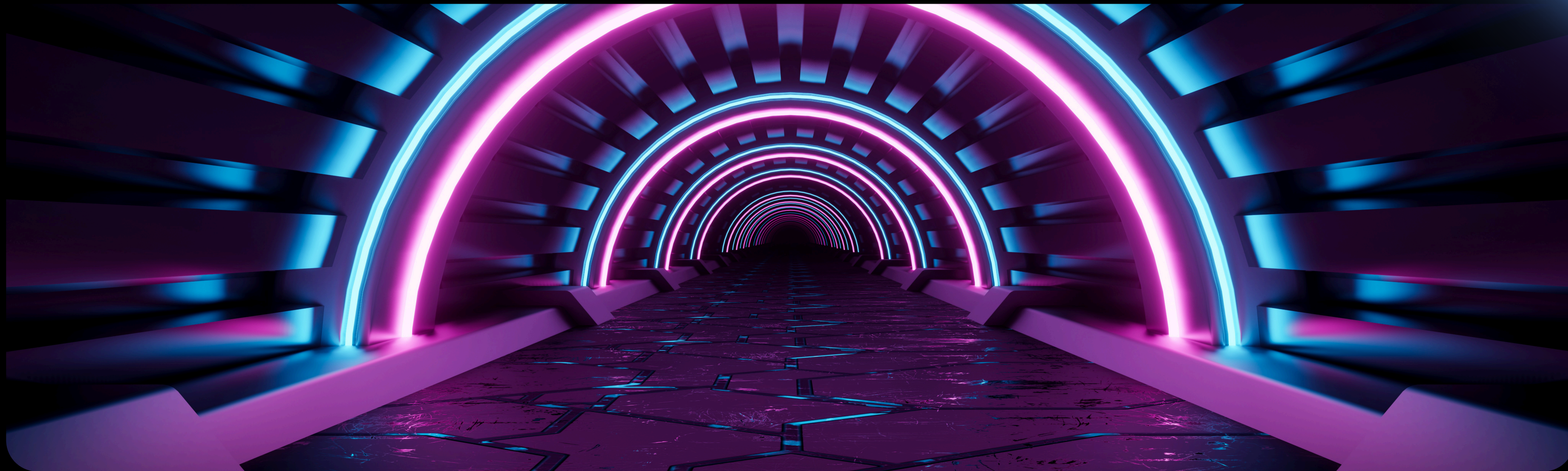




# IMMERSIVE EXPERIENCES

INTERACTIVE INSTALLATIONS/AR/VR





# WHAT **IMMERSION** REALLY MEANS

ENTERTAINMENT SAYS  
WATCH THIS!

IMMERSION SAYS  
YOU'RE A PART OF  
THIS!



# FIVE LAYERS OF IMMERSIVE EXPERIENCE

ENVIRONMENT

NARRATIVE

PARTICIPATION

EMOTION

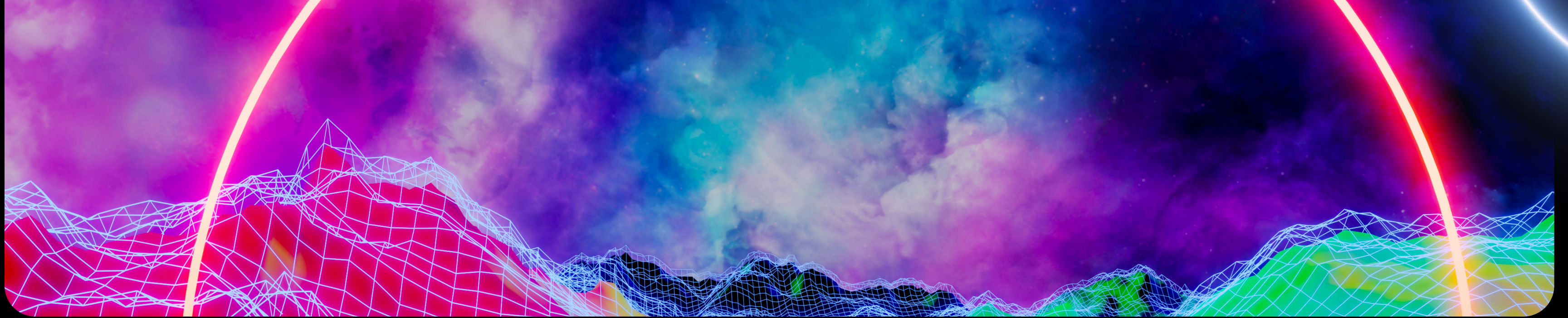
MEMORY



# INDUSTRY TRENDS







# TECH AS AN **AMPLIFIER**

## AUGMENTED REALITY

Adding magic to the world  
you're already in

The real world... but extra

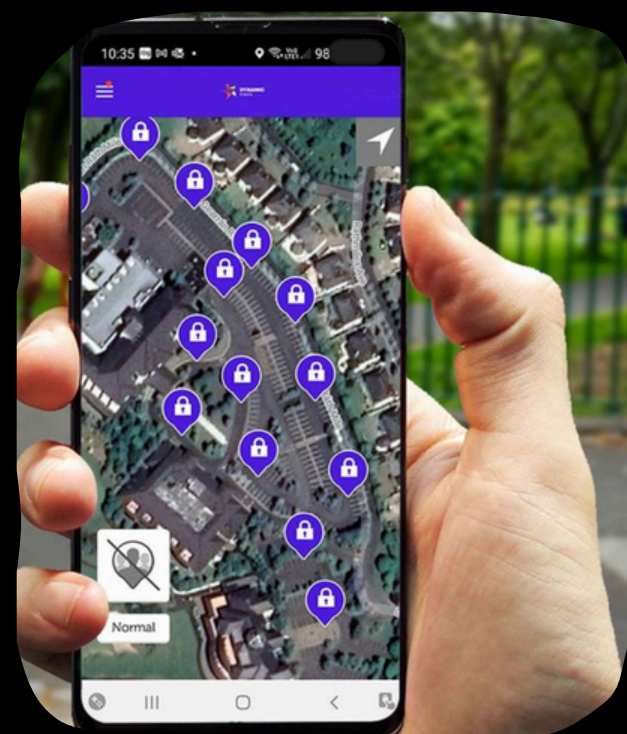
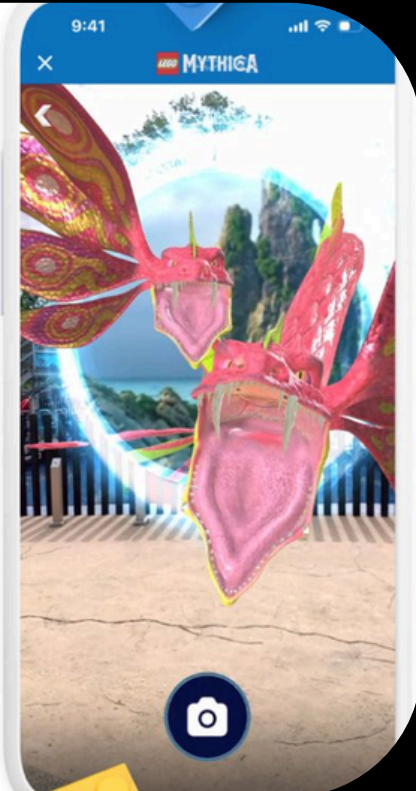
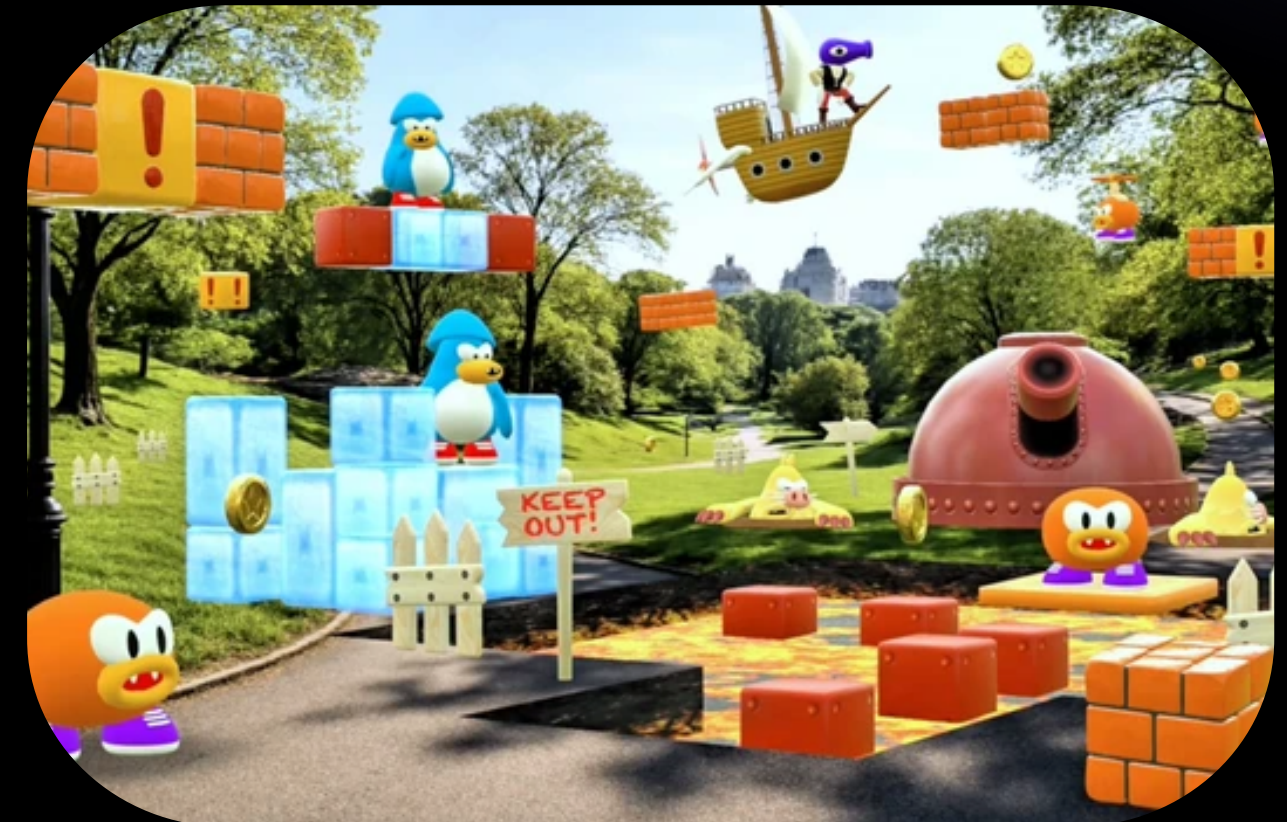
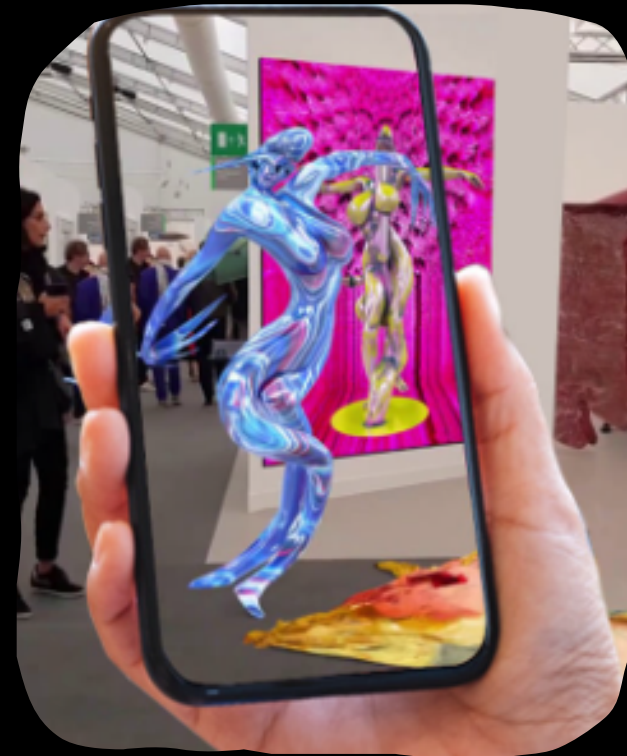
## VIRTUAL REALITY

Takes you somewhere you  
didn't know you needed to  
go

A fake world, but convincing



# AUGMENTED REALITY





# VIRTUAL REALITY







# DESIGNING FOR HUMANITY



## **Empathy *before* innovation**

Understanding emotion  
before layering on  
technology

## **Belonging *before* branding**

If a guest feels like they  
belong, the brand takes care  
of itself

## **Curiosity *before* control**

The best experiences leave  
space for discovery

**Immersive experience is emotional intelligence in action**







# BEHIND THE MAGIC

Employee's are *the*  
Storytellers

Operational Details = Heart of  
Immersive Experiences

Guest *flow* is part of the  
narrative

Immersive experience isn't chaos, it's choreography





# IMMERSION MATTERS: TO THE BOTTOM LINE

Immersive experience isn't a decoration- it's an economic strategy

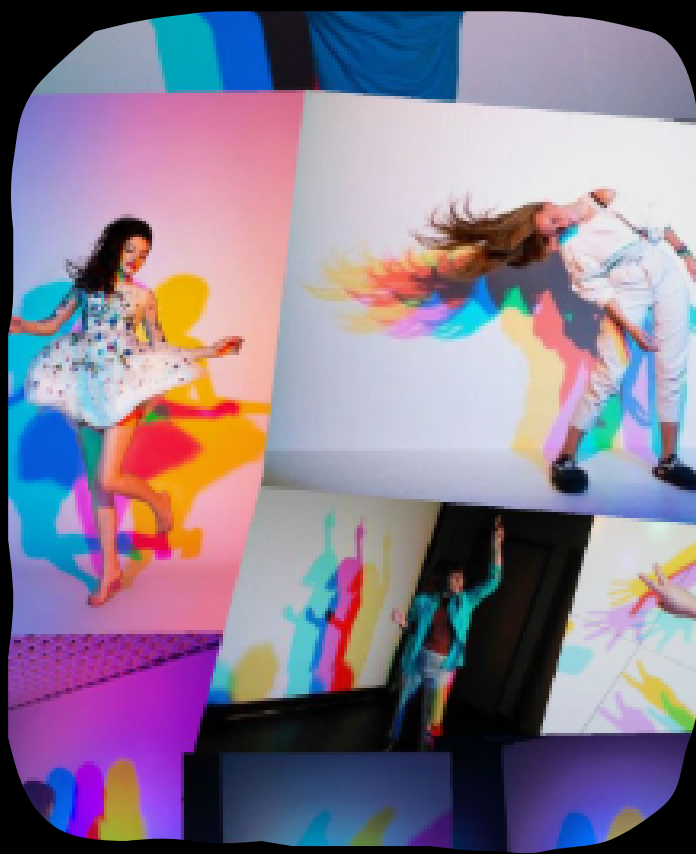
Dwell Time = Spending Power

Immersion turns passive  
attendance into *active*  
engagement = revenue





# SMALL BUDGET, BIG **IMPACT**



## **Sensory Moments**

Low Cost, High Impact

## **AR-lite Experiences**

No Headsets/Equipment

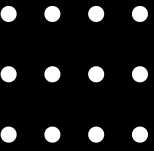
## **Micro-Interactions**

Little moments surprise guests

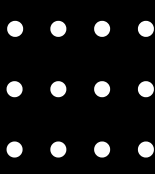
## **Creative Wayfinding**

Storytelling through spaces





# THE FUTURE: THE ERA OF BELONGING







# IMMERSIVE EXPERIENCES

QUESTIONS?