



# 360°\*180° IMMERSIVE ENTERTAINMENT

Service Proposal

# #WhatWeProvide?

## #WhatWeProvide?

Being one of the longest established multimedia content production and technical servicing company in the region, Salon Films possesses a wide-ranging expertise in the field of professional content production.

Not only have we produced everything from feature-length international blockbusters to 30 seconds short television commercials, Salon Films has also been at the forefront of pioneering content production technologies in the region.

As the company's latest development, Salon Films has recently become the first Authorized Agent for Immersive Media®'s immersive capture, processing and distribution systems, which enables us to provide:

### - AN END-TO-END SERVICE SOLUTION

From Immersive Capture to Multi-Platforms Distribution

- Immersive Video Capture
- Immersive Content Programming
- Cross-Platforms Distribution
- Immersive Full-Dome Projection



# SERVICE.

# #ImmersiveContent

## #ImmersiveContentProgramming

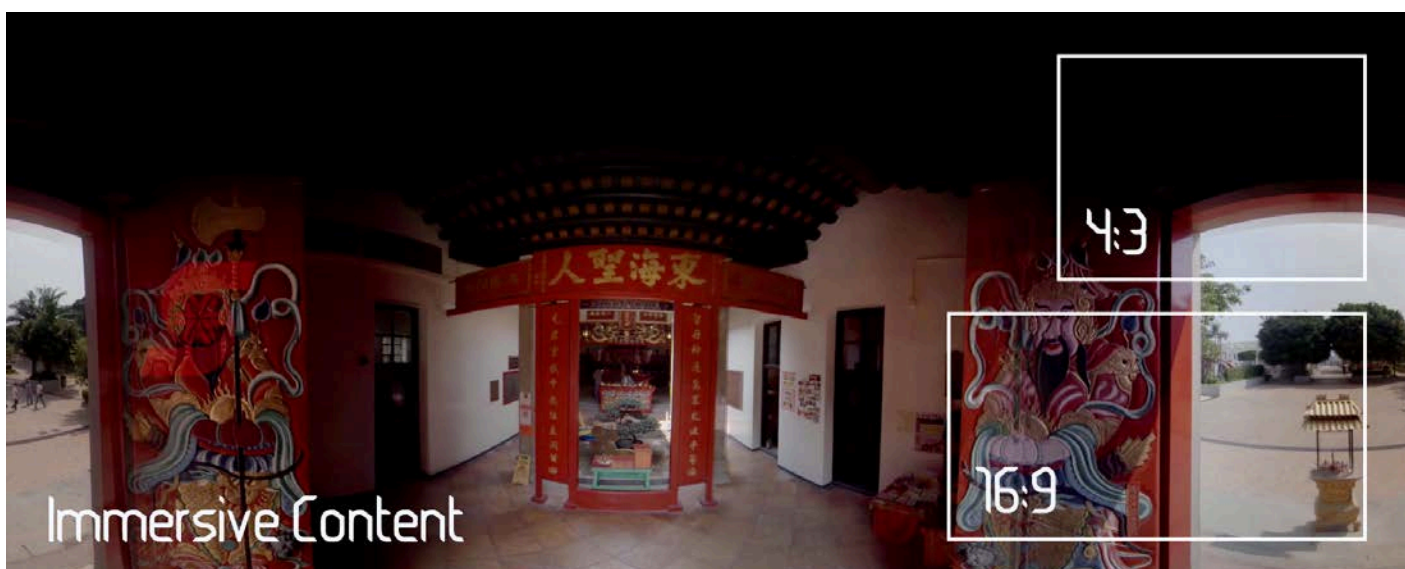
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### - TRADITIONAL CONTENT vs. IMMERSIVE CONTENT

Traditional media entertainment, whether it is 2-D or 3-D content, are typically consisted of rectangular-framed motion pictures, captured by pointing a camera towards a specified direction, in which the audience's view of the captured content is always constricted by the creators.

Our 360° video technology, however, allows the capturing of real-time life-action surrounding at all angles simultaneously, it allows us to capture every moment of actions with spectacular video imageries at anywhere, anytime.

With it, we are able to create immersive content that enables audience to be immersed into the story-world we present, and see everything in every direction, as if they were on the spot themselves.



### - WE CREATE EXPERIENCES, NOT VIDEOS.

Audiences nowadays do not just look for entertainments, they look for engagements. To be able to truly connect with your audiences, capture more than just video, capture experiences.

Our 360° video technology, also allows the audience to be in control of what they want to see, providing them with the ability to experience the content at their own preferences, thus each viewing experience could be unique in its own way.

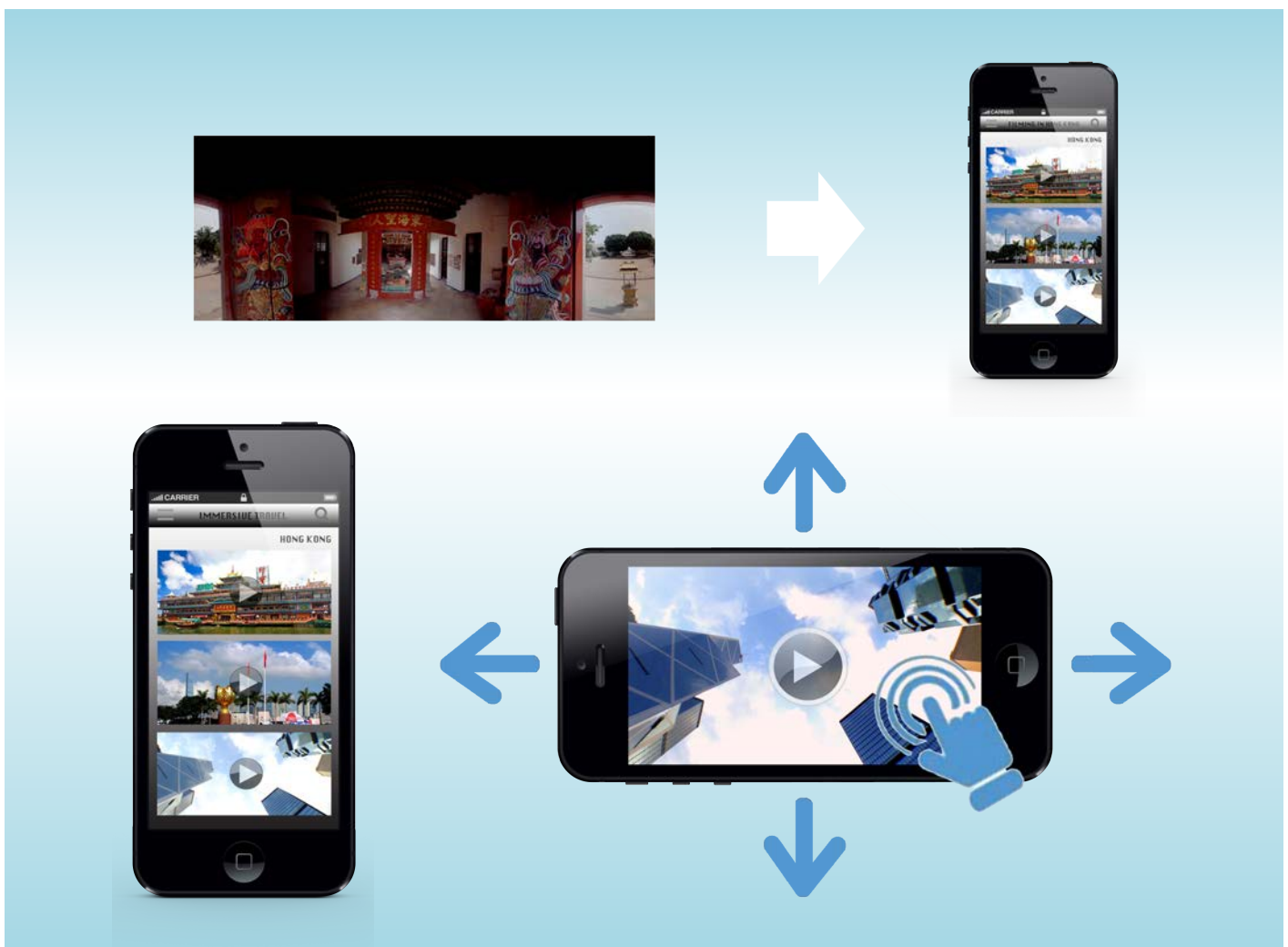
# IMMERSIVE.

## #ImmersiveContentProgramming

### - IMMERSIVE & INTERACTIVE

Our End-to-End service solution also harnesses the power and interactivity of immersive content by making immersive content directly accessible by audiences on handheld tablets and Smartphone devices.

By integrating with the inbuilt motion-tracking and touch-screen capabilities in handheld tablets and Smartphone devices, audiences will be able to swerve (by turning their handheld devices) or drag (by swiping their finger on the touch-screen) around the immersive content and select their preferred point-of-view during their immersive experiences.



# INTERACTIVE.

# #ImmersiveStorytelling



## #ImmersiveContentProgramming

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### - TIME TO GO MOBILE FOR MEDIA & ENTERTAINMENTS

The proliferation of mobile devices and increased consumer adoption of innovation technology advancements has led to a tectonic shift in the way users now access, select, share and consume media. Consumers want to access content on any device anywhere and are accessing media across multiple channels. This is a great opportunity for companies and creators to deliver their content to an ever-expanding variety of form factors and venues.

For instance, mobile is also changing the Music Industry, whereas mobile is the instrument of choice among younger consumers, and thanks to increasingly popular streaming services, mobile has assured its place as a key vehicle in delivering music. So, what better than to [deliver your audience an entirely new way of music experience?](#) Working with the wickedly talented local singer – Janice Vidal, Salon Films is producing the first 360° interactive music video experience in Asia, which is estimated to launch in the first quarter of 2015.



# INNOVATIVE.



# #WebExperience

## #ImmersiveContentProgramming

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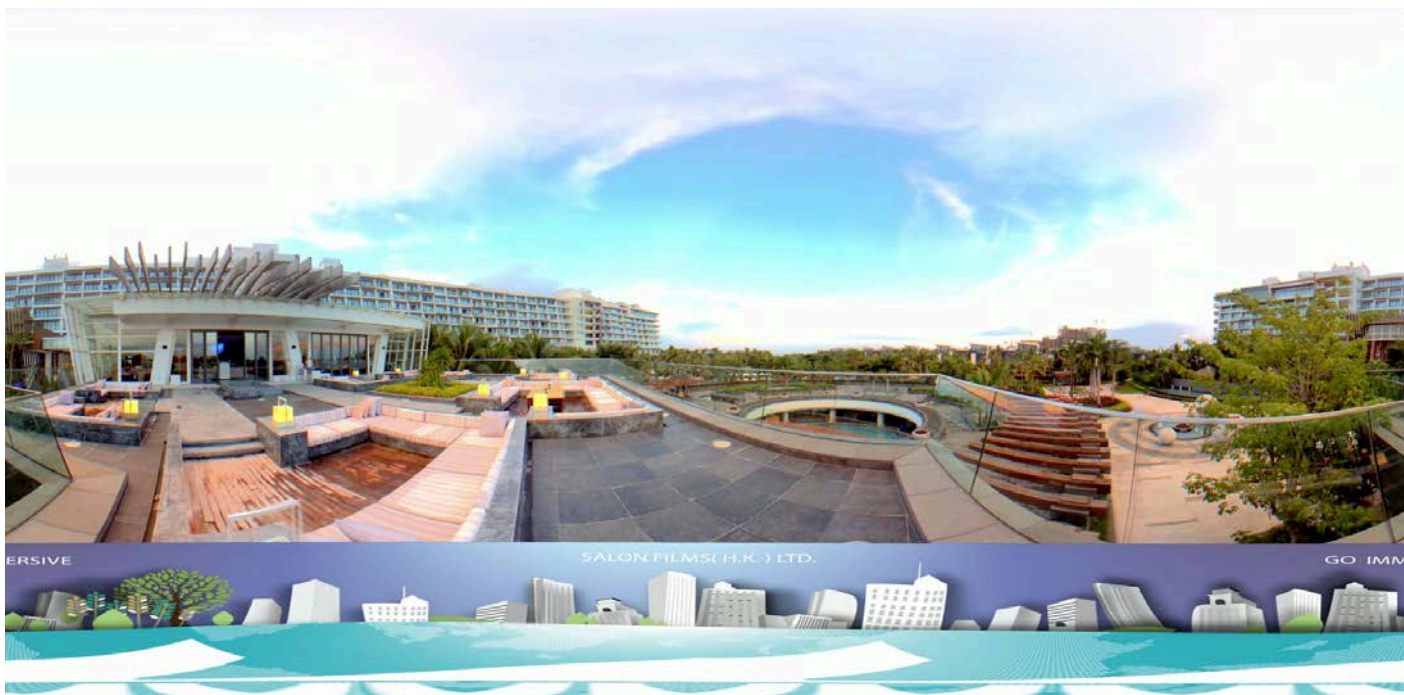
### - [WESTIN SANYA 360 EXPERIENCE](#)

Ever had a bad vacation because what you browsed beforehand is not what you get when you arrive?

*What better than to experience your stay before you are even there?*

Working together with the Westin Sanya HaiTang Bay Resort, we created a unique and realistic 360° interactive experience for the tropical and tantalizing resort. By combining both traditional and immersive content, both 360° videos and stills, taken on location at the scenic resort; together with some specially designed interactive elements, the web-based Westin Sanya 360 Experience will give its audience a truly “all-rounded” experience of staying at the resort, all the way from arriving, to checking-in to your suites and relaxing at the luxurious hotel facilities.

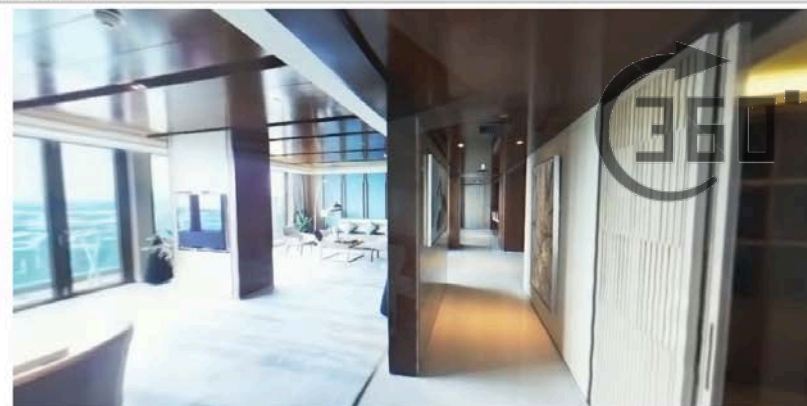
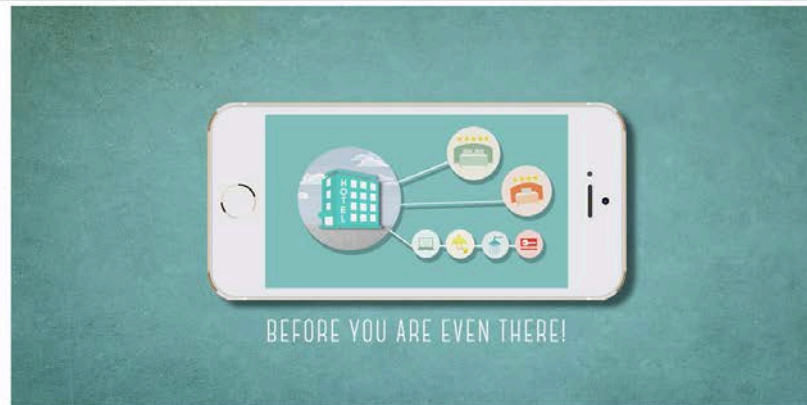
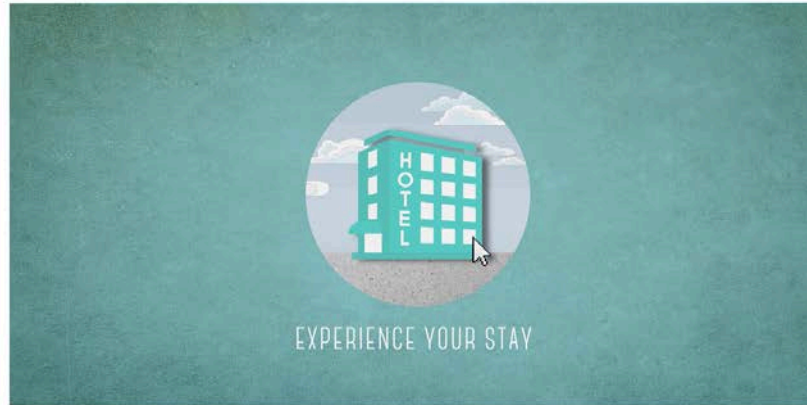
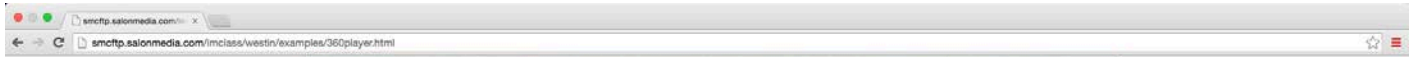
The web-based 360 experience is specially designed and customized via Immersive Media's im360 Flash SDK. Clients need only to install our im360 flash player at its designated website, to provide a unique and interactive experience for its audiences, revolutionizing the traditional model of push marketing.



# EXPERIENCE.

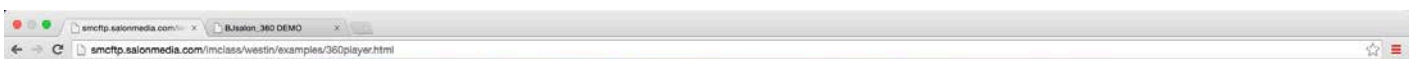
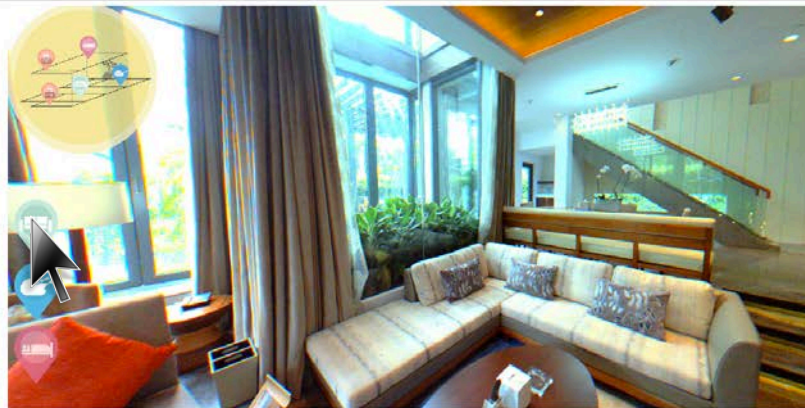
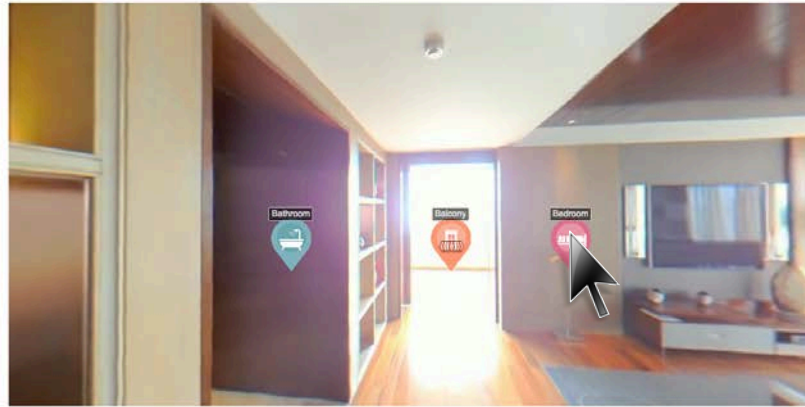
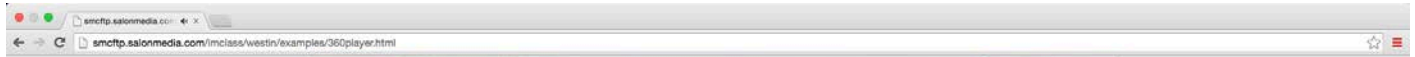
## #ImmersiveContentProgramming

### WESTIN SANYA 360 EXPERIENCE



## #ImmersiveContentProgramming

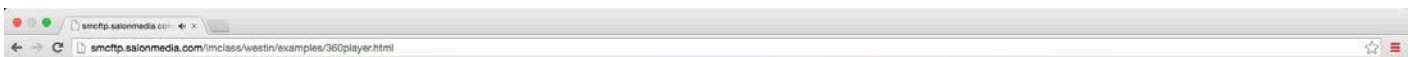
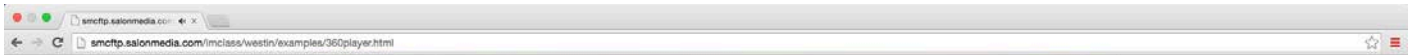
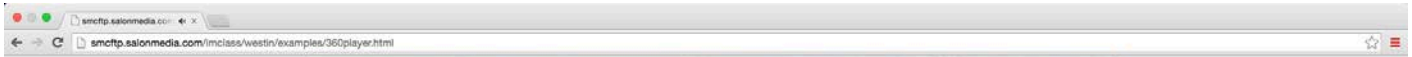
### WESTIN SANYA 360 EXPERIENCE





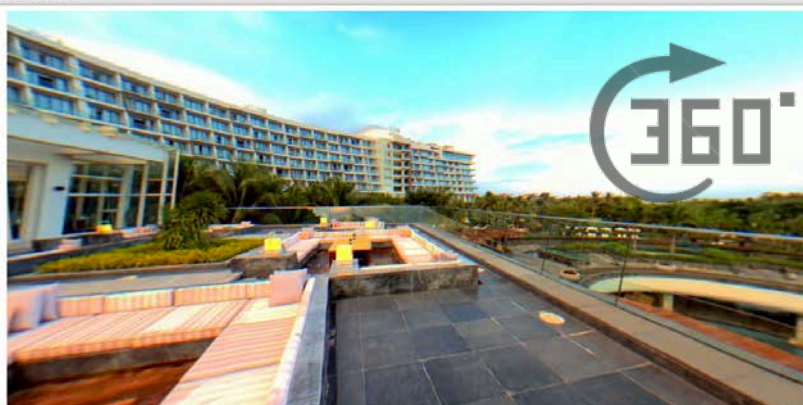
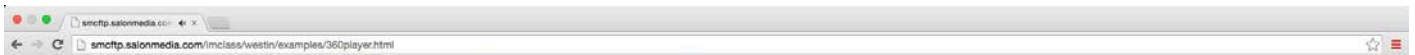
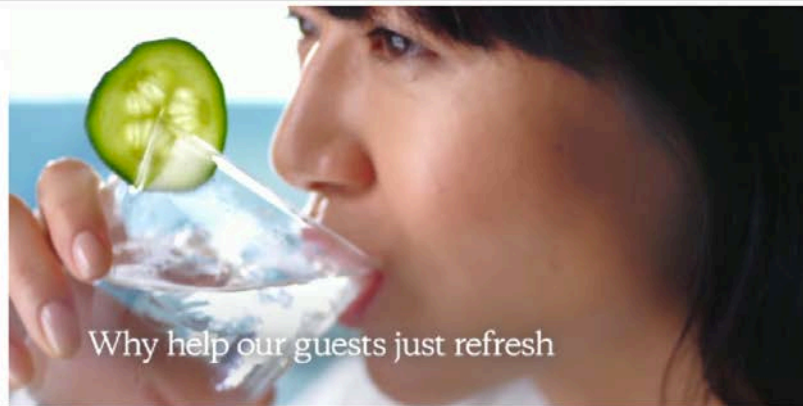
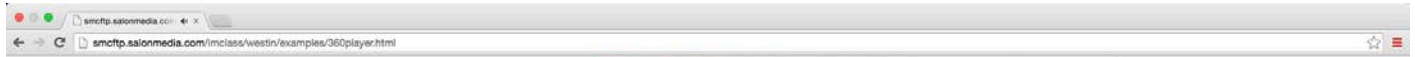
## #ImmersiveContentProgramming

### WESTIN SANYA 360 EXPERIENCE



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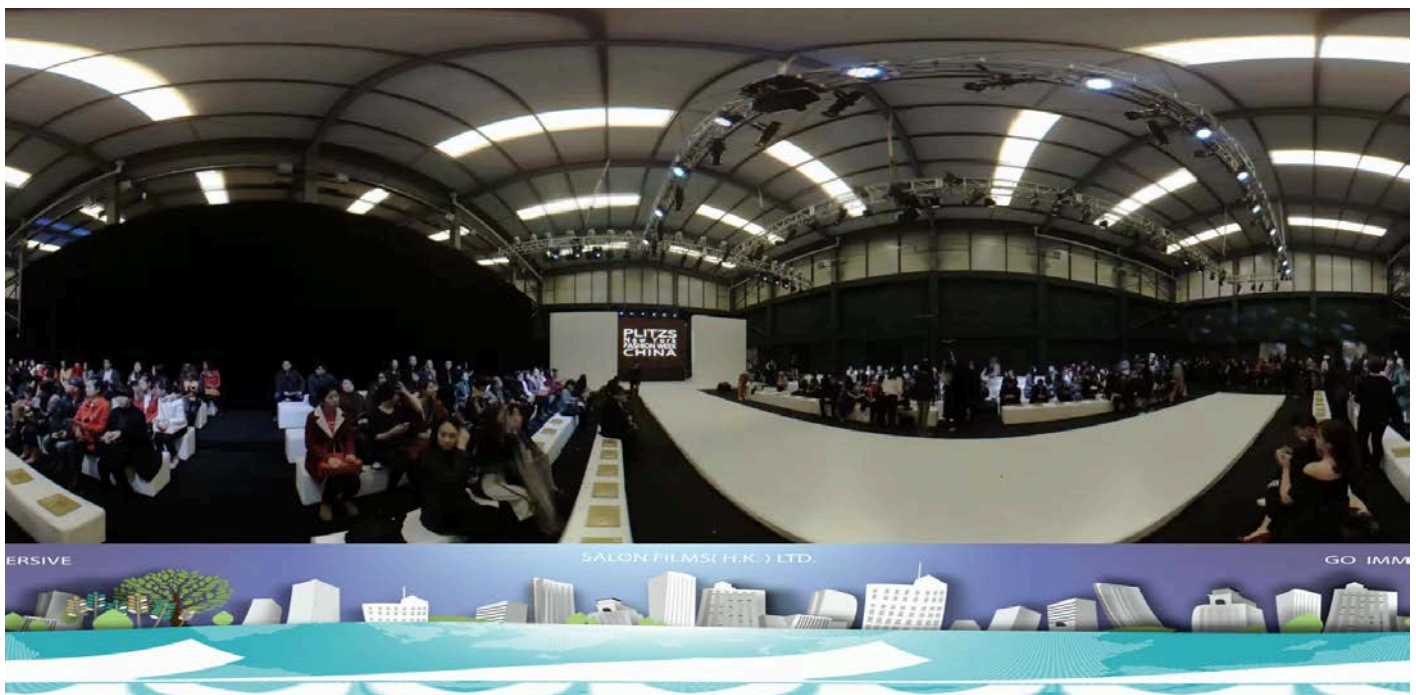
### - [PLITZS NEW YORK FASHION WEEK CHINA 360 EXPERIENCE](#)

Don't want to miss the biggest game of the season? The hottest event in town? Or the performance of the decade?

[Be there, even if you can't be physically present.](#) Our immersive experiences help providing audience an alternative to experiencing an event in a unique and unprecedented way.

Even if you can't scour a ticket to the best seat to a sport, fashion or music event, [you can still experience it via our immersive experiences, as if you were sitting at the best seat in the house.](#)

Working for the Plitzs New York Fashion Week China, we helped documented the glamorous event that took place in Beijing for the second time running since its inauguration in 2013. Using both traditional and immersive capturing, we covered the star-studded Red Carpet events and the dazzling runway shows; and edited a unique and interactive experience that audiences can enjoy from a first-person perspective, as if sitting by the runway, next to the stars and celebrities.

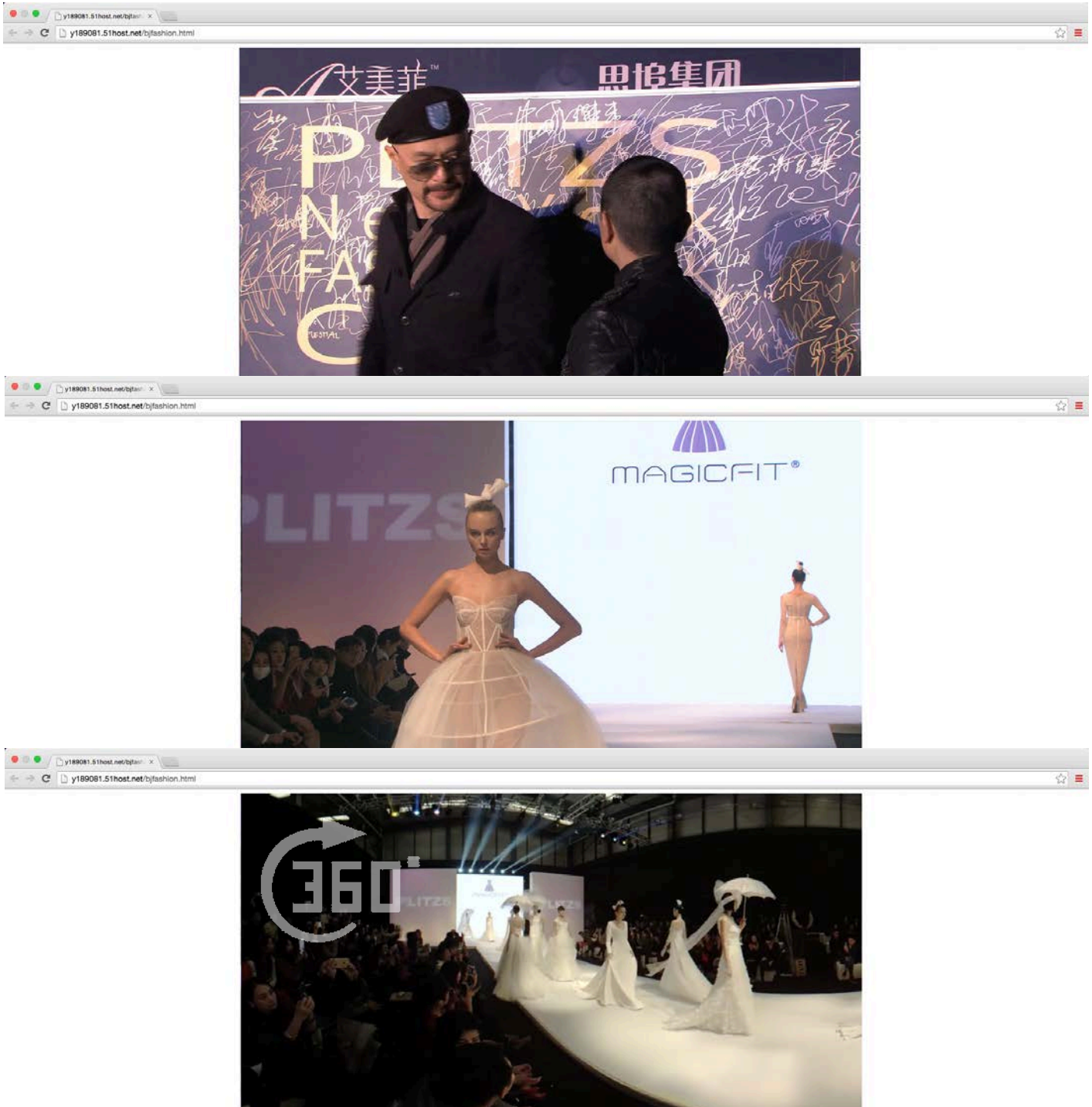


# EXPERIENCE.



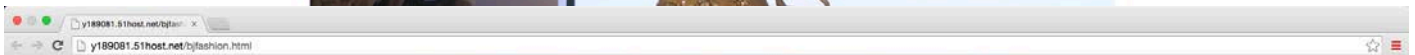
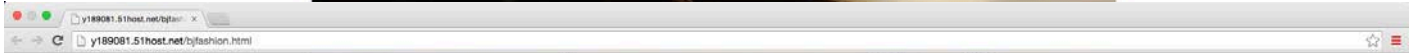
## #ImmersiveContentProgramming

### PLITZS NEW YORK FASHION WEEK CHINA 360 EXPERIENCE



## #ImmersiveContentProgramming

### PLITZS NEW YORK FASHION WEEK CHINA 360 EXPERIENCE



# #MobileExperience

## #ImmersiveContentProgramming

### - AMEX UNSTAGED – TAYLOR SWIFT EXPERIENCE

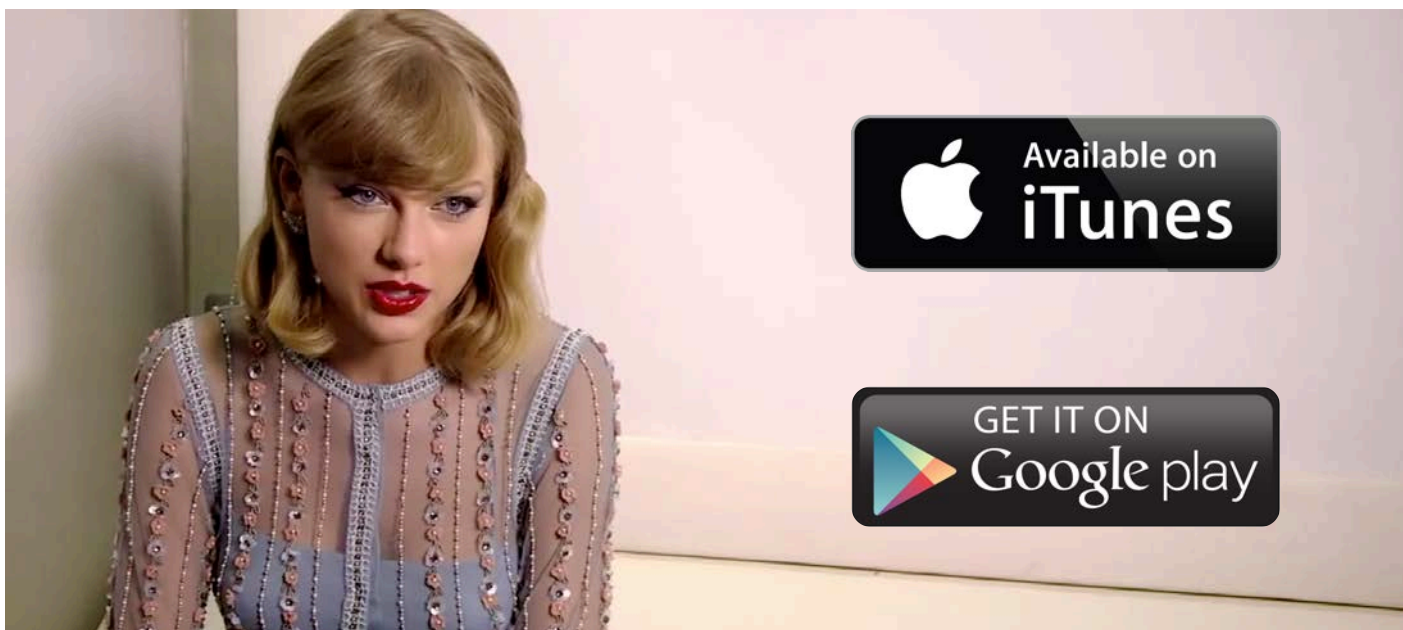
Sponsored by AMEX and working together with Radical Media, Immersive Media help created a unique 360° music video experience for the world-renowned singer – Taylor Swift, of her latest single – “Blank Space”.



Step inside a cinematic interactive musical experience starring Taylor Swift. Choose where you go, who you follow and what you explore in a stunning house filled with characters, objects and scenes.

Shot with groundbreaking 360° cameras and scored with a rich audio soundtrack based on Taylor’s single ‘Blank Space’ from her new album ‘1989’, the experience is an immersive journey with intertwined storylines, multiple rooms and dozens of hidden interactive features waiting to be unlocked and explored.

*“This allows me to create something that I’ve never been able to give my fans before which is a full 360° interactive experience where they get to explore the storyland of our video...we did all of this for our fans. It’s amazing 360° technology and hopefully the fans will like it and have fun with it.” – Taylor Swift*



# EXPERIENCE.



## #ImmersiveContentProgramming

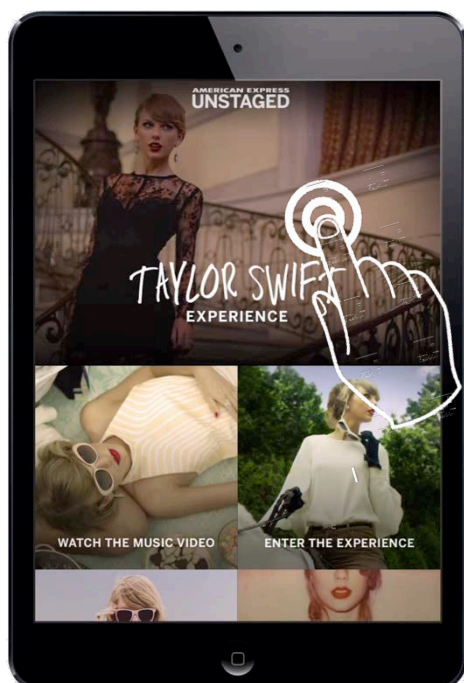
### - AMEX UNSTAGED – TAYLOR SWIFT EXPERIENCE

The 360° music video experience breaks new frontiers in terms of storytelling narratives and delivers not only a immersive experience, but also a complete followership to the artist, which results in a completely different and entertaining format of music video experience, where there is more engagements and interactions for the audiences.

The AMEX Unstaged – Taylor Swift Experience is specially designed and customized via Immersive Media's proprietary im360 iOS and Android player Software Development Kit (SDK).

Prospective clients need only to purchase our im360 iOS and/or Android player SDK to develop its own Apps; or acquire our App developing services, to provide a unique and interactive mobile experience for its audiences, revolutionizing the traditional model of content delivering.

Together with our 360° immersive live capturing and broadcasting technologies, our immersive content programming solution can even help you creating a unique and interactive second screen experience to compliment your first screen programming.



# #VRexperience

## #ImmersiveExperience

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### - VR EXPERIENCE

What better than bringing your audience into the world of your immersive content and let them feel as if they were really there, seeing the actions through their own eyes.

With our im360 iOS and Android players, or using our player SDKs, we can help you develop your own 360 video player apps that can playback immersive 360° videos in a “Side-by-Side” mode on mobile devices; which can be placed inside a 3D VR goggle or the Google Cardboard VR box, where viewers can view immersive content interactively.

The immersive 360° videos we produce are also compatible with virtual reality headset such as the Oculus Rift. Utilizing and integrating these head-mounted gears and devices, we can create and tailor-make immersive content experience with greater personal touch, allowing each audience to enjoy a unique and entertaining adventures.



# PIONEERING.



# #ImmersiveEnvironment

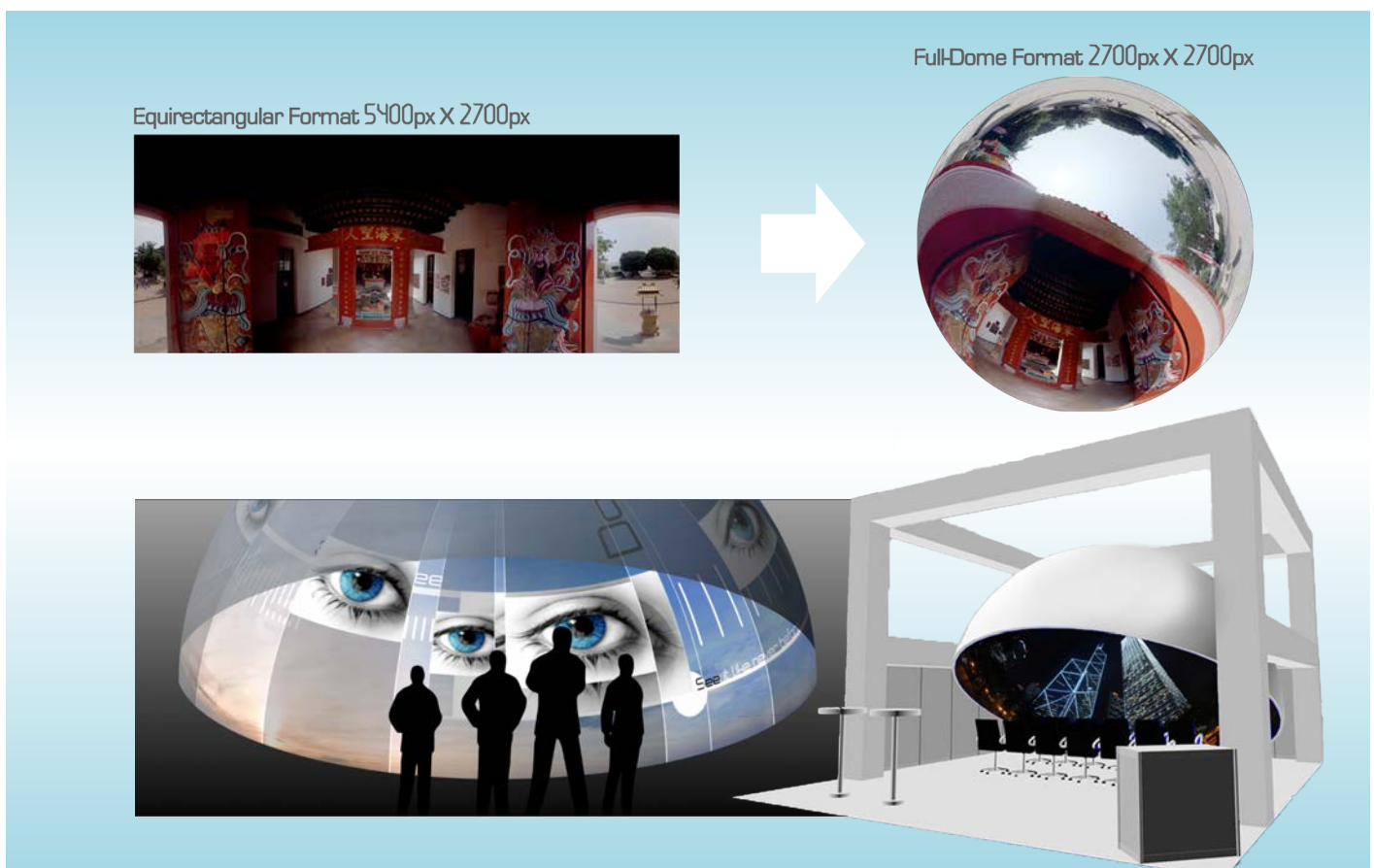
## #ImmersiveExperience

### - FULL-DOME PROJECTION

What better than to experience the power of immersive content in a truly immersive environment with stunning impact?

In collaboration with [domeprojection.com](http://domeprojection.com), who specializes in developing technologies and display solutions for professional simulation- and training environments, interactive, immersive attraction and dome cinemas as well as multimedia experiences, [our service solution now also includes Exhibition Design, where we can create immersive environments for audiences to immerse into and experience specially designed immersive content.](#)

For example, our [7m X 7m PORTABLE DOME](#) is a PERFECT, and UNIQUE solution for any promotional purposes.



# IMMERSIVE.

# #VisualReferences

## #VisualReference

### - 360° FULL-DOME IMAGERIES

Our 360° immersive capture technologies allow content creators to film spectacular immersive content at anywhere, anytime, capturing every moment from every direction at even the most remote locations.

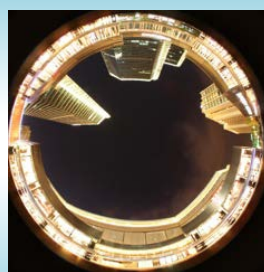
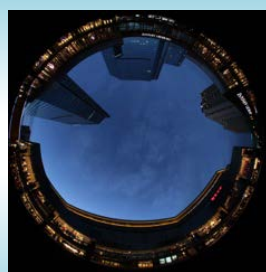
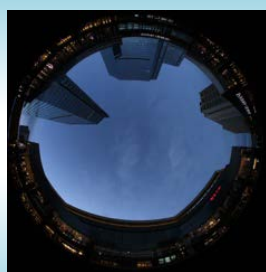
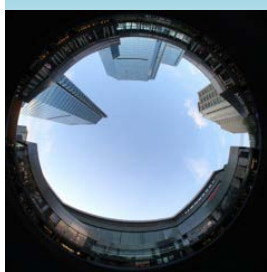
When viewing inside our dome, audiences will be able to feel as if they were really on the spot, in front of different stunning attractions, and had travelled around the world in an immersive experience.



### - 360° TIME-LAPSE

You may have already experienced the beauty and power time-lapse imageries can bring. Our 360° immersive capture technologies also support the imaginative filming technique.

But when filmed in 360° and viewed inside our dome, it gives the audiences a boundary-less and timeless experience of the selected locale's transformation, witnessing the changes of different sceneries over different seasons and climates.



# STUNNING.

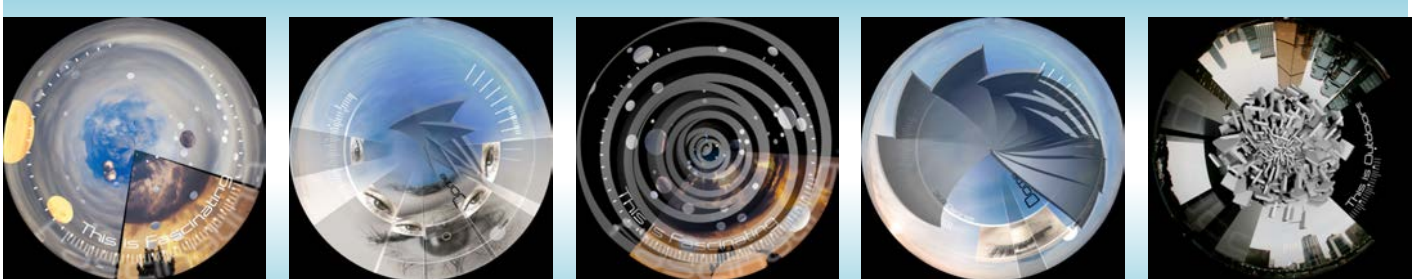
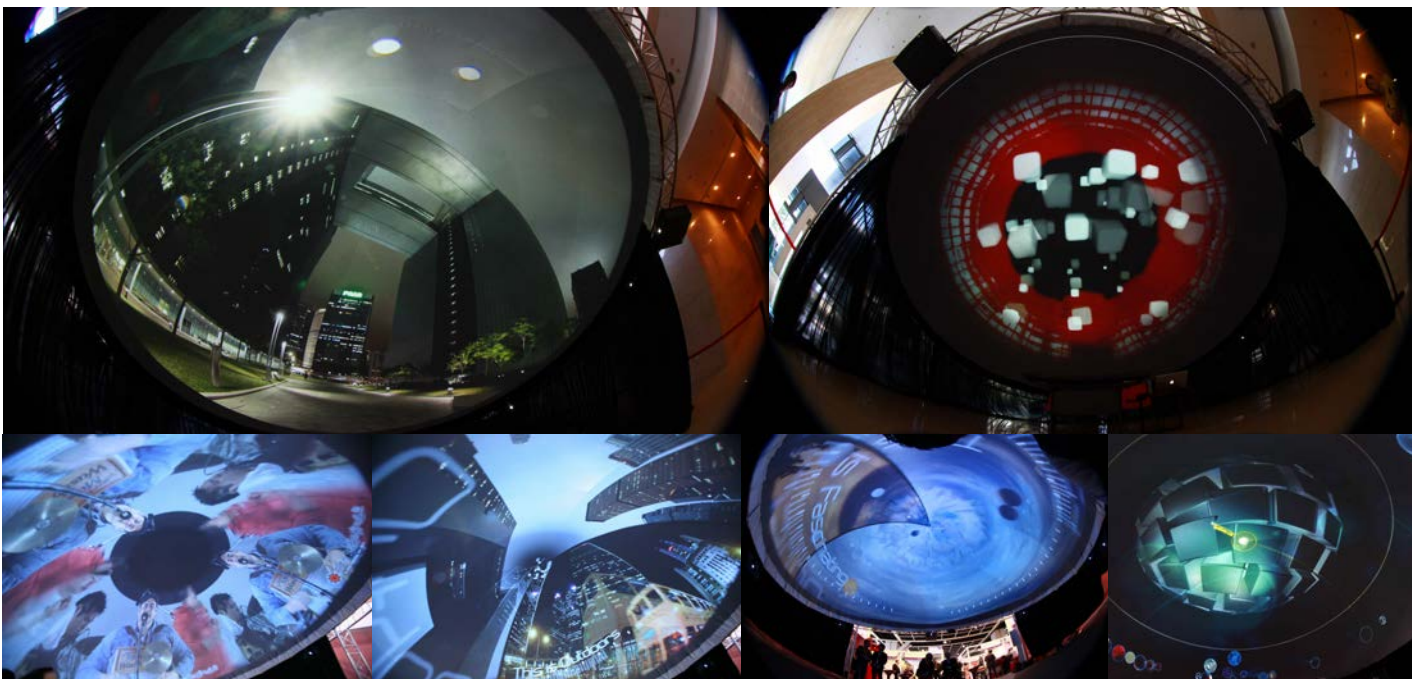
## #VisualReference

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### - MOTION GRAPHICS

We are also able to create specifically designed motion graphics and transitions tailored for full-dome viewing to accompany the 360° full dome imageries we create and blend through the different elements of immersive content.

With motion graphics, it is also possible to let the audience to feel that they are standing in the center of a moving image, thus conventional flat screen productions can also be reprogrammed and brought together in the dome in a more cost and time effective way with the help of adding specifically designed motion graphic.



# VISUALS.



# #CaseReferences

## #Cases

### - DOME DEMO-SITE @ SHENZHEN



### - FILMART @ HONG KONG





## #Cases

### - INFOCOMM @ BEIJING



### - CHTF @ SHENZHEN



## #References

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- [BEIJING](#)



- [GUILIN](#)



- [ATP TENNIS WORLD TOUR – SHENZHEN OPEN](#)



## #ContactUs

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Service Brochure available at:

<http://smcftp.salonmedia.com/GoImmersive/ServiceBrochure/IME-Brochure.pdf>

Systems also available for sales.

Please contact us for more details and quotation enquiries.

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# GO IMMERSIVE.