

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

Sept. 5, 2019

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Agenda

Explanation of the
Immersive Media Challenge

Q&A

Presentations by the 4 selected submissions
from the
Spring Immersive Media Challenge

ETC's STORY

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



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Spring Immersive Media Challenge Sponsors



Fall
Immersive Media Challenge
Sponsor

The *WALT DISNEY* Studios
studioLAB

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

3-5 years

We want Tomorrowland, not Fantasyland.

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 (Lil Miquela)

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

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, ...

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City Play, For Good, For Fun, For Health

Task

Answer a 6-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 video.** This should be the last thing that you create, but you should be thinking about it from the beginning. It should contain the key points from your comments above. It must be 3 minutes or less.

We are looking for

‘a great idea well-told.’

Narrative excellence is valued in this challenge

Timeline

Sept. 5th – Launch of the Immersive Media Challenge

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

Sept 12th deadline for submitting

- your **first-pass answers** to questions 1-6 (a few sentences)

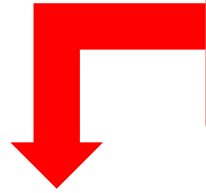
and

- your **signed** Individual Immersive Media Challenge Consent & Release Form to

PLELYVELD@ETCENTER.ORG



**Download, Sign, and Return
with first-pass submission**



INDIVIDUAL IMMERSIVE MEDIA CHALLENGE CONSENT & RELEASE FORM

This Agreement is between the USC Entertainment Technology Center, a research unit within the University of Southern California (“USC”), and _____ (“Participant”) regarding Participant’s submission for the Entertainment Technology Center’s Immersive Media Challenge (“The Project”).

____ “Sponsors” are companies or other organizations that donate funding, products, or services, or ____

Date: _____

Participant

Signature: _____

Name: _____

Email Address: _____

Starting Sept. 12th

Executives from ETC@USC member companies will;

- Review all of the submissions
- Decide which submissions they are interested in mentoring
- Contact their teams and begin a dialog



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Oct 3rd (4 weeks from tonight)

Final responses to the 6 questions and the 3-minute pitch video are due

Judging

The Walt Disney Studios
studioLAB

ENTERTAINMENT
TECHNOLOGY
CENTER | **etc**SM

Other ETC@USC
member companies

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Oct 8th

Results of judging announced

3-5 ideas selected for funding and support to create a pre-viz / vertical slice
of what your experience would be like

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Oct 8th

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14 weeks to develop selected ideas with ETC@USC staff and other support

Jan 16 - Presentation of pre-viz / vertical slice

- Launch of the Spring Immersive Media Challenge

Spring Immersive Media Challenge

4 selected submissions

The Museum of Romance

- cross-cultural multisensory storytelling

Viewfinder

- an emotion-reactive first-person puzzle game

Lumeum

- a platform to help older people remain mentally and physically active

placeLA

- a tool to engage citizens in neighborhood planning

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 and present it at the start of Spring semester
- Participating 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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Questions?

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