

Welcome to the
ETC@USC
Immersive Media Challenge
Kick-off event

April 25, 2019

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ETC's STORY

The Entertainment Technology Center is an industry group and R&D lab funded by:



Immersive Media Challenge

Sponsors



What is the Immersive Media Challenge?

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Come up with a concept for an engaging experience that should be buildable in 3-5 years

Explain what needs to happen that will make building it possible

Think like a Futurist

This is not a hackathon. If there are no significant obstacles to building the idea today, then it isn't a Futurist idea

We want Tomorrowland, not Fantasyland.

Think like a Futurist

3-5 years

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‘from here to there’

We want Tomorrowland, not Fantasyland.

Your idea should be related to any one of these four broadly stated topics

- **City Play** –city as location-based entertainment, gov't function better, retail, ...
- **For Good** – social good, education, ...
- **For Fun** – dramatic but with a twist that advances the art-form, plotless but engaging, ...
- **For Health** – medical resource for doctor or patient, life-style improvement, ...

It can be.... a world, a tool, a game, a platform, a product, a service, a _____, ...

Think about what happens when tech catches up to an idea that resonates with people;
Facebook, Fortnite, Minecraft, global K-Pop,
esports/Twitch, smart speakers, Bird/Lime, Airbnb,

Think about what happens when an idea out of the blue
is suddenly possible;
iPhone, digital influencers (Miquela)

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Explain what needs to happen that will make building it possible

City Play, For Good, For Fun, For Health

Format for 'paper pitch' submissions

answer a 7-question sequence

1. Idea Title

2. What is the experience?

3. What are you trying to achieve, create, or build?

4. Why will your intended audience love it?

5. What is unique about it?

6. What about it is not practical to create today, but will likely be create-able in 3-5 years?

a. What needs to happen in 3-5 years to make that possible?

b. Why do you think your assumptions are reasonable?

7. The pitch.

Format for 'paper pitch' submissions;

answer a 7-question sequence

1. **Idea Title** (evocative logo)
2. **What is the experience?** Describe it in detail. What is it like to engage in the experience? This can include memorable moments in the experience.
3. **What are you trying to achieve, create, or build?** Why is it a worthwhile thing to build? Where is the fun or social benefit? How does it address one or more of the challenge categories; City Play, For Fun, For Good, For Health?

4. Why will your intended audience love it? What about it will capture their imagination and hold their interest?
5. What is unique about it? Why is it different from other experiences that are available?
6. What about it is not practical to create today, but will likely be create-able in 3-5 years?
 - a. What needs to happen in 3-5 years to make that possible?
 - b. Why do you think your assumptions are reasonable? Why is it Tomorrowland, and not Fantasyland?

7. **The pitch.** This should be the last thing that you write, but you should be thinking about it from the beginning. It should contain the key points from your comments above. You should be able to read it aloud in 3 minutes or less.

We are looking for

‘a great idea well-told.’

Narrative excellence is valued in this challenge

Timeline

April 25th launch (the day before the last day of classes)

Starting tonight, develop first-pass answers to questions 1-6

May 6th deadline for submitting your **first-pass answers** to questions 1-6 to
PLELYVELD@ETCENTER.ORG

Executives will review them and return with questions and comments
1 or 2 rounds of this before the judging (by email, phone, or meeting)

May 24th judging

Paper response to the 7 questions and...

3 minute live pitch OR 3 minute video pitch (if you've gone home)

3-5 ideas selected for previz/vertical slice

Timeline

May 25th thru Aug 29th (thru first week of Fall semester)

Owner of the selected idea will form a (virtual) team to construct the previz/vertical slice

Sponsoring companies will support this effort

Aug 29th presentation of the previz / vertical slice

- kick-off the of the Fall semester IM Challenge competition

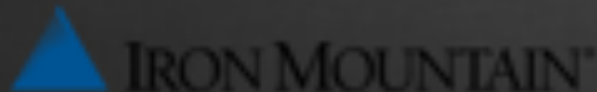
Throughout this process, sponsor companies may individually decide to independently fund further project development of an idea

Why would you want to participate in this Challenge?

- It is an interesting exercise
- Working executives will provide you with feedback
- Casual structured way to interact with executives
- The 3-5 best ideas will get funding for you to create a pre-viz over the summer and present in the fall
- Some submitters will be sponsored to speak at conferences and festivals
- Sponsoring companies may independently fund your idea!

ETC's STORY

Your ideas may shape the next generation of experiences, tools, services, and resources.



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We hope you will accept the challenge!

“The best way to predict the future is to create it.”

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Questions?

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