

The Future Is Wild

TOTAL IMMERSION

- **The Company:**

The Augmented Reality (AR) world leader

- **The Project:**

The brand new Futuroscope attraction

- **The Results:**

A complete technical, operational and commercial success

- **The Goal:**

Propose a new experience through an attraction based on the **Augmented Reality** technology coupled with the embedded capabilities



● The Project Challenges

- Technology: a AR chain per visitor in an embedded environment but dedicated to the general public
- Budget: a total of 2M€ for the hardware, the software, the content and the integration
- Planning: a fixed opening date with a dramatically shrunk integration period
- Management: a multitude of stakeholders from multiple countries



● THEORIS Role

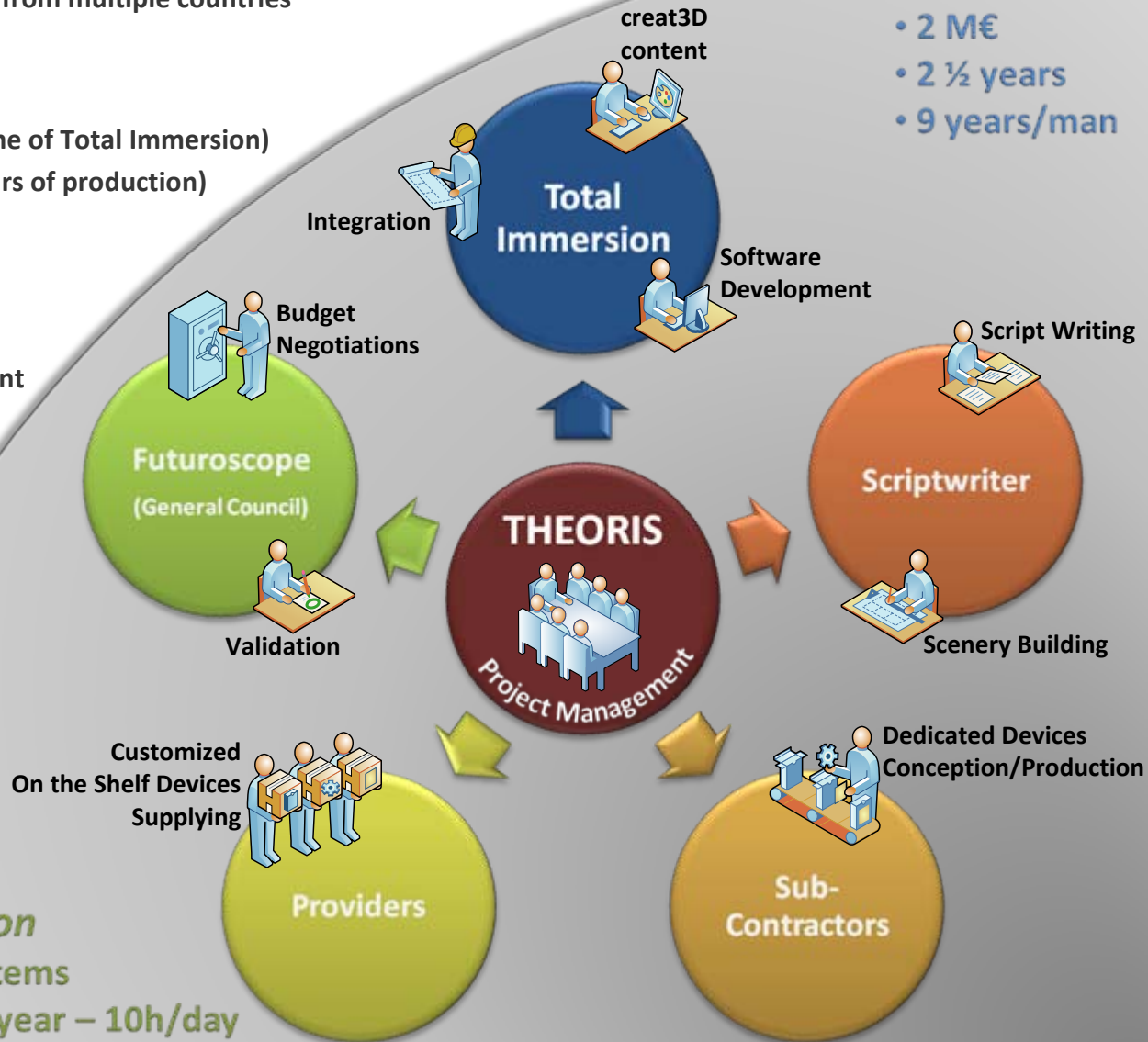
- Complete project management (in the name of Total Immersion)
- Planning and cost control (2M€ for 2 ½ years of production)
- Whole developments coordination (hardware, software, 3D content)
- Providers and subcontractors follow-up (in France and overseas)
- Integration leading (embedded environment dedicated to the general public)

● Recognized Benefits

- On time (opening on 03/29/08)
- Reliable (no interruption)
- State of the art (up to now)
- Top rated experience (1st for youngsters)

Production

- 2 M€
- 2 ½ years
- 9 years/man



Exploitation

- 72 AR systems
- 325 days/year – 10h/day
- 12 visitors every 45''

TOTAL IMMERSION

