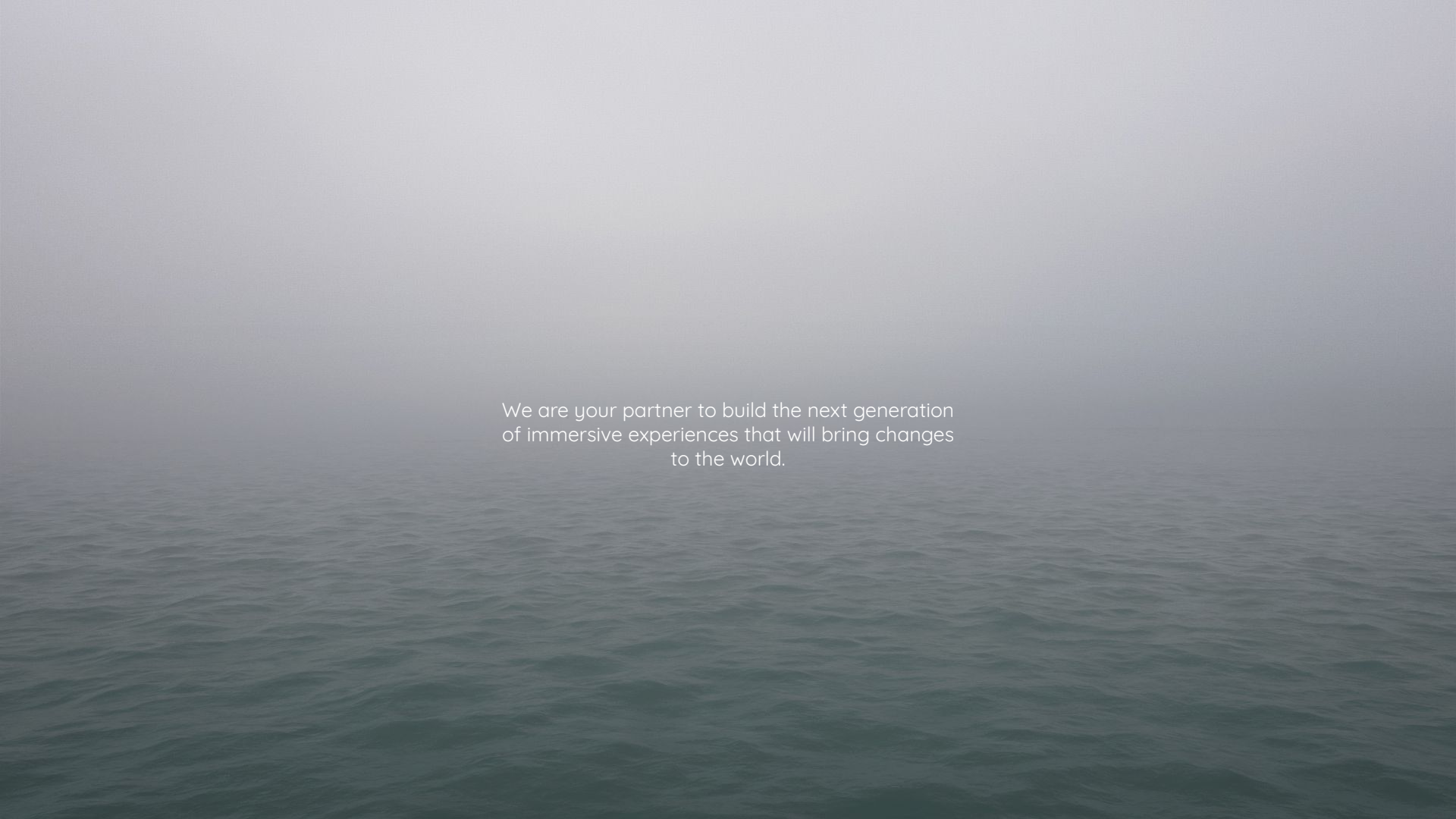
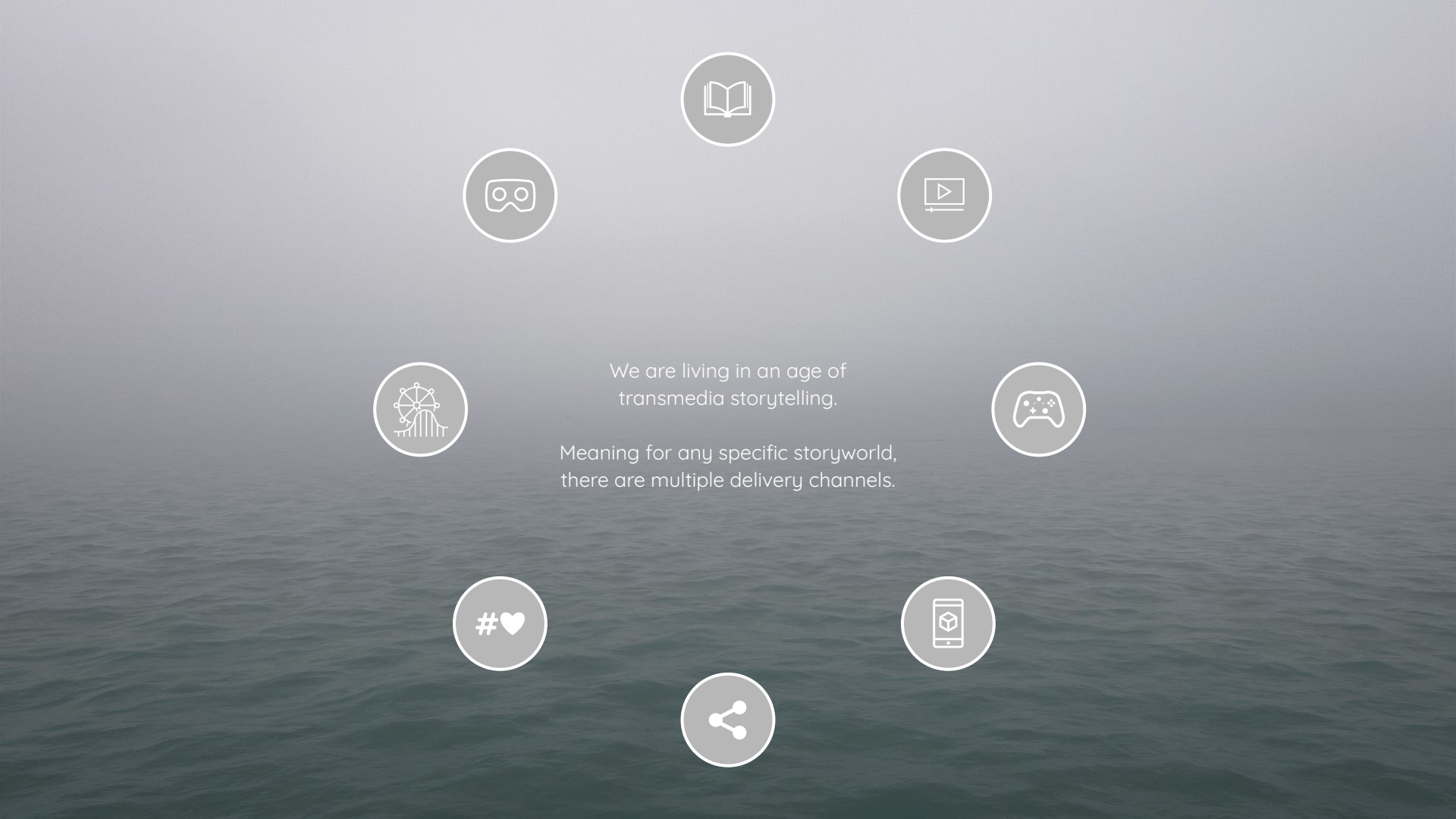


SECRETMAP


Welcome to a new age of experience


We are your partner to build the next generation
of immersive experiences that will bring changes
to the world.


We are living in an age of
transmedia storytelling.
Meaning for any specific storyworld,
there are multiple delivery channels.



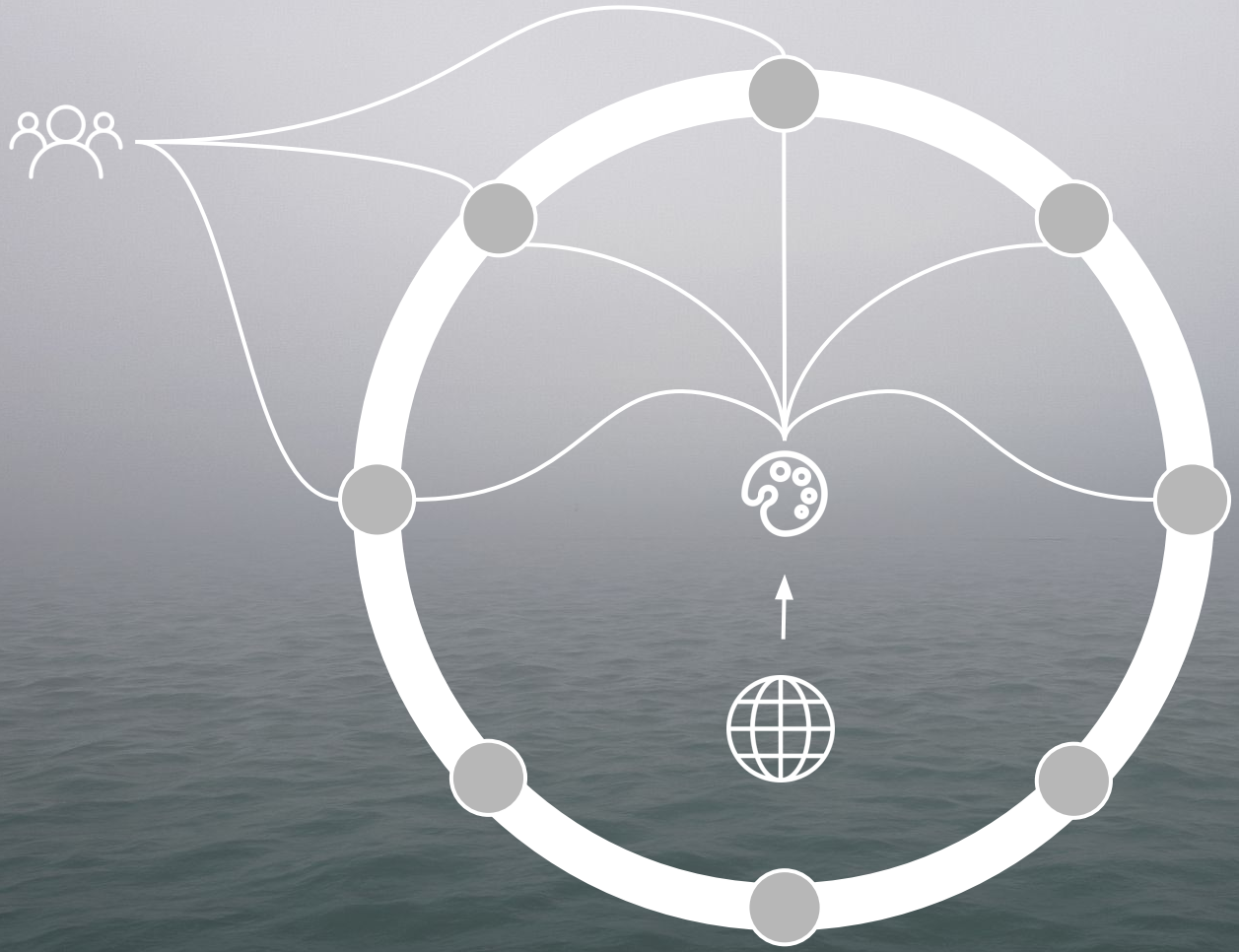
Eventually,
all mediums will congregate
into Mixed Reality.



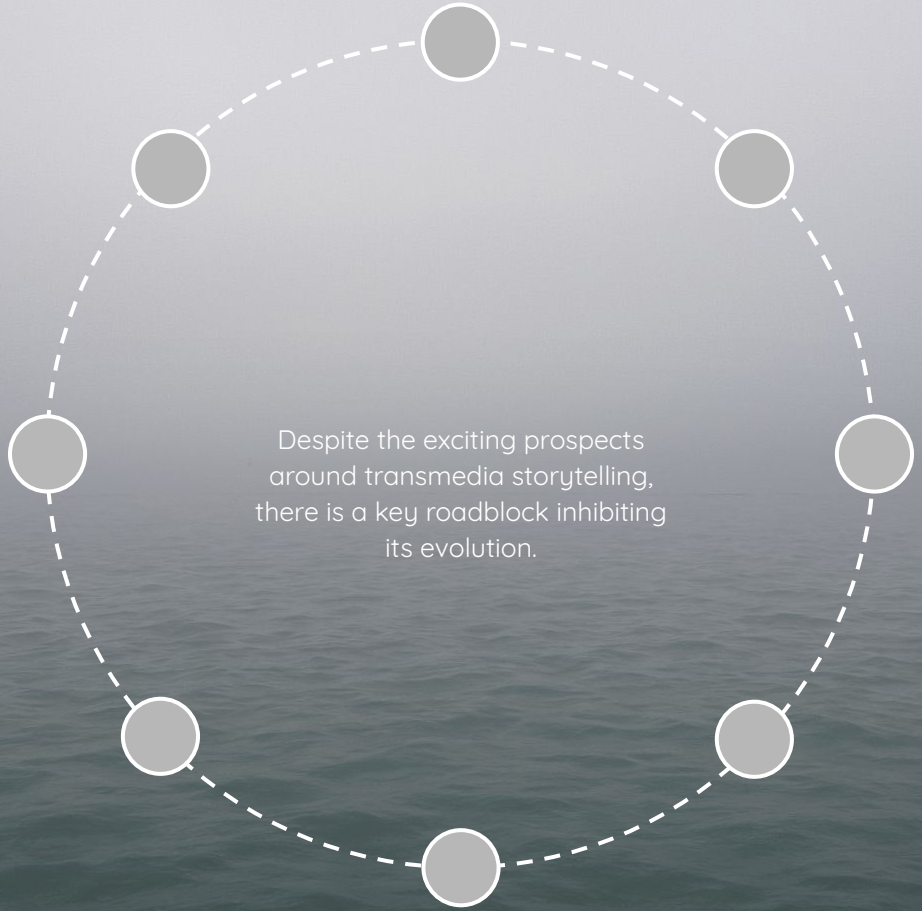
Creatives love it because
they get to expand their
means of expression
and engage far more people



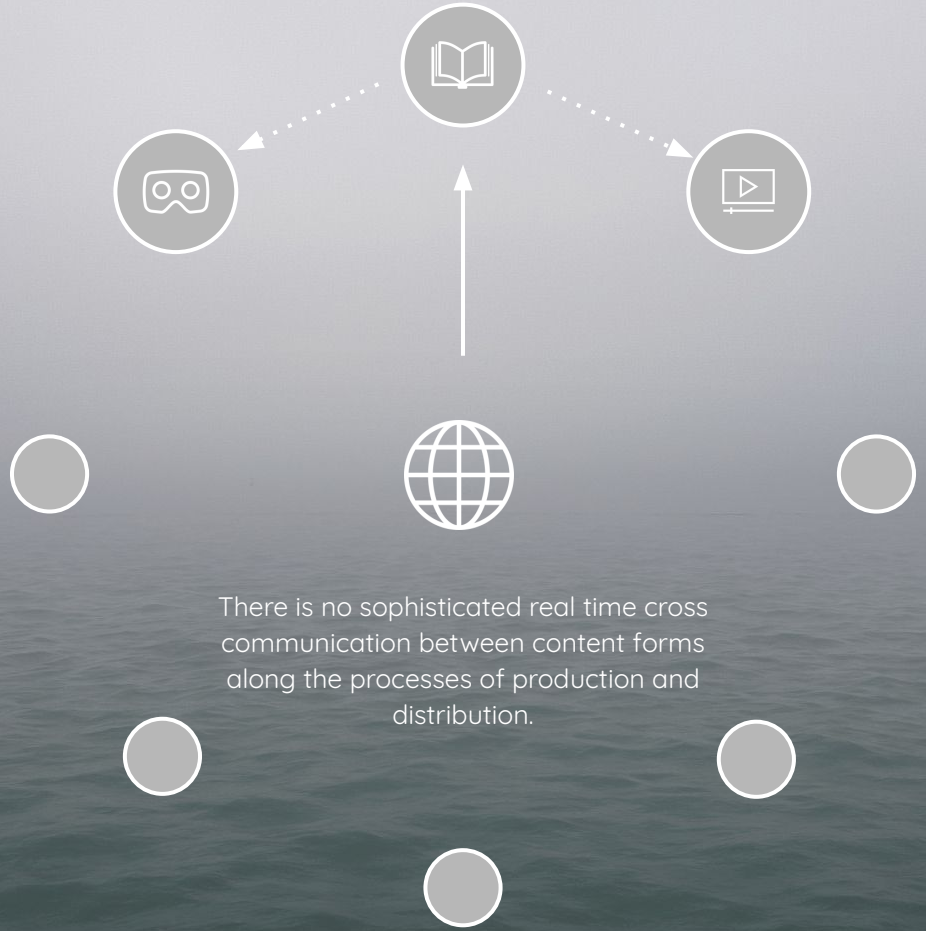
Modern media companies love it because they get to spread their brands or diversify their franchises



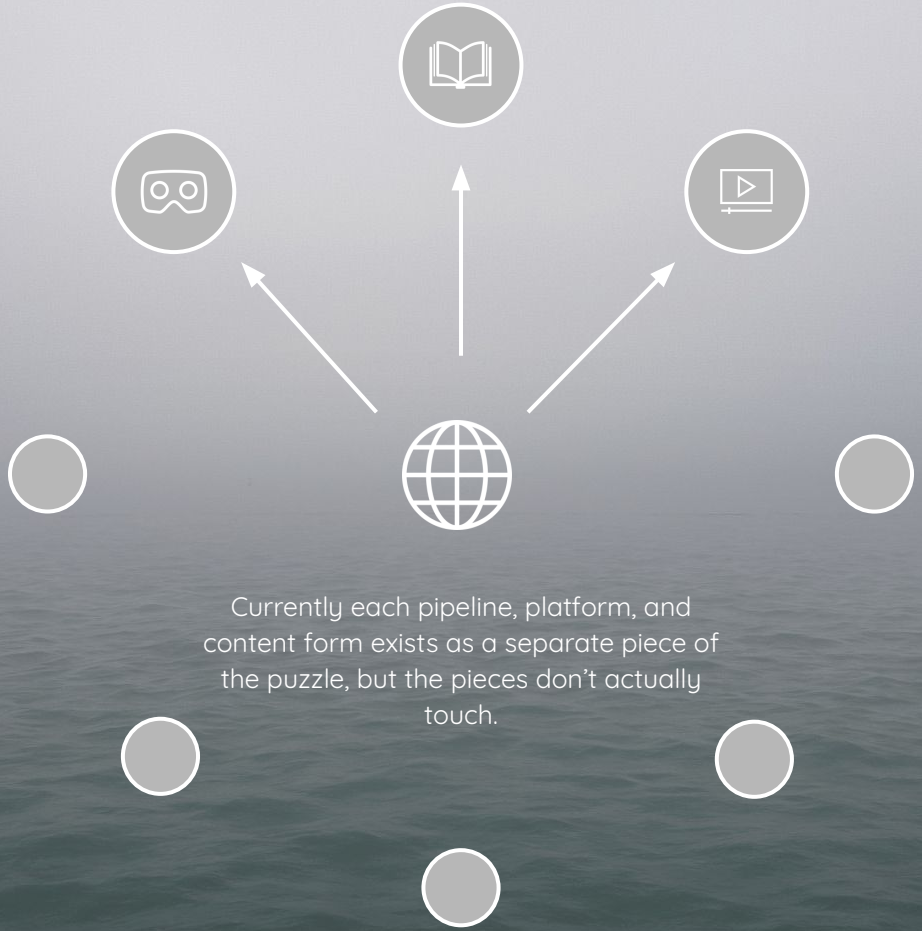
Fans love it because
they are given more chances to
immerse themselves in the
storyworld.


Despite the exciting prospects around transmedia storytelling, there is a key roadblock inhibiting its evolution.

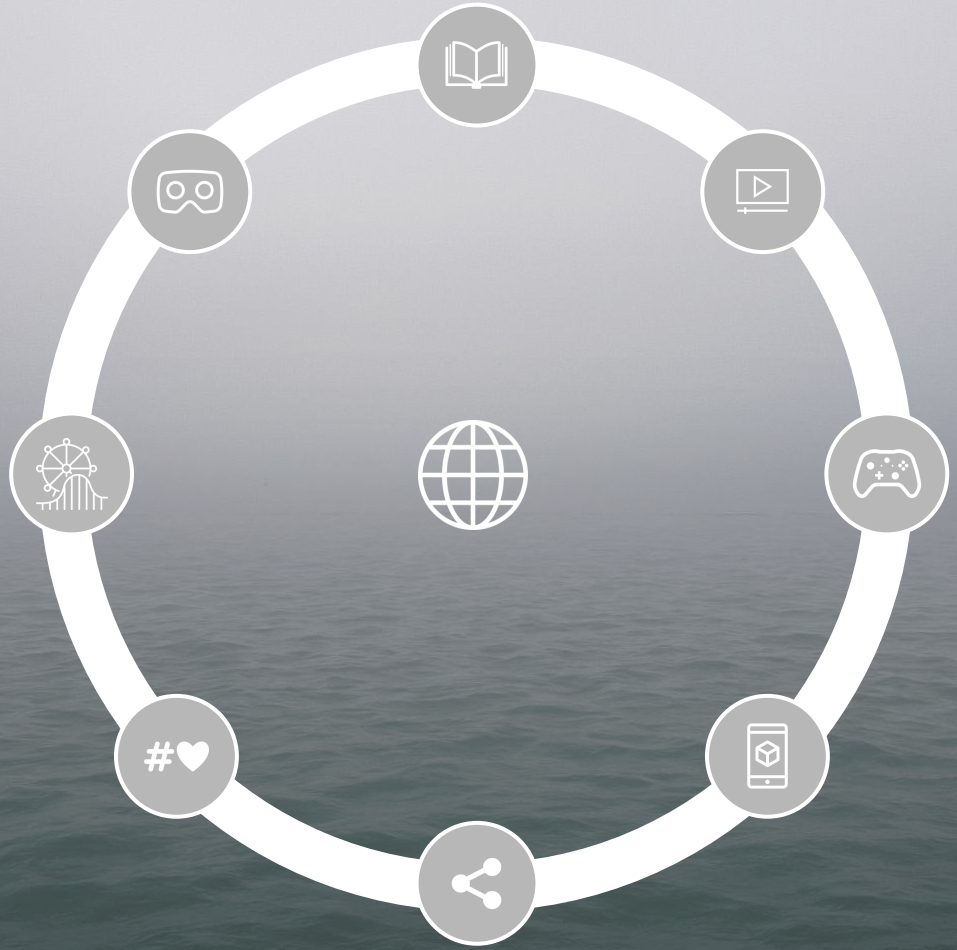
Modern day media outlets
(VR, AR, film, music, merchandise, etc)
aren’t truly integrated.



There is no sophisticated real time cross communication between content forms along the processes of production and distribution.



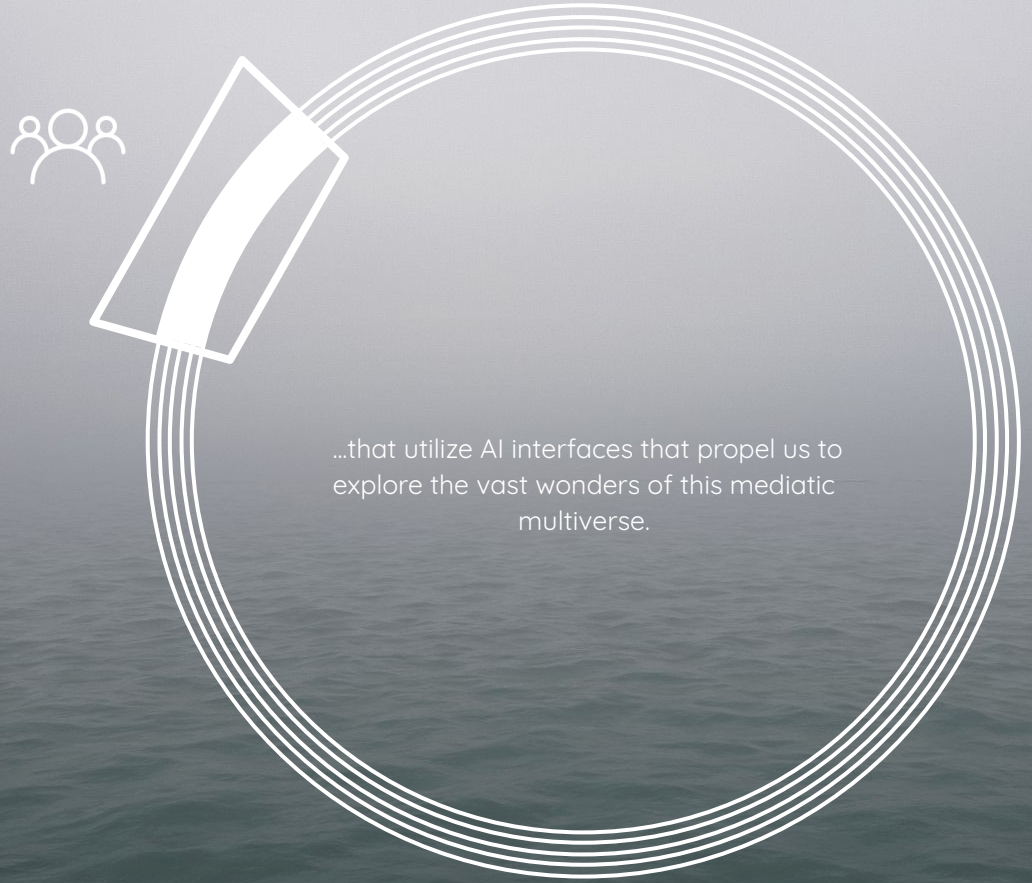
Currently each pipeline, platform, and content form exists as a separate piece of the puzzle, but the pieces don’t actually touch.



We are here to fill in the phase space, and create *the* transmedia network.


We are building the
Internet of Worlds
(or Worlds Web)


In practice, an IoT system
will be the connective tissue...


...that utilize AI interfaces that propel us to explore the vast wonders of this mediatic multiverse.



There’s a pertinent function we are currently building for our storyworld called Mezo



Mezo is a Location Based Entertainment
we launched at VRLA 2018
in partnership with LACMA.

It gathered many different disciplines in
one transmedia immersive experience.

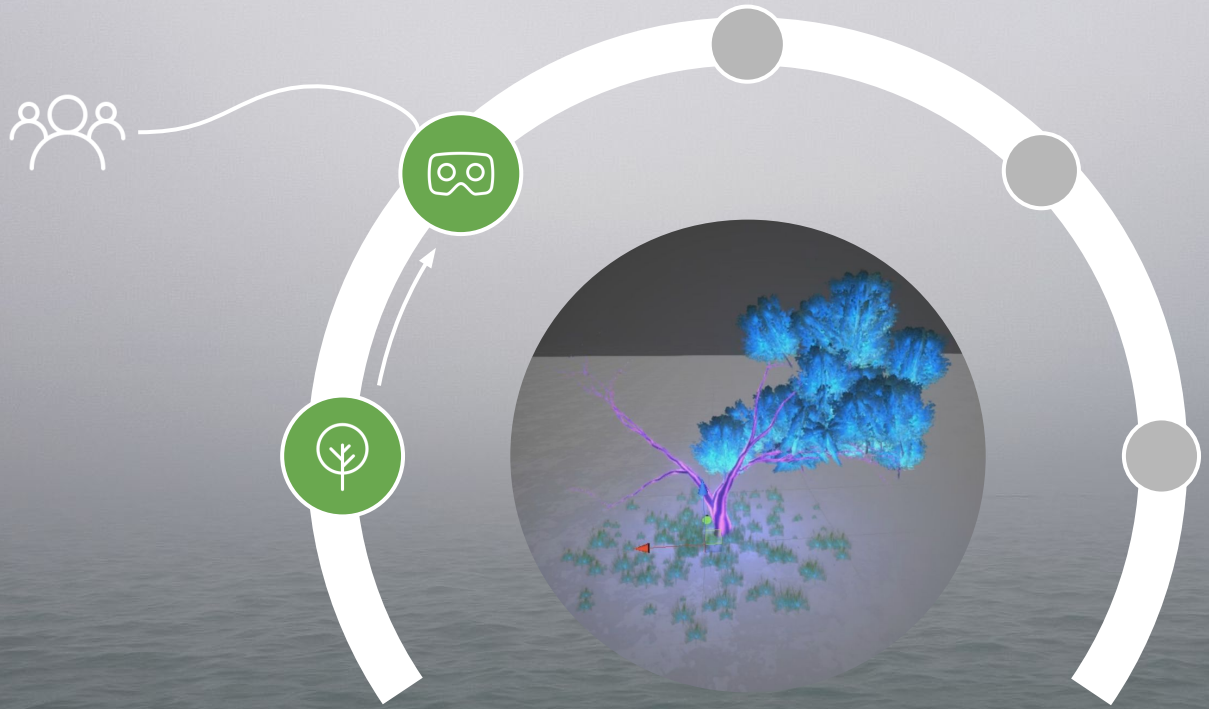


In augmented reality, after participants grow a certain amount of virtual trees ...

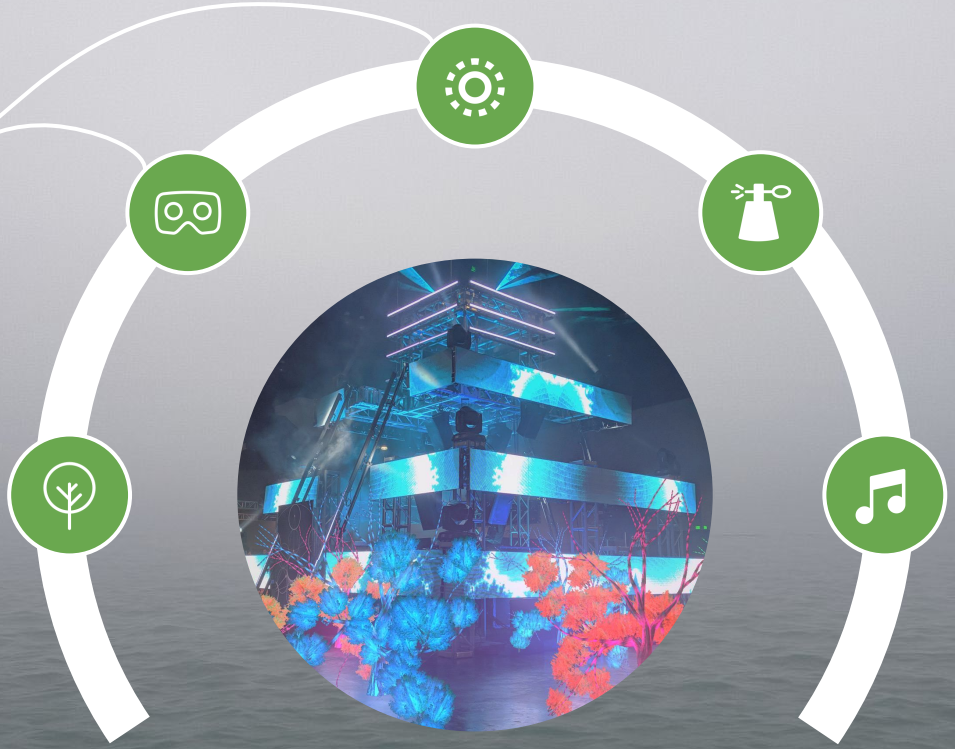


...a signal is sent to the organization One Tree Planted to have a real tree planted.

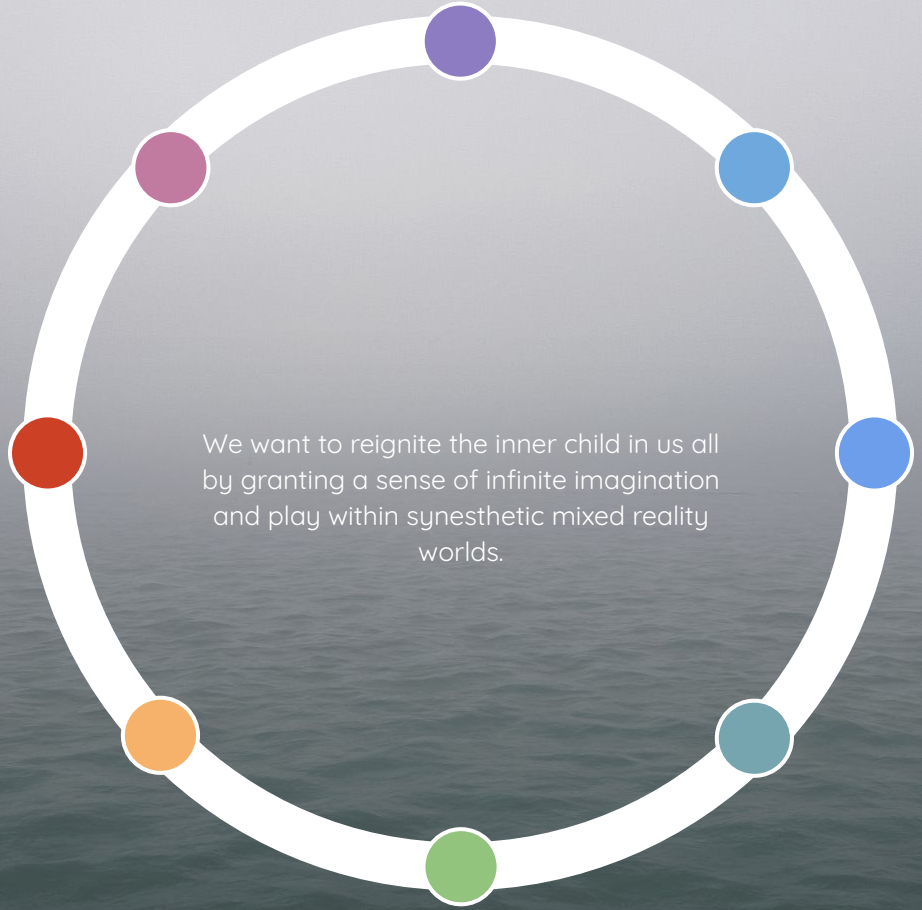
The intention here is to help reverse deforestation.

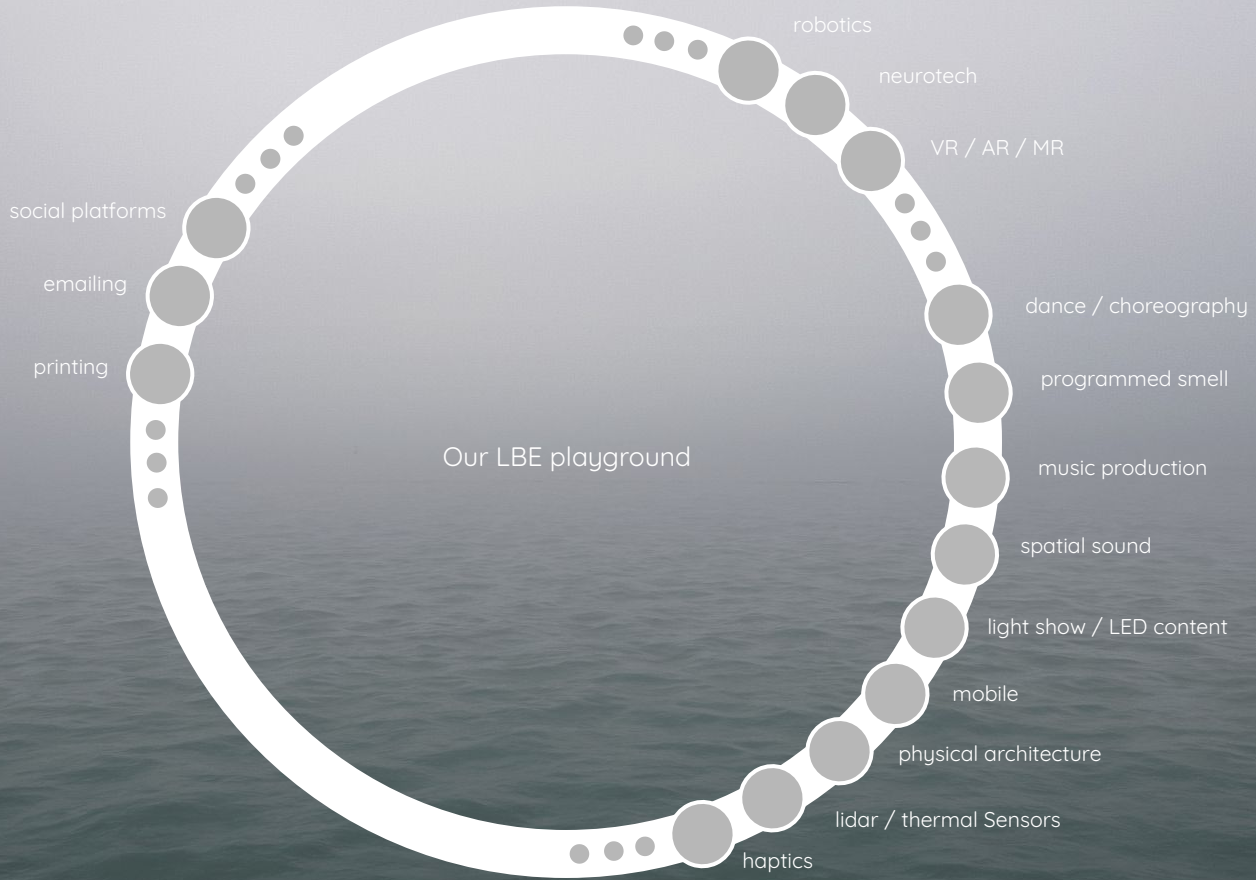


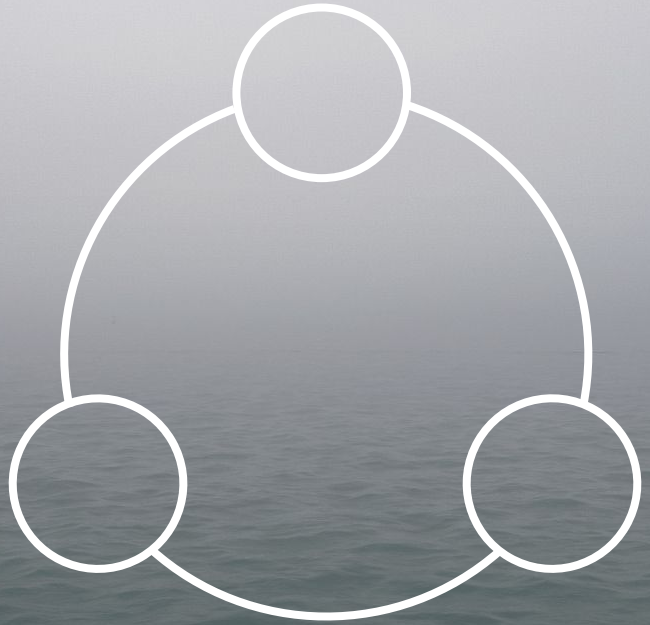
After the process begins for the real tree planting, the aesthetic form of the virtual trees change to signal the impact.

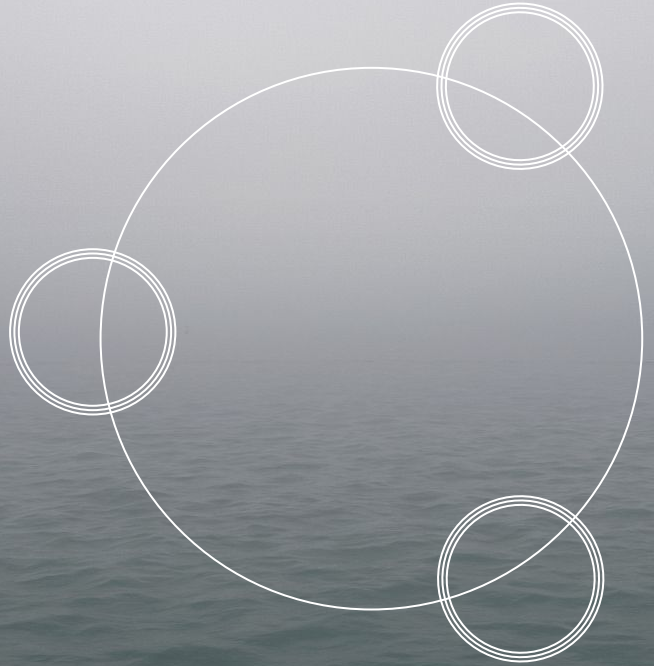


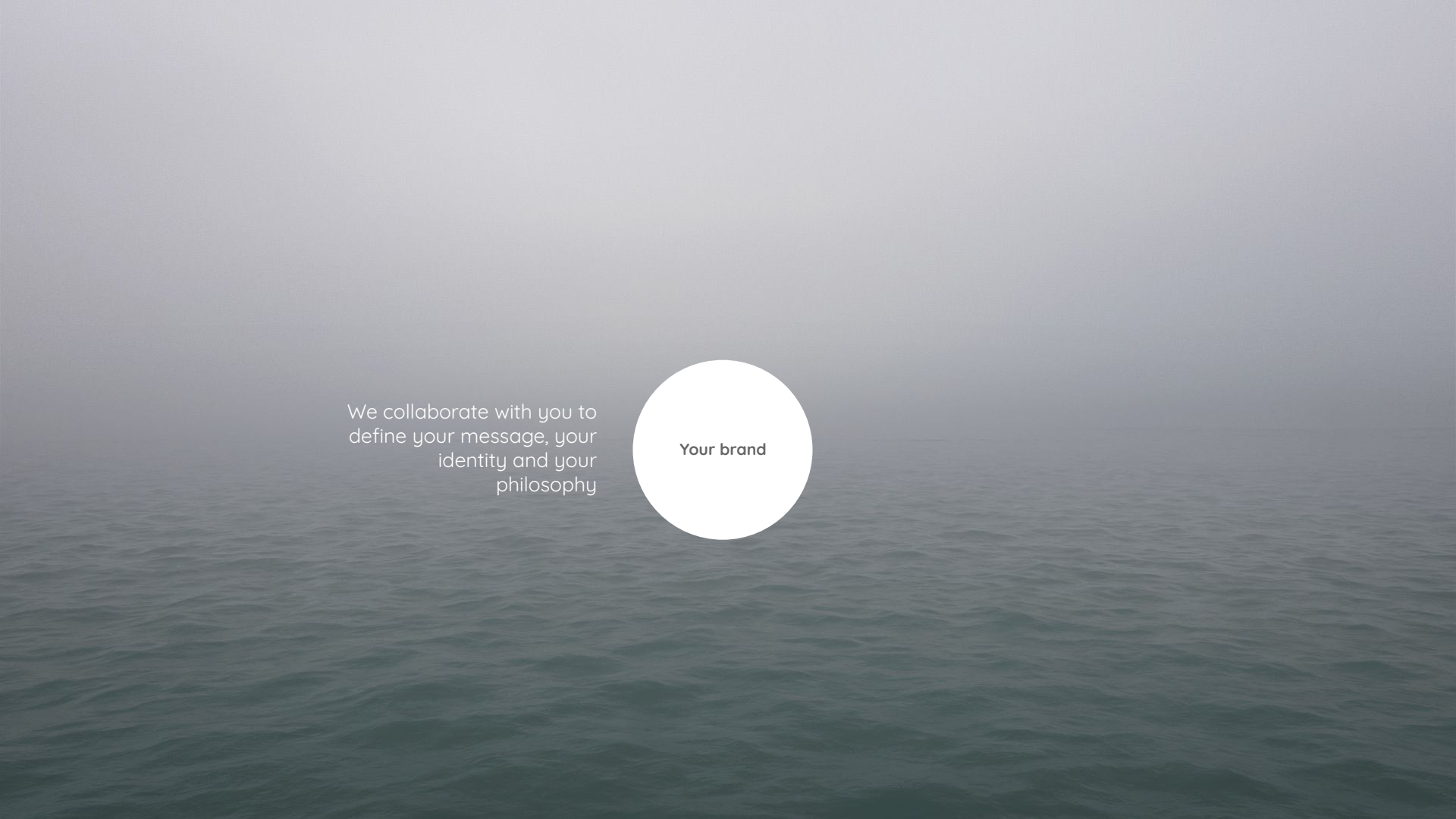
At the same time, LED video panels change color and a laser beam shoots at the position where the virtual tree was planted. Spatial music score shifts to a new melodic phrase as a forest smell is emitted in space.


We want to reignite the inner child in us all by granting a sense of infinite imagination and play within synesthetic mixed reality worlds.

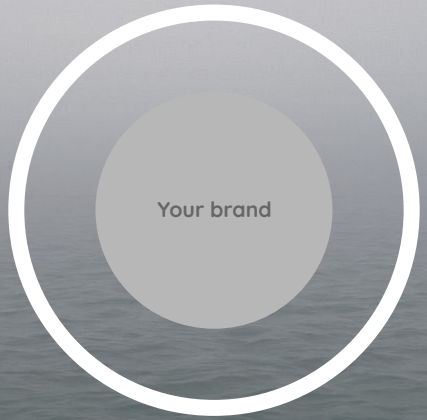

robotics
neurotech
VR / AR / MR
dance / choreography
programmed smell
music production
spatial sound
light show / LED content
mobile
physical architecture
lidar / thermal Sensors
haptics
social platforms
emailing
printing
Our LBE playground






We collaborate with you to define your message, your identity and your philosophy
Your brand

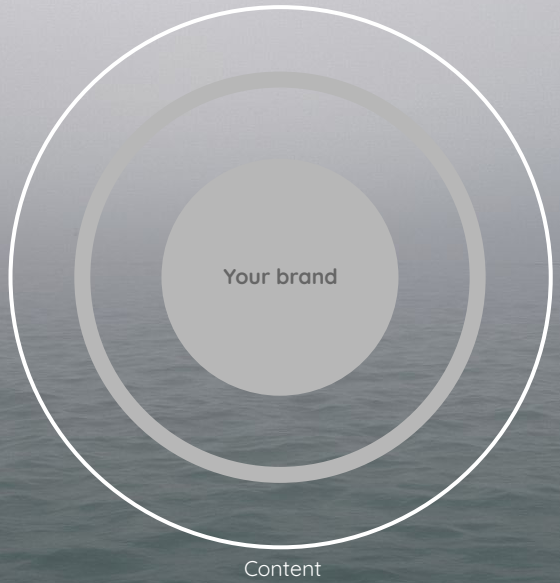
From your branding we create an enriched **world book** as a conceptual framework



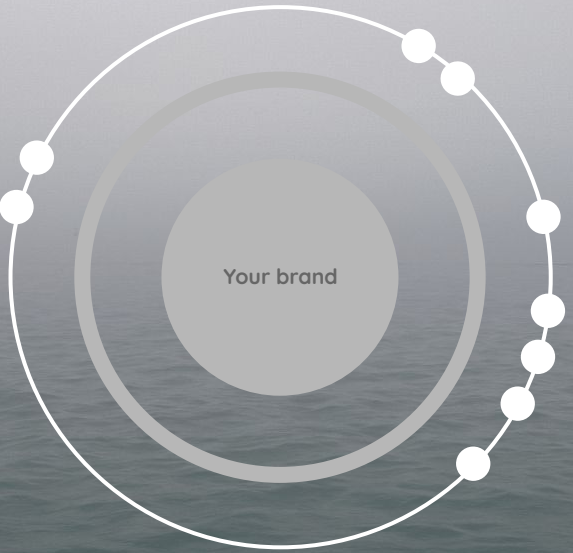
World building

This serves as the **core guideline** that every artist and collaborator will draw from along our design process

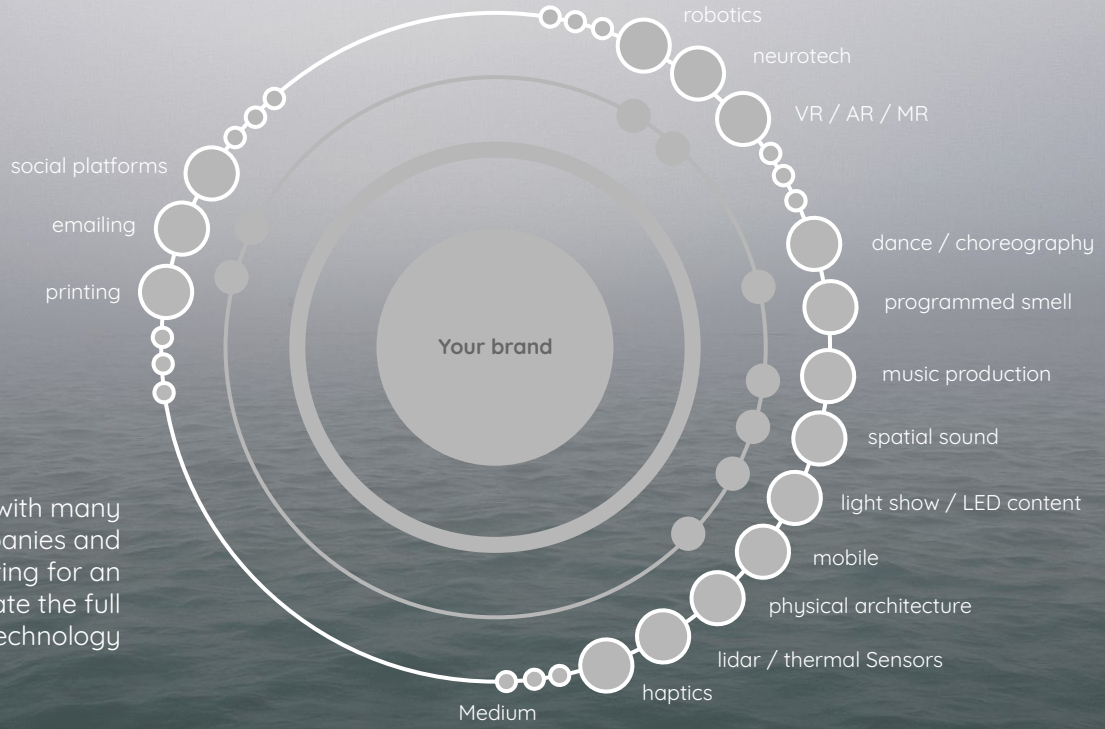
We **scale** the content and technology forms in accordance to your needs and available resources



You can choose which artists or collaborators to work with



It’s an open artist formats, open storytelling formats.

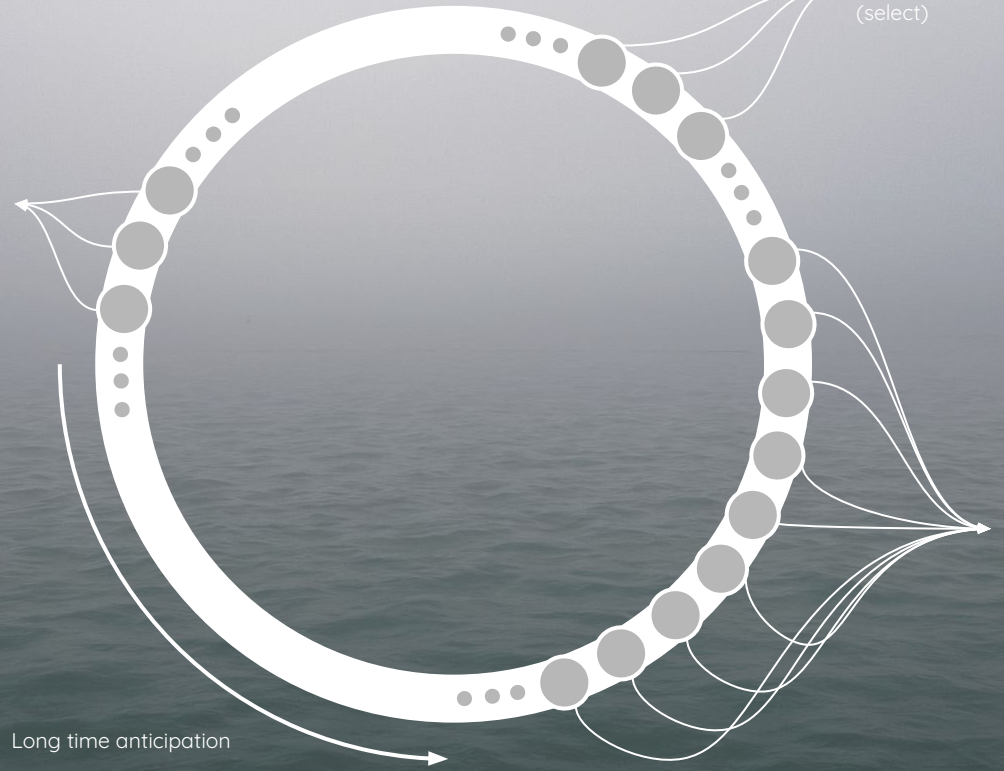


We are partnering with many specialized companies and freelancers who are waiting for an opportunity to demonstrate the full potential of their technology

Participant
(full immersion)
(select)

Distant
(social media)
(very large crowd)

We create a multilayered story
that builds anticipation before the
day of the event,
unfolds during the event outside
and inside the installation, and
follows after via social platforms



Spectator
(free roaming)
(large crowd)

Long time anticipation

Participant
(full immersion)
(select)

Distant
(social media)
(very large crowd)



Spectator
(free roaming)
(large crowd)

A large physical installation creates an imposant presence during the event and an important **social media awareness** after the event

Participant
(full immersion)
(select)

Multiple immersive performances between 1000 - 25000 audience members at one time (Maximum being 50,000), which can leave a **long lasting impression** on participants

Distant
(social media)
(very large crowd)



Spectator
(free roaming)
(large crowd)

Large media awareness
with an impressive “instagram worthy” set-up

You will be associated with **developing technologies and changing landscapes** of artist interaction.



Driving impressions of **aspirational & inspirational impact.**

Audience members will walk away from the event knowing this is an exclusive experience, **unique** to any other concert or art experience.

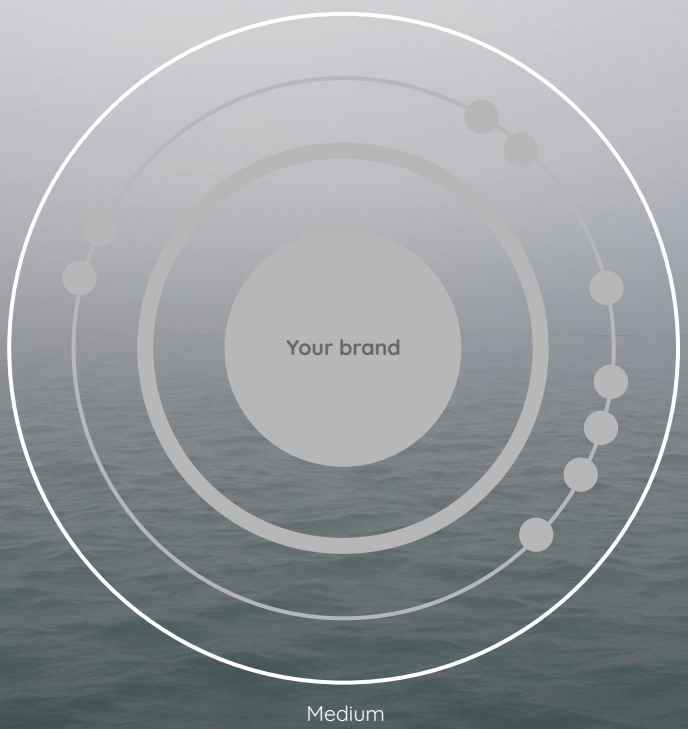
The experience can also be made into a **package** that will travel throughout events and manageable by a small team



Change the World:

In the case of Mezo, real life trees were planted as a result of participants “planting” virtual trees during the show blending one more time the frontiers between reality and virtuality and leaving a real long lasting trace on Earth.

Our creative decisions drive our choices when it comes to technology platforms



Brand

↓

world building

↓

content

↓

platforms (medium)



As you get closer you hear **spatial sound** and music surrounding the structure.

Like a beast of its own, the structure seems to breath **fog** and evolve through **moods of colors and scents**.