

AUTODESK
EXPERIENTIAL PROPOSALS
TREATMENT- STEEL OWL



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DAMICO

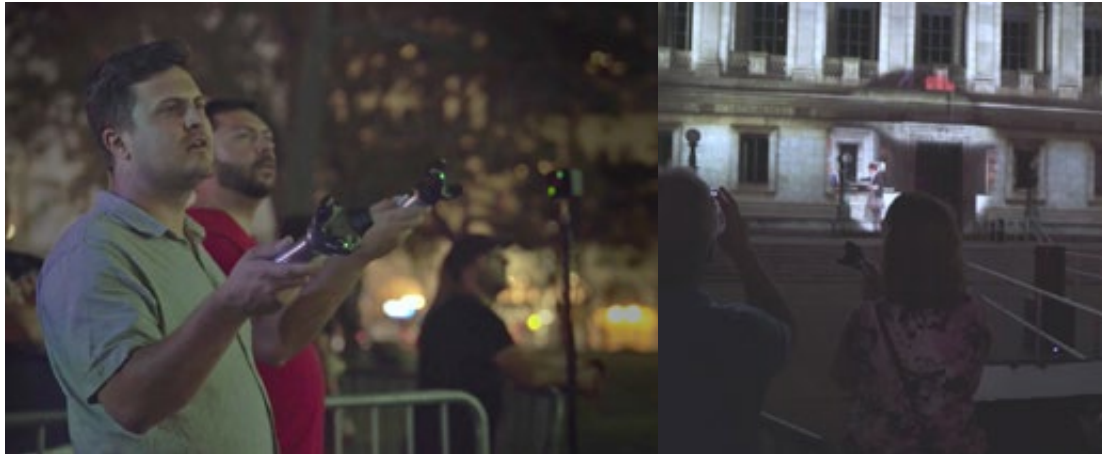
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blue



THREE PROPOSALS

-OTC LIVE EVENT EXPERIENCE



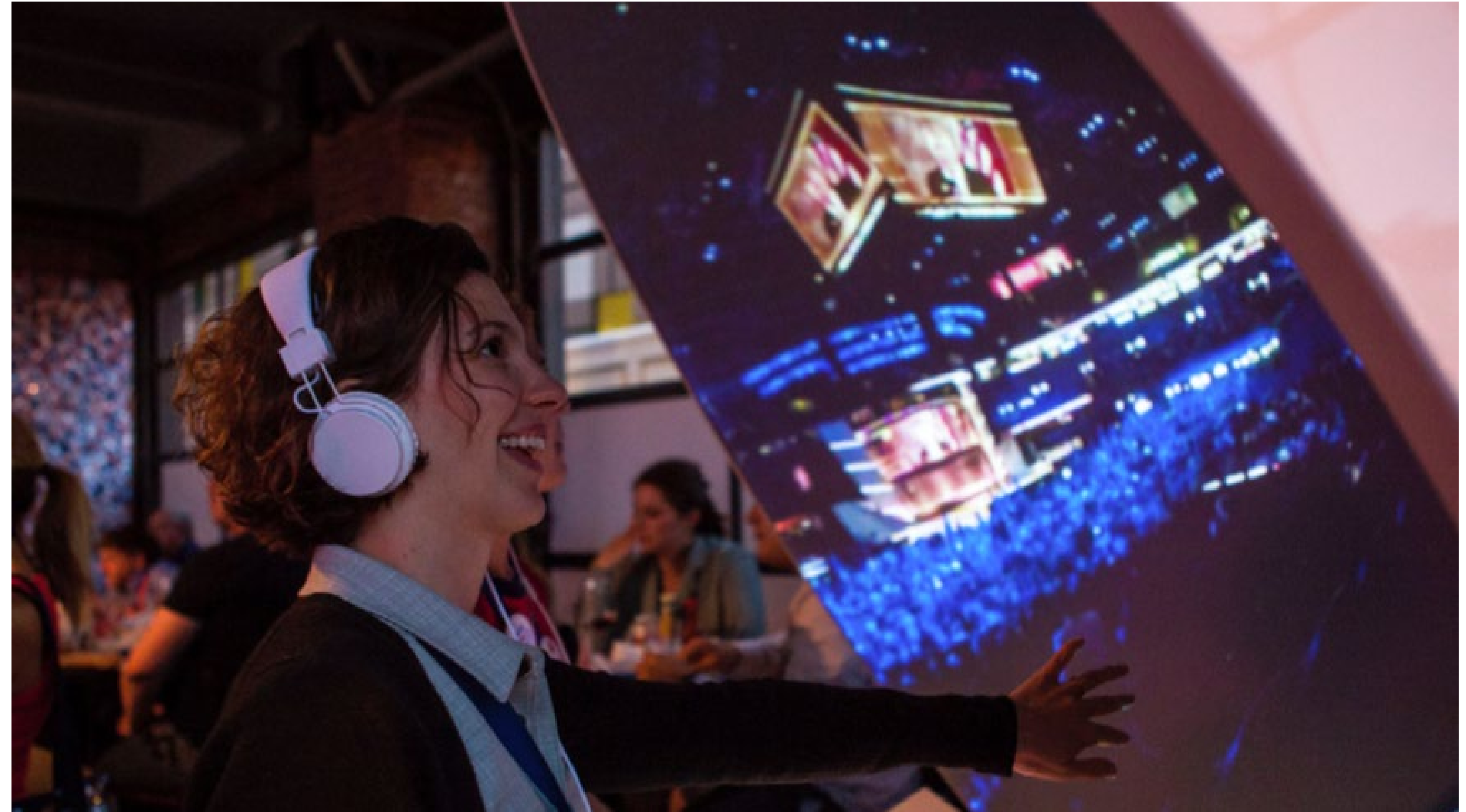
-ON BOARDING AR/VR INTERACTIVE EXPERIENCE



-AR ON-SITE MANUFACTURING GAME



OTC LIVE EVENT EXPERIENCE



Through genuine emotional connection, virtual reality can create an educational marketing experience that is at the leading edge of the way institutions present themselves to the world. VR is a platform and conduit that enables a freedom that takes you places, shows you the world, and amplifies your value proposition.

MANHATTANWEST
AT THE HUDSON YARDS DISTRICT



WEST SIDE LOOKING EAST

THE MANHATTAN WEST TOWER LOBBY

NINTH AVENUE LOOKING SOUTH

ON BOARDING AR/VR INTERACTIVE EXPERIENCE



Ground breaking: Honeygrow/ virtual reality training experience

Related Article in Entrepreneur Magazine

<https://www.entrepreneur.com/article/2972>

Related Article in Technical.ly/philly

<https://technical.ly/philly/2017/06/14/honeygrow-klip-collective-virtual-reality/>

Related Article in LinkedIn:

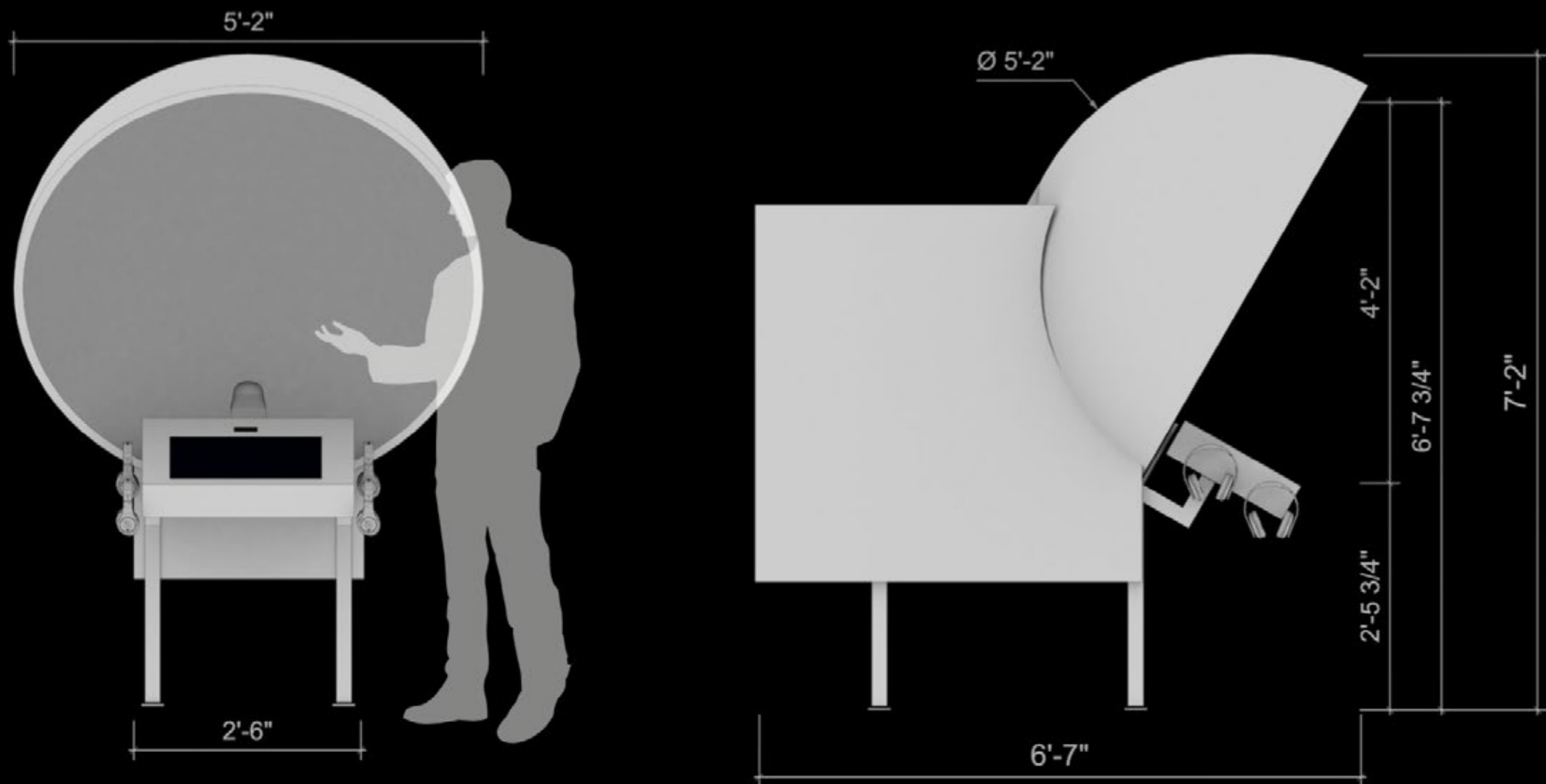
<https://www.linkedin.com/pulse/monograms-virtual-reality-experience-helps-honeygrow-d-amico/>

Watch the 360 video here: https://www.youtube.com/watch?v=G63_a6KckNM



AUTODESK





INSTALL INFO

BEST PRACTICES

- Light level: choose a space away from direct sunlight
- Security: cannot be setup without proper oversight and cannot be left unattended overnight
- Outdoors: BLINK VR is not weather proof, but can be setup under a tent for outdoor activations
- Visibility: Consider line of sight so people can spot BLINK VR from across the room

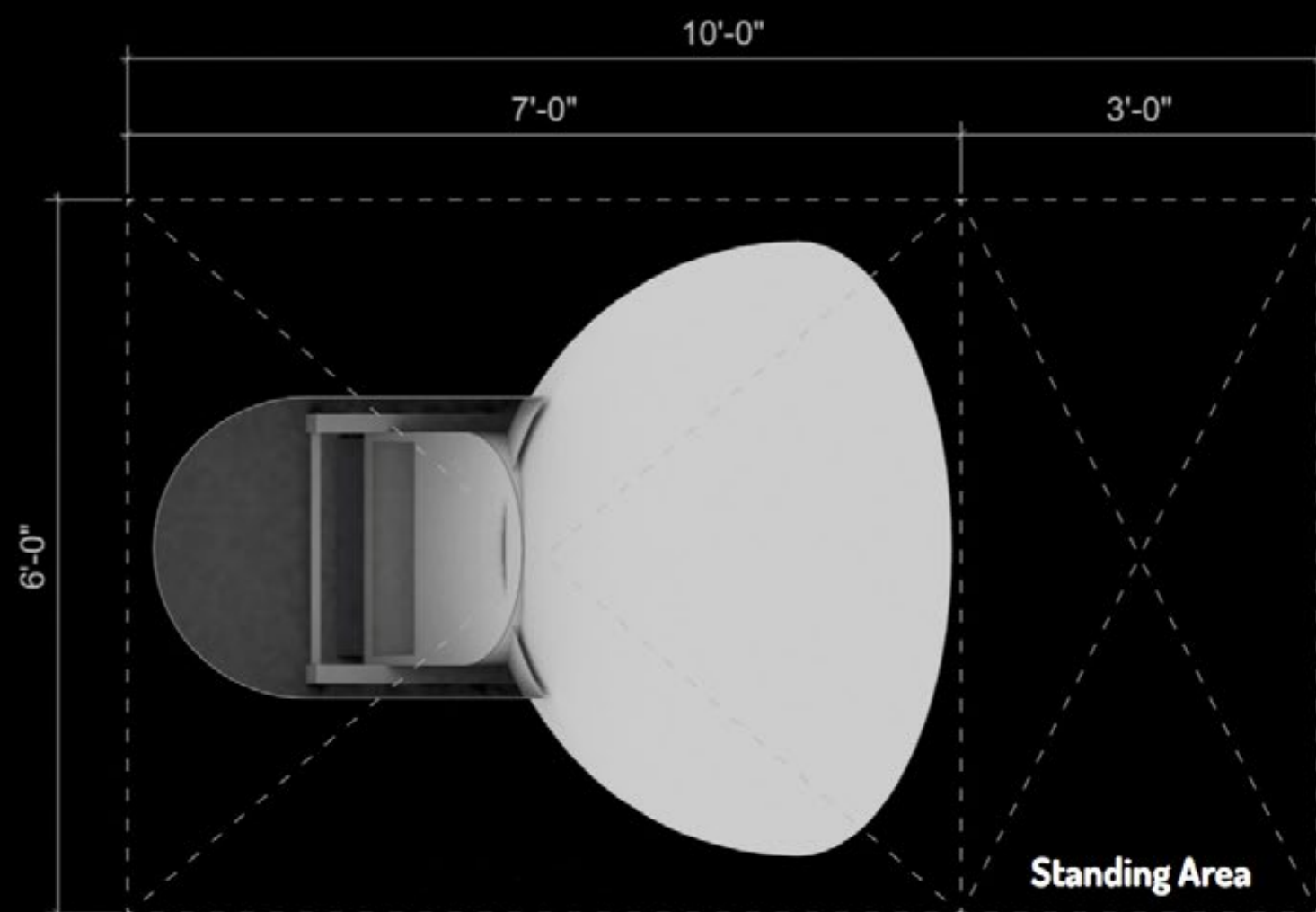
REQUIREMENTS

- Power Requirements: dedicated 120v 15 amp circuit
- Projector Brightness: 7,000 lumens

VR CONTENT

(if client is sending assets)

- We can use images or video
- Resolution: at least 3840 x 2160
- 30 to 60 fps preferred
- Sound: encoded stereo



A1 PLAN VIEW
Scale: N/A



360 KIOSK VR DISPLAY

ON BOARDING

AR-VR
INTERACTIVE
EXPERIENCE

SECONDARY USE

TRADE SHOW - WELCOME CENTER



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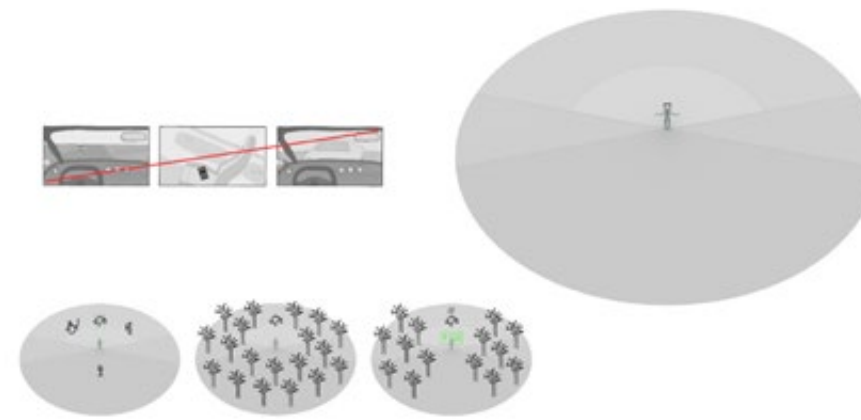
AR ON-SITE MANUFACTURING GAME



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VR TOOLS

Storyboarding



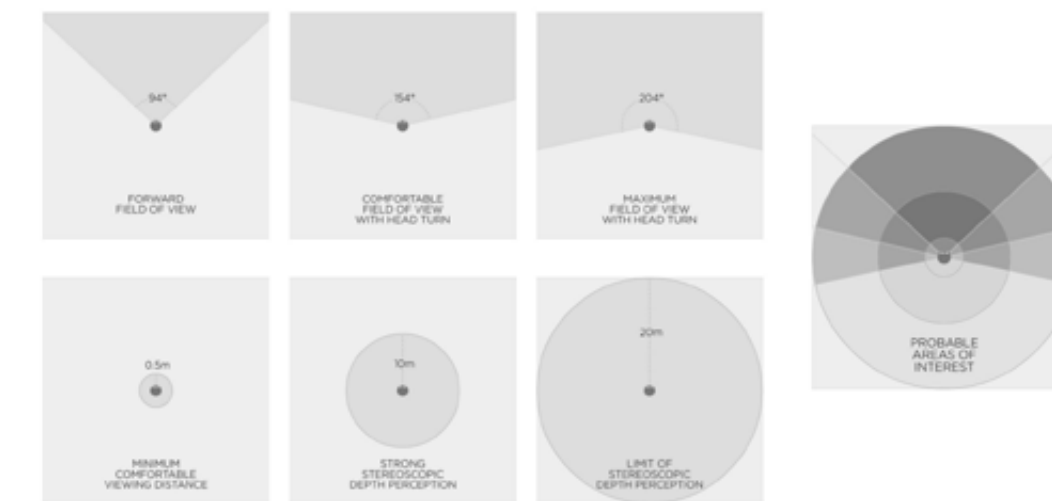
Devices



Cameras



User Experience



Virtual reality is a unique technology experience that presents the potential of telling stories in a completely new way. I will deploy this new medium with its eccentric modalities, to tell the story of the Gray Towers Castle by allowing the viewer to experience the grand architectural building without ever leaving their home and enabling people from anywhere in the world to discover it. There is even the potential to incorporate another existing recruitment film, in normal aspect ratio, within the VR viewing experience, just like watching Netflix in your VR Google Daydream.

HOW WILL IT LOOK



responsibility.

Virtual reality: experience for Good Neighbor Pharmacy

<https://vimeo.com/223165696>

Created by Blue Visual Effects

ELISABETH GARSON

EXECUTIVE PRODUCER/ECD?



Steel Owl Productions was founded in 2014 by Elisabeth Garson, Creative Director. Her work focuses on blending experiences with advertising and learning, and caters to corporations, museums, products and training. In short, Steel Owl Productions seeks to work with companies that are looking to showcase their work via real-life experiences. She's developed her own independent locations and events, and has developed interactive experiences for the museum industry, training industry and Fortune 500 companies.

In addition to creating experiences, Garson has won several awards, authored two books and has given dozens of seminars at conferences throughout the country. She's also worked with educational institutions to instruct students on escape room creation, and leads a members-only, industry experience group.

Prior to Steel Owl, Garson worked in Advertising and UX (user experience) for 20 years as a Creative Director, with a focus on branding and experience. Her clients included large companies (Comcast, Xfinity, Advanta, The Franklin Mint) as well as medium sized businesses and start-ups. From craft beer..to cable TV — all of Garson's creative work explored consumer experience, from the perspective of targeted audience research. This knowledge acted as the primary building block for the Steel Owl business model, including game development, company branding, and puzzles to create player engagement.

In addition, she created several team-oriented events, and experiences in the Philadelphia area including the sold-out "Dating Game Live" (set up like the 1980s show) and a sold out "Happening Event" where participants purchased tickets to something that was happening (but they didn't know what it was). She was the co-creator of an independent short film that created outlandish experiences for unsuspecting deliverymen. She's also the developed The Philadelphia Arts Market concept for the City of Philadelphia, which is still in the process of development, and on-hold for the moment.

Over the years, Garson's endeavors have attracted press from The Philadelphia Inquirer, CBS 3, NBC 10, ABC 6, KYW News Radio, Time Magazine and dozens of others.

Here's a direct link to her website

<http://www.steelowlproductions.com/>

NIC D'AMICO

EXPERIENTIAL CREATIVE DIRECTOR



Don't let the formality of Pier Nicola D'Amico's name fool you. Nic, as he's known to friends and clients alike, grew up in Philadelphia and eventually made his way to New York City to study at Cooper Union School of Art. There Nic experimented with the formal and technical intersections between painting and photography. Little did he know that those early experiments would lead him to the development of many innovative visual styles that would put him on the vanguard of film and commercial directing today. With over 25 years of experience in healthcare, sports and celebrity work, and education he's made it a point to be ahead of the curve by pushing the limits of his own style and of technology itself.

As the founder of Klip Collective and Monogram he has lead these award winning production companies by bringing best in class production and creative services to the region. In fact, one of the things his clients appreciate most is his ability to listen and to distill their ideas into something truly effective, creative, iconic. Here are links to his work:

Here's a direct link to monogram.tv:

<http://monogram.tv>

Here's a direct link to his advertising still work:

<http://damicostudios.com>

HOWARD MCCABE

DIRECTOR



Howard McCabe has an experienced career working with a wide range of clients and an even wider range of talent. He has directed successful campaigns for The Golden Nugget Casino, BlueCross BlueShield of Alabama, Planet Green and Comcast, to name only a few. And he has a long history of reining in potentially challenging talent, working with the likes of Tilman Fertitta, Dennis Rodman, and even Keith Richards. He brings a calm presence to the set, which creates an efficient, non-chaotic tone to the production. His has a meticulous creative process, covering all the bases and delivering the goods, regardless of the project. Whether in-studio or on-location, Howard brings a true approach to each and every job. As creative director and owner of Blue, Howard also brings a unique cinematic vision and technical eye to the table, necessary for the complex requirements of shooting green screen for VFX and Virtual Reality.

Here's a direct link to his work:

<https://www.bluedesign.tv/>

THANK YOU

STEEL OWL PRODUCTIONS

D'AMICO STUDIOS

BLUE VISUAL EFFECTS

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