



P L A Y L I N E S

VRDC
FALL 2017

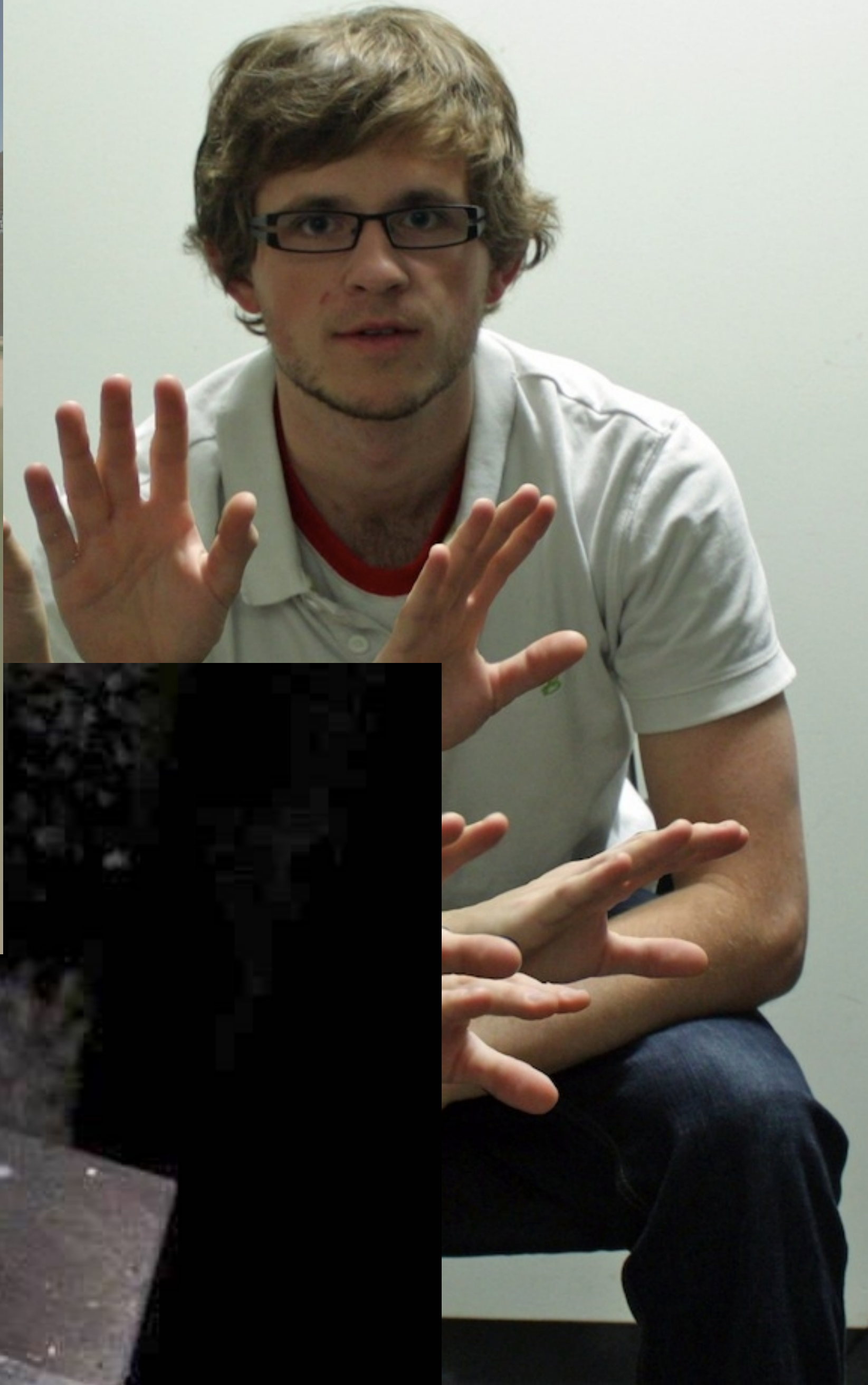
CREATING HEADS-UP NARRATIVE IN AR

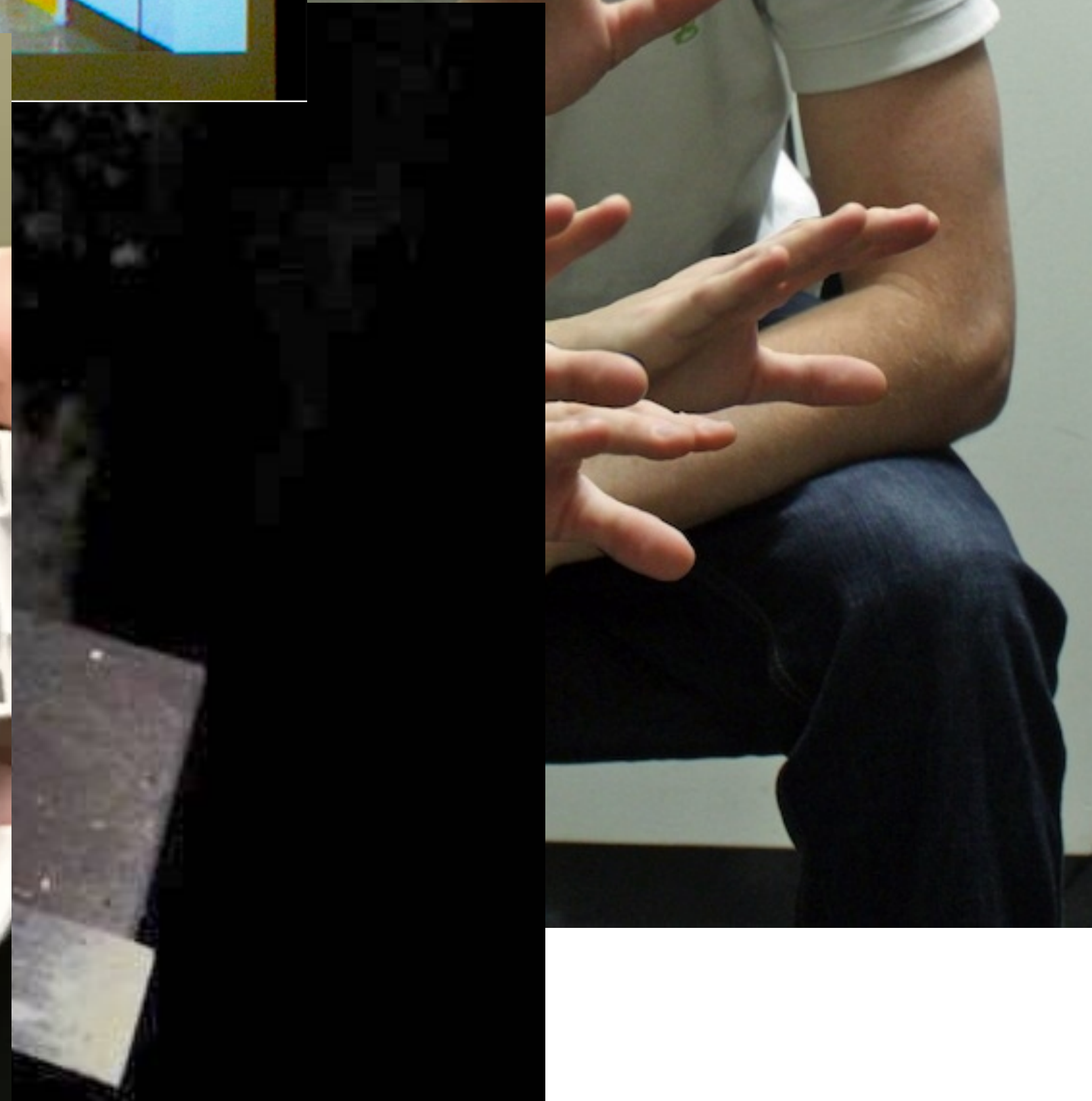
Dustin Freeman
@DustinFreeman
Tech Director, Playlines

Rob Morgan
@AboutThisLater
Creative Director, Playlines



















Carnegie Mellon University
Entertainment Technology



PLAYLINES



COOTRASANA

THE NEXT STOP

Silk

ENVIGADO F.C.

Silk

Algarra

ENVIGADO F.C.

Algarra

HERNAN ORTIZ

COOTRASANA

GET YOUR

GET YOUR

SEXY BEACH BODY

SEXY BEACH BODY

MONKEY

Google

Who am I?

NT
DUE IN: 21:47

OCERIES
D. JURADO

shopping list

- 7 items; autoNAV enabled for faster shopping
- pineapple
- yoghurt

BONUS JOB

MASCC

Costumed R.
Assistant, select & accept

5 MONKEYPOINTS

BONUS JOB

PROOF READING
premium only

5 MONKEYPOINTS

POINTS

JOB MONKEY
LEVEL
4

Mobile

Mobile
Audio-driven

Mobile

Audio-driven

Location-based

Mobile

Audio-driven

Location-based

Immersive

Mobile

Audio-driven

Location-based

Immersive

Context-Sensitive

Mobile

Audio-driven

Location-based

Immersive

Context-Sensitive

Augmented Reality

Mobile

Audio-driven

Location-based

Immersive

Context-Sensitive

Augmented Reality

Games

Mobile

Audio-driven

Location-based

Immersive

Context-Sensitive

Augmented Reality

Theatre

Mobile

Audio-driven

Location-based

Immersive

Context-Sensitive

Augmented Reality

Experiences





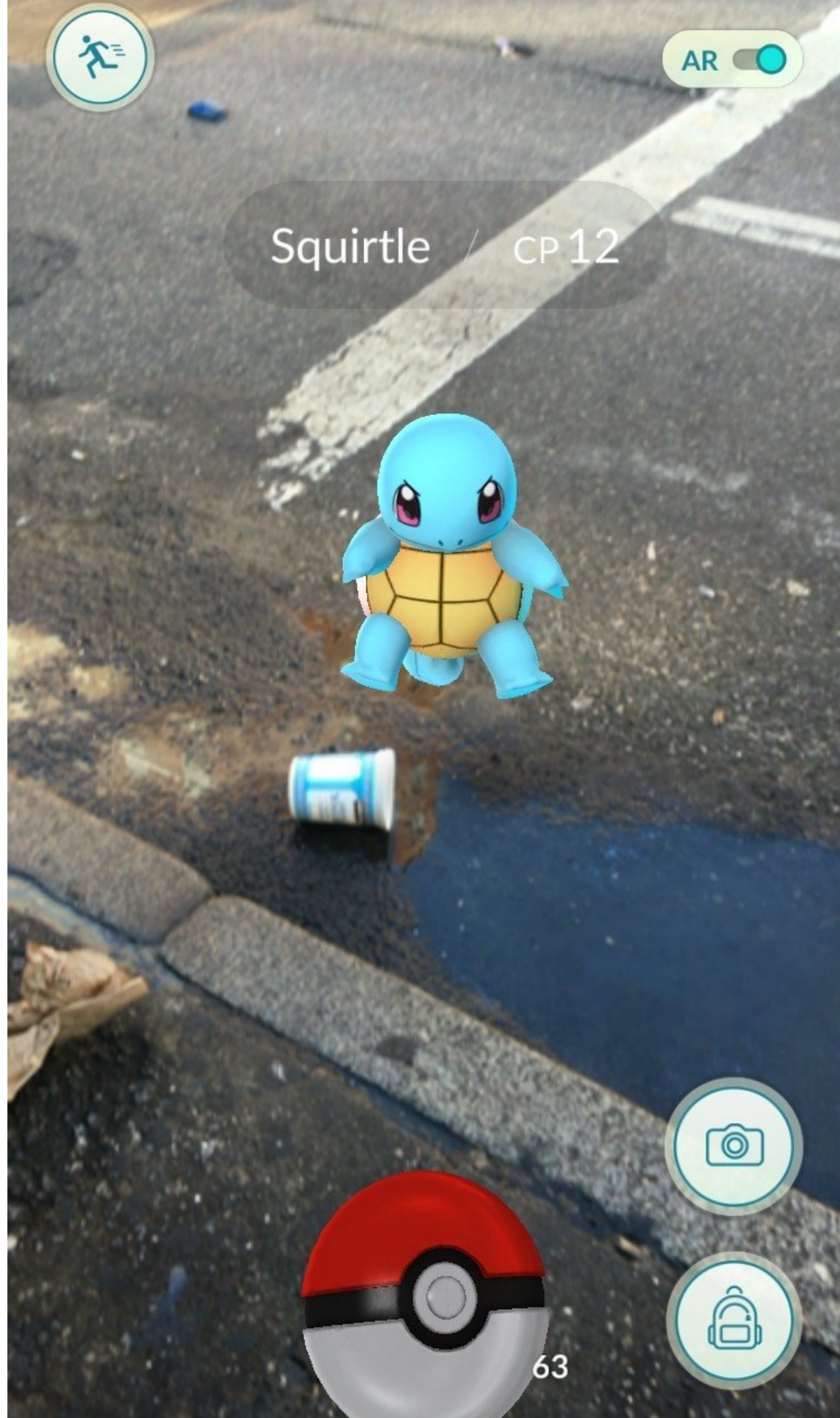
AR



Squirtle / CP 12



63









PUNCHDRUNK

MEETS

POKEMON GO



PUNCHDRUNK

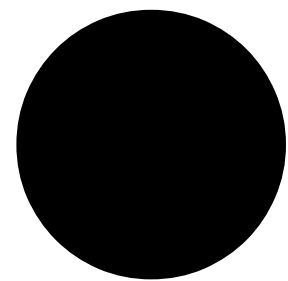
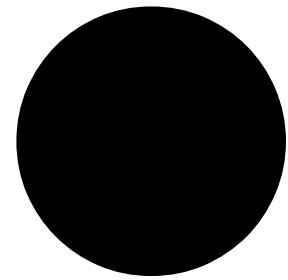
MEETS

POKEMON GO

IMMERSIVE

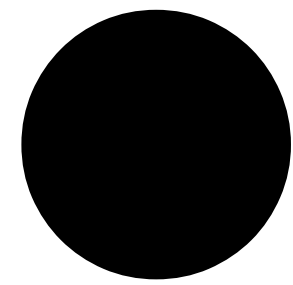
AR

- **HEADS-UP**



- **HEADS-UP**

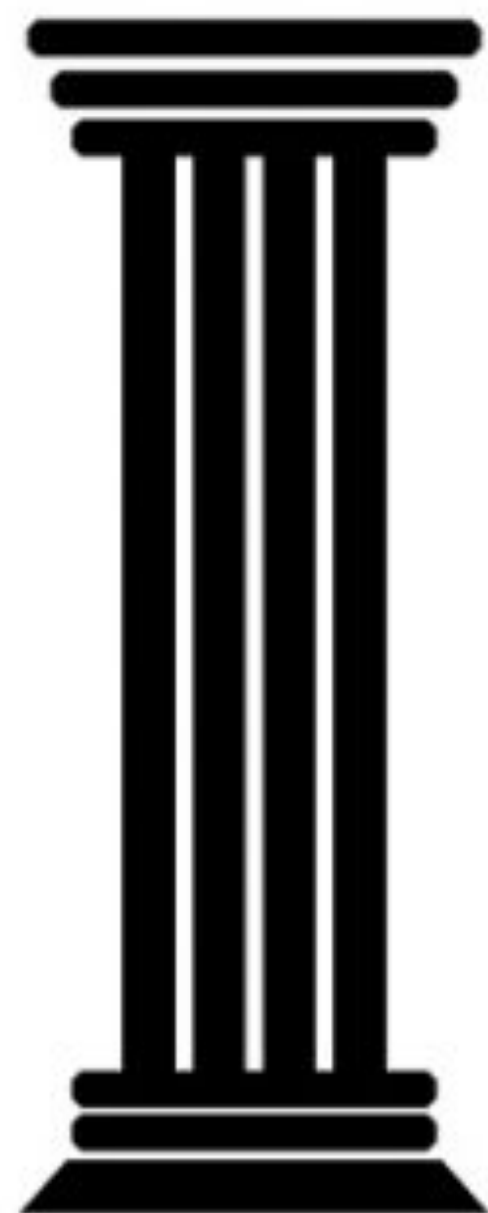
- **IMMERSIVE**



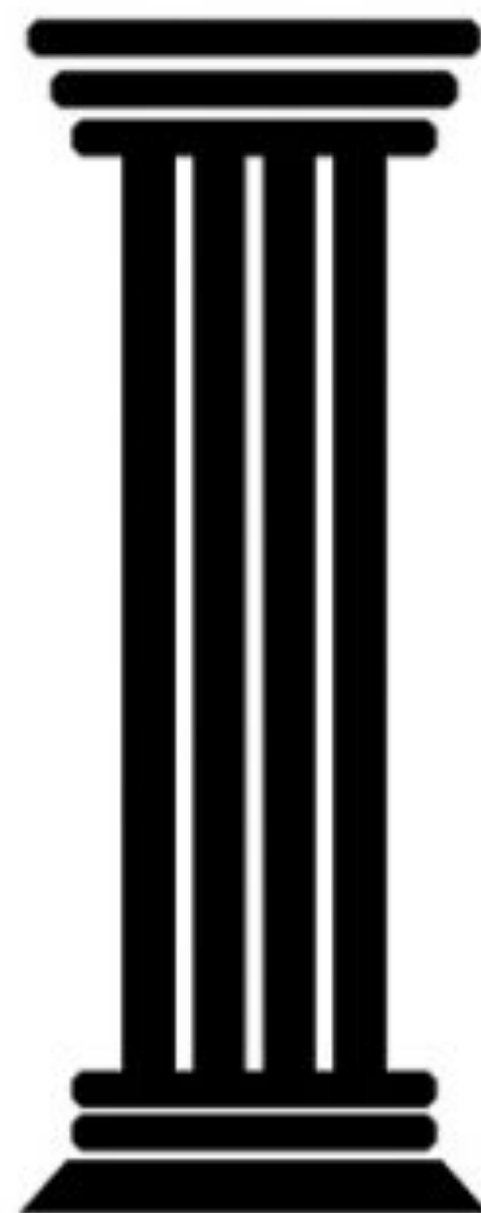
- **HEADS-UP**

- **IMMERSIVE**

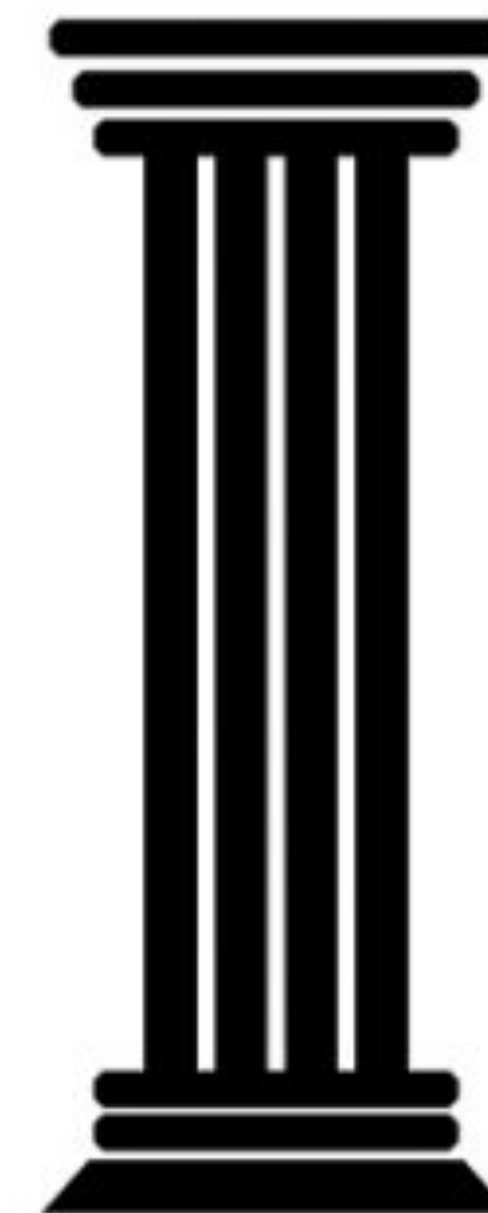
- **SOCIAL**



HEADS-UP

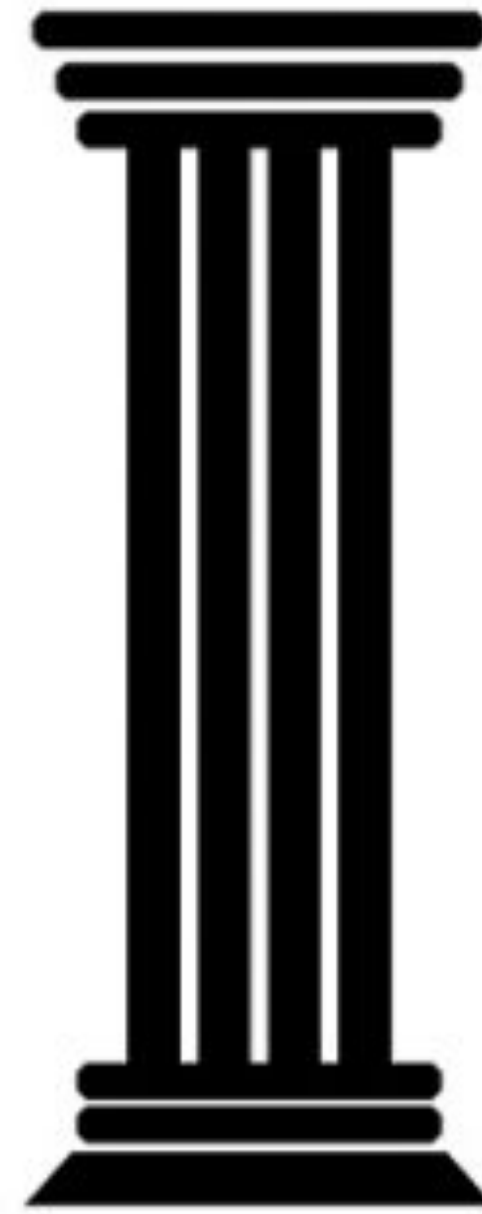
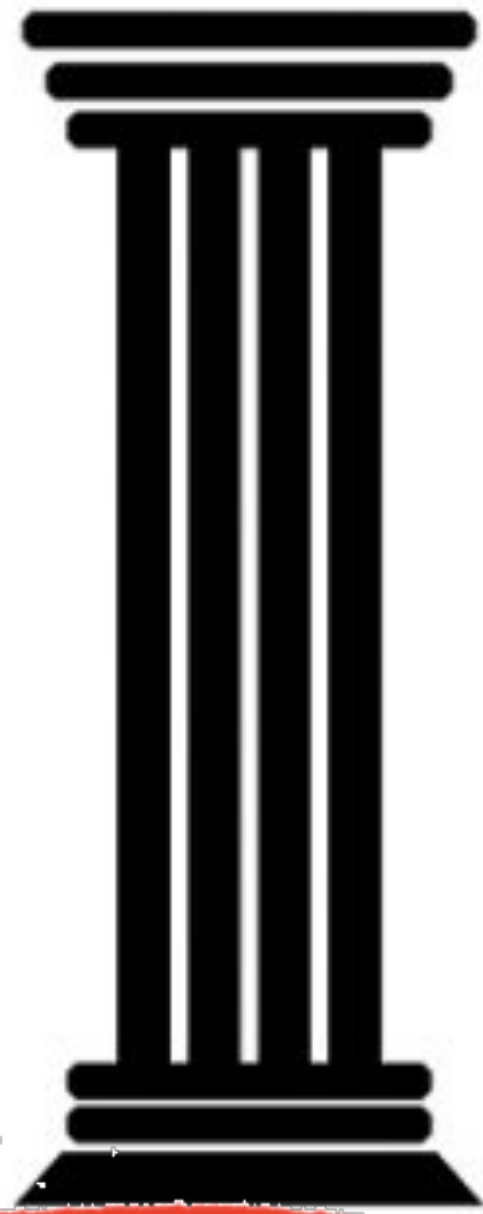


IMMERSIVE



SOCIAL





HEADS-UP

IMMERSIVE

SOCIAL



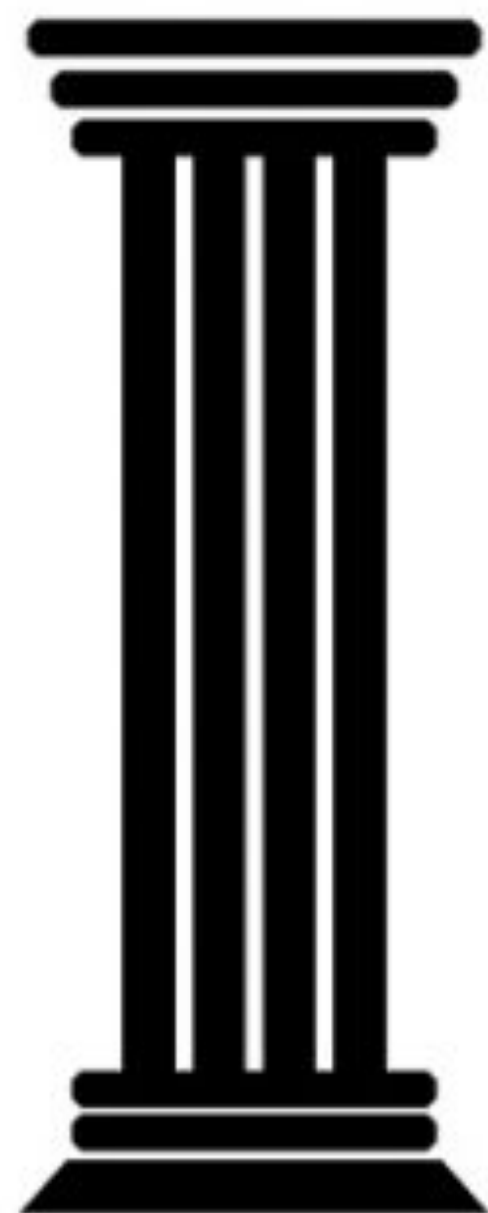




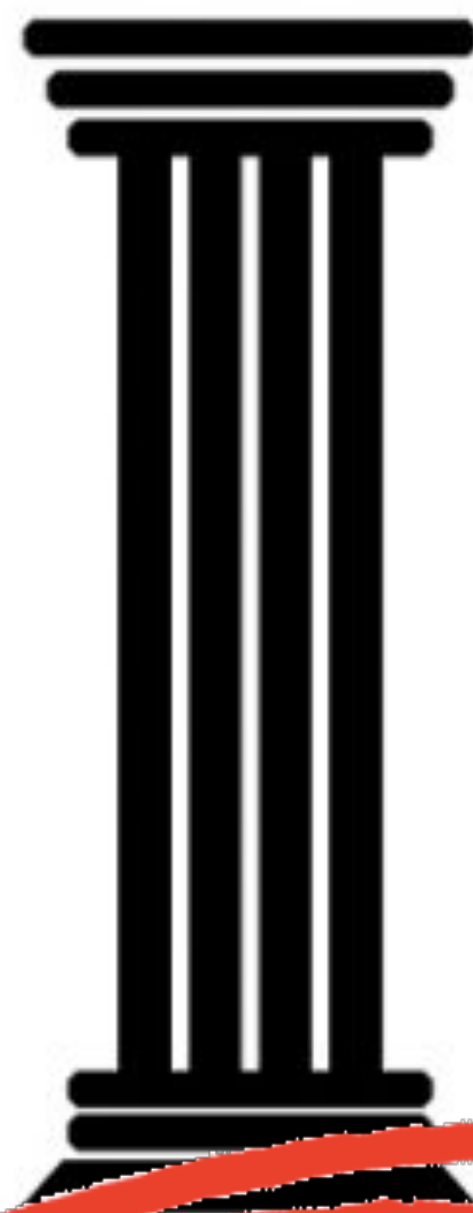


"It makes them look like a total doofus if they're doing it for an extended period of time."

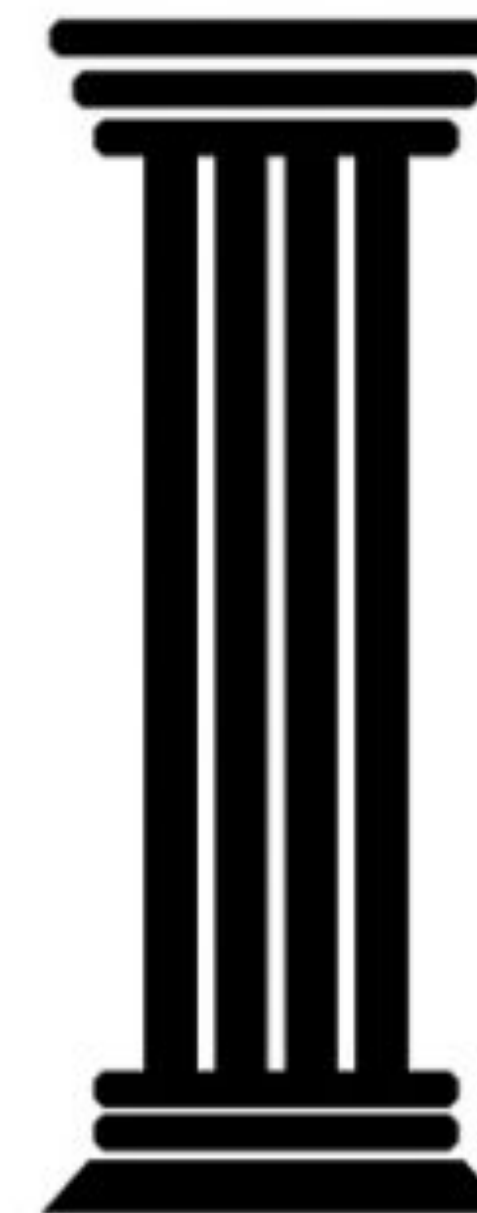
–Niantic CTO Phil Keslin



HEADS-UP



IMMERSIVE



SOCIAL



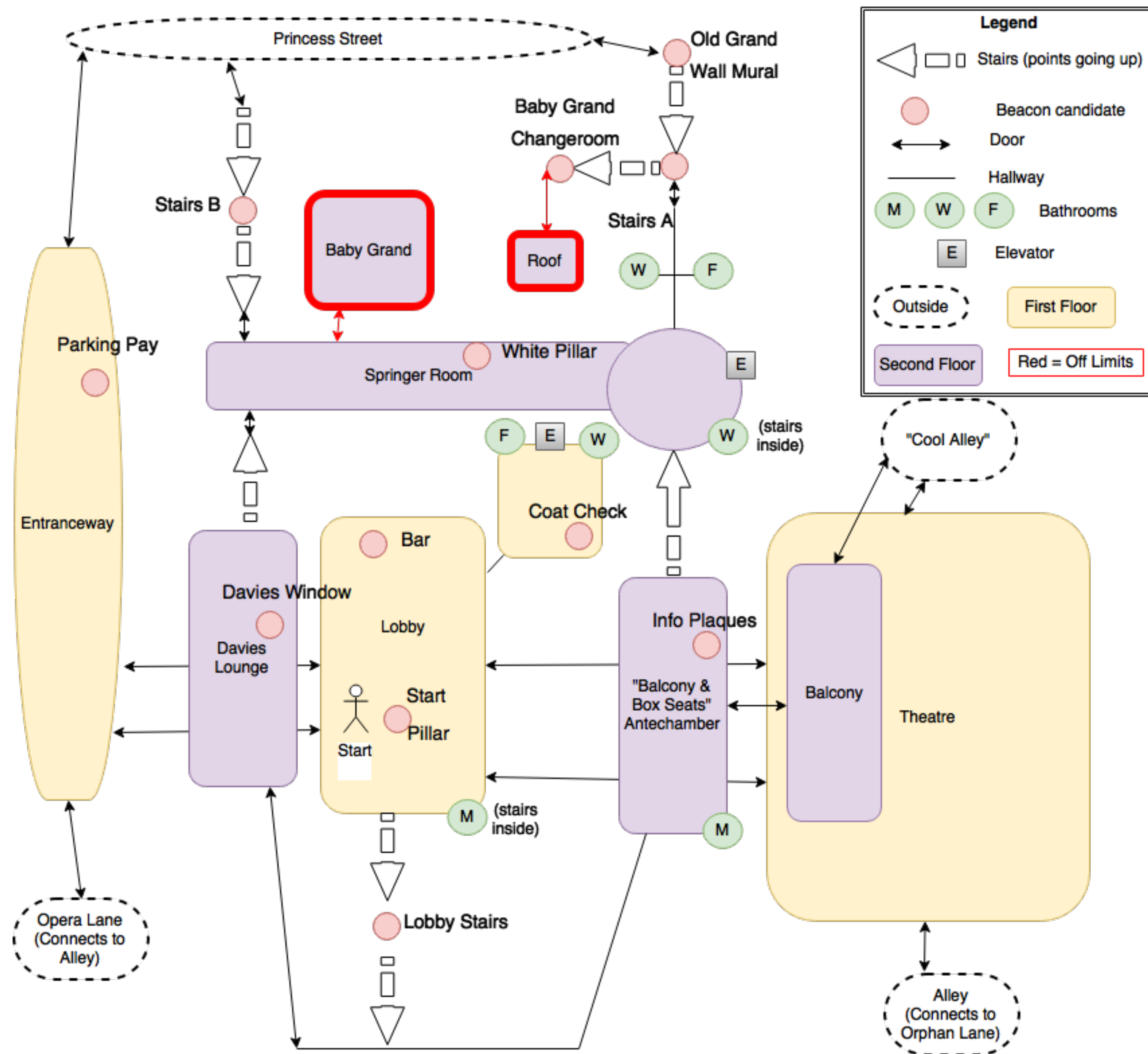
HUMAN-SCALE

STORYTELLING

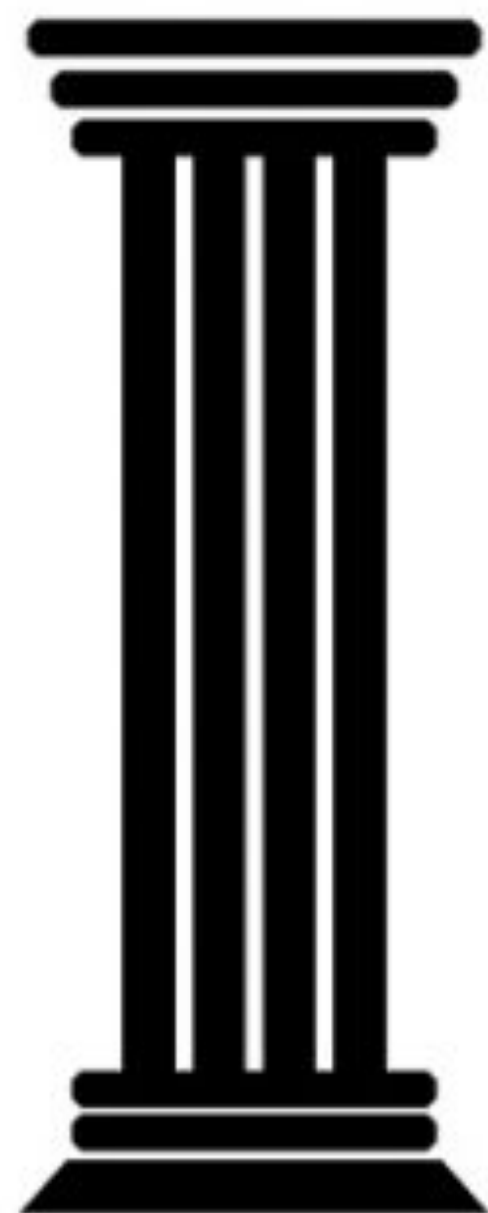




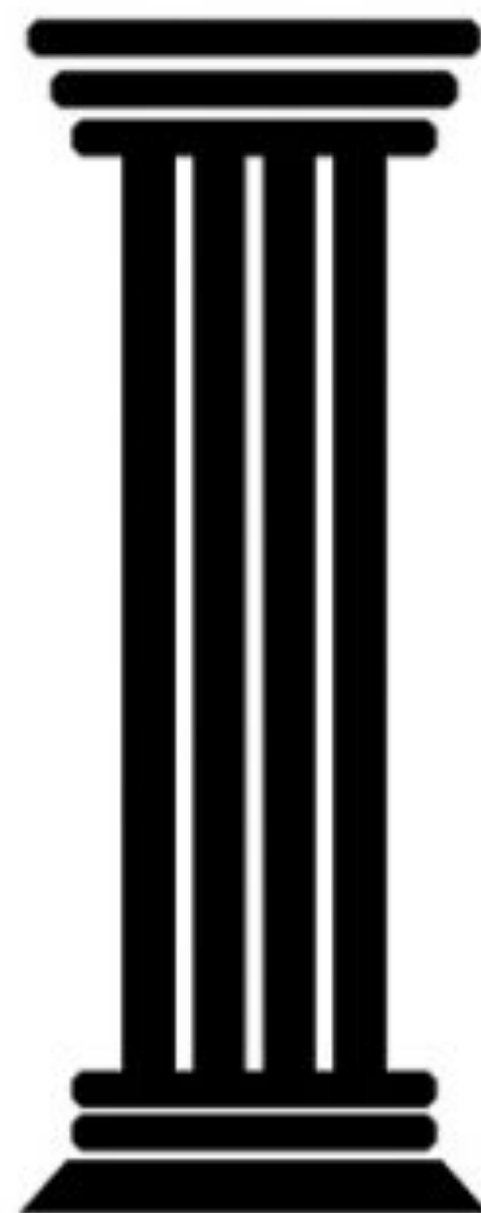
Reverse Level Design



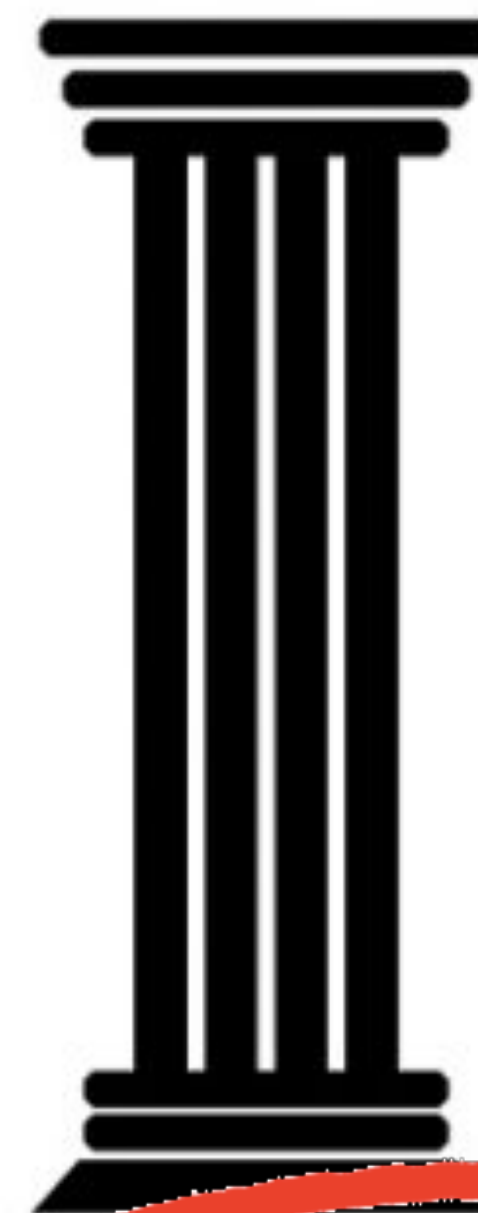




HEADS-UP



IMMERSIVE



SOCIAL

Aren't

**Aren't
People**

**Aren't
People
Interesting?**

WELL THIS IS

AWKWARD

JUST ACT

NORMAL

MINIMUM

VIA BLE FICTION

MINIMUM

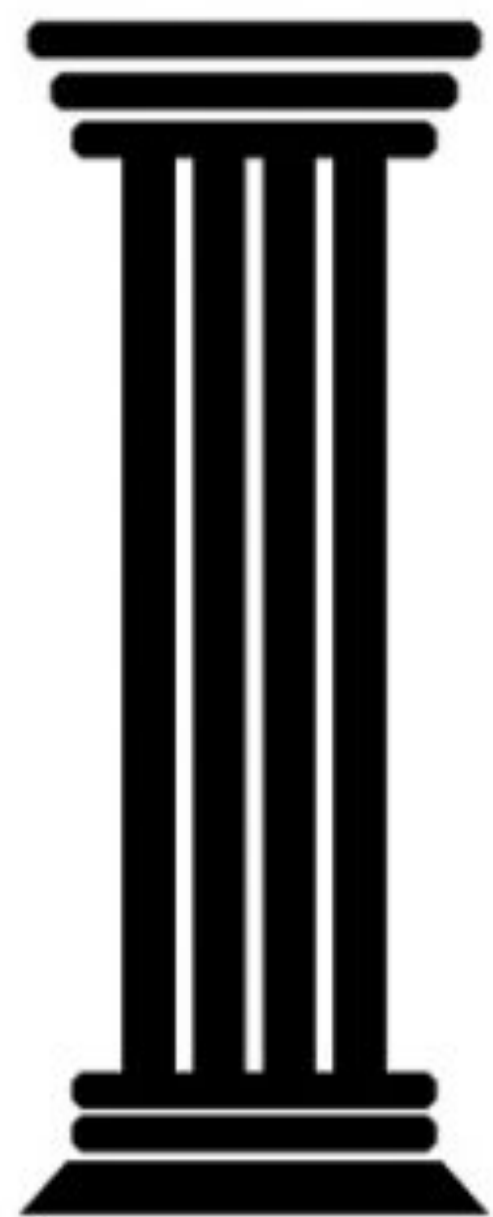


CRIME SCENE DO NOT CROSS

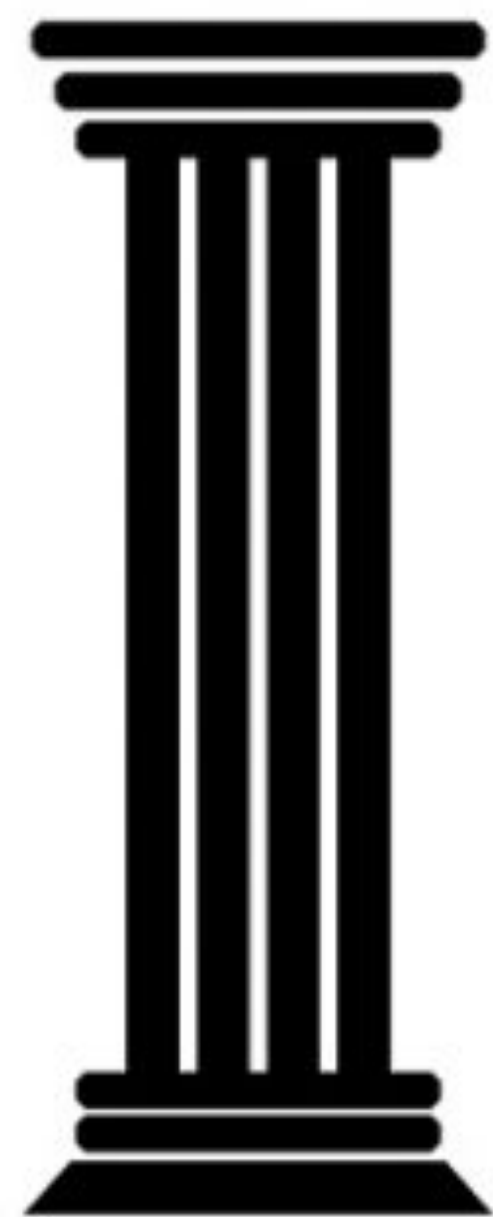
VIABLE FICTION

CONTEXT-
SENSITIVE

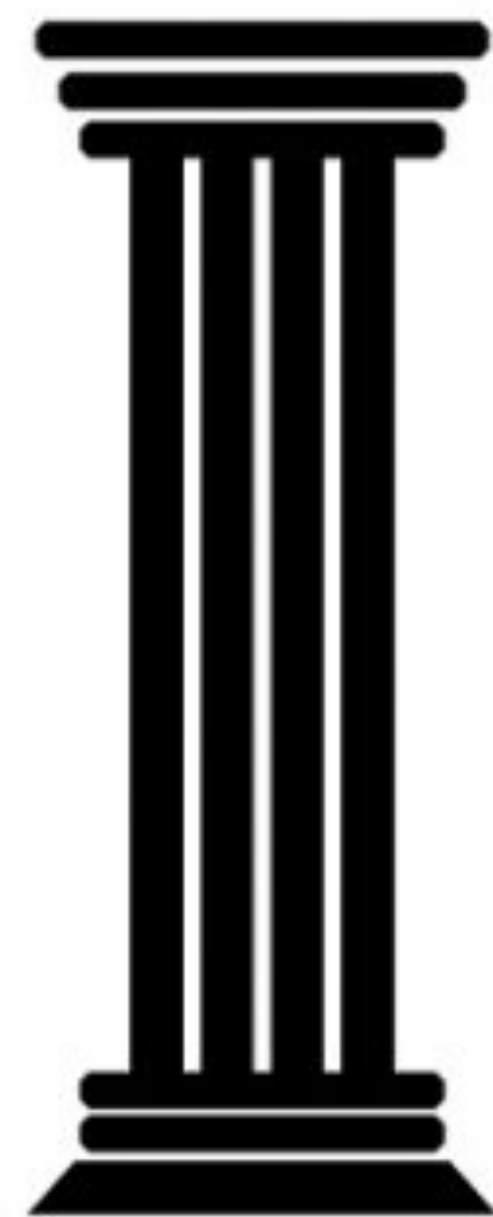




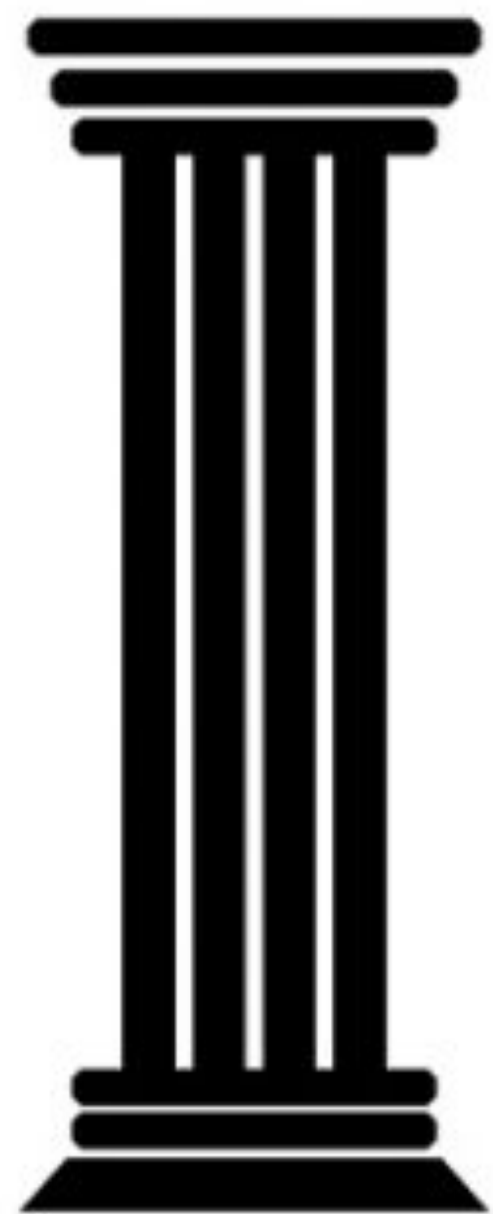
HEADS-UP



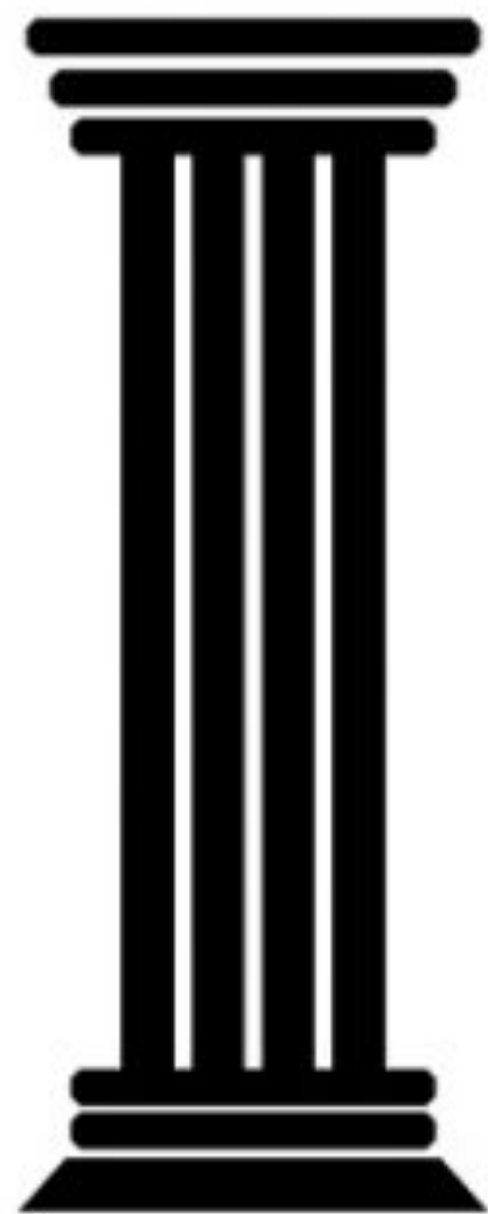
IMMERSIVE



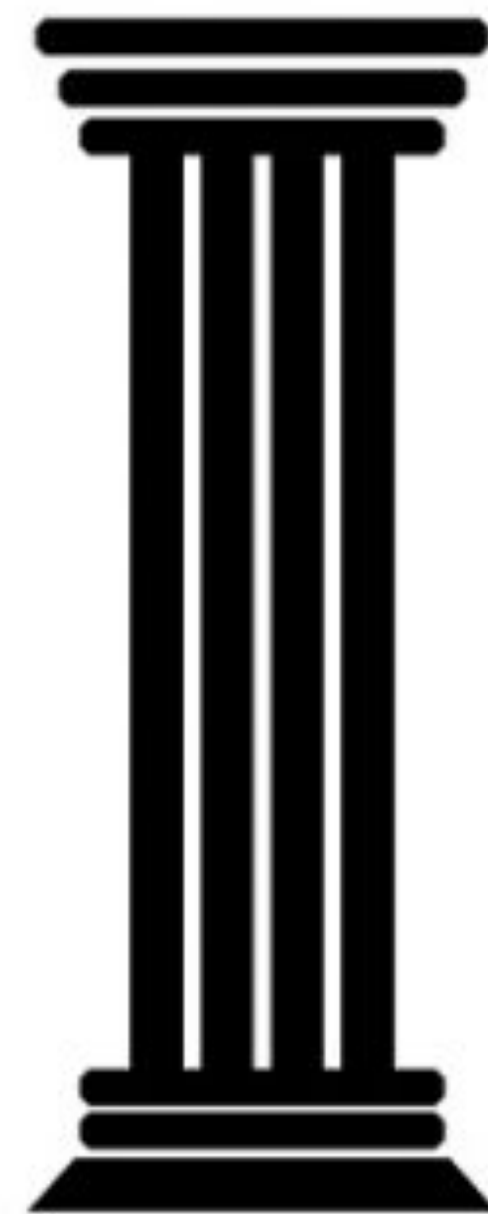
SOCIAL



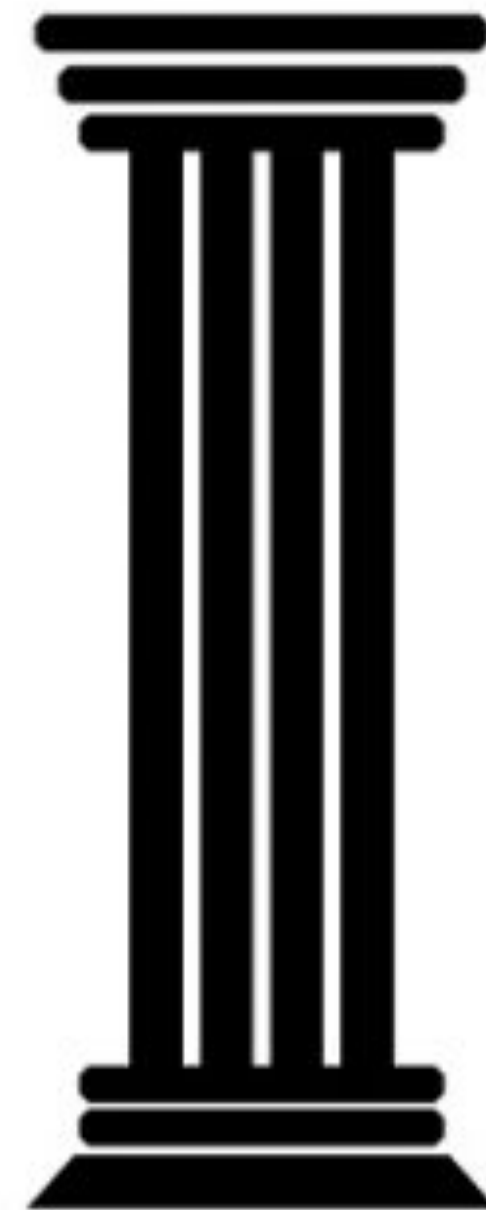
HEADS-UP



IMMERSIVE



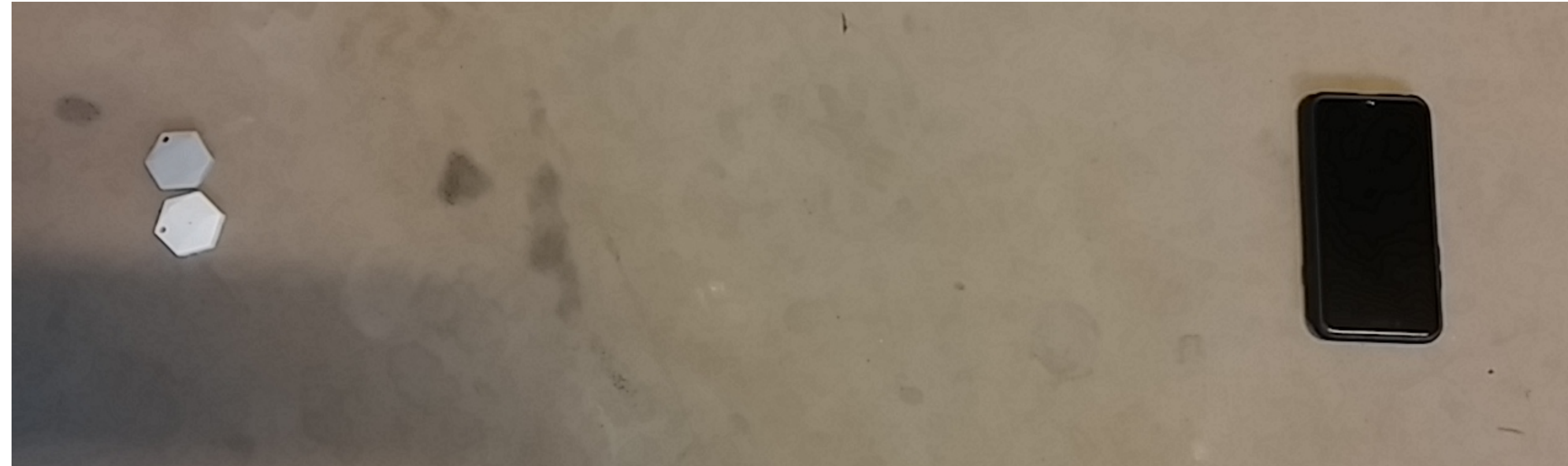
SOCIAL





Beacon Proximity

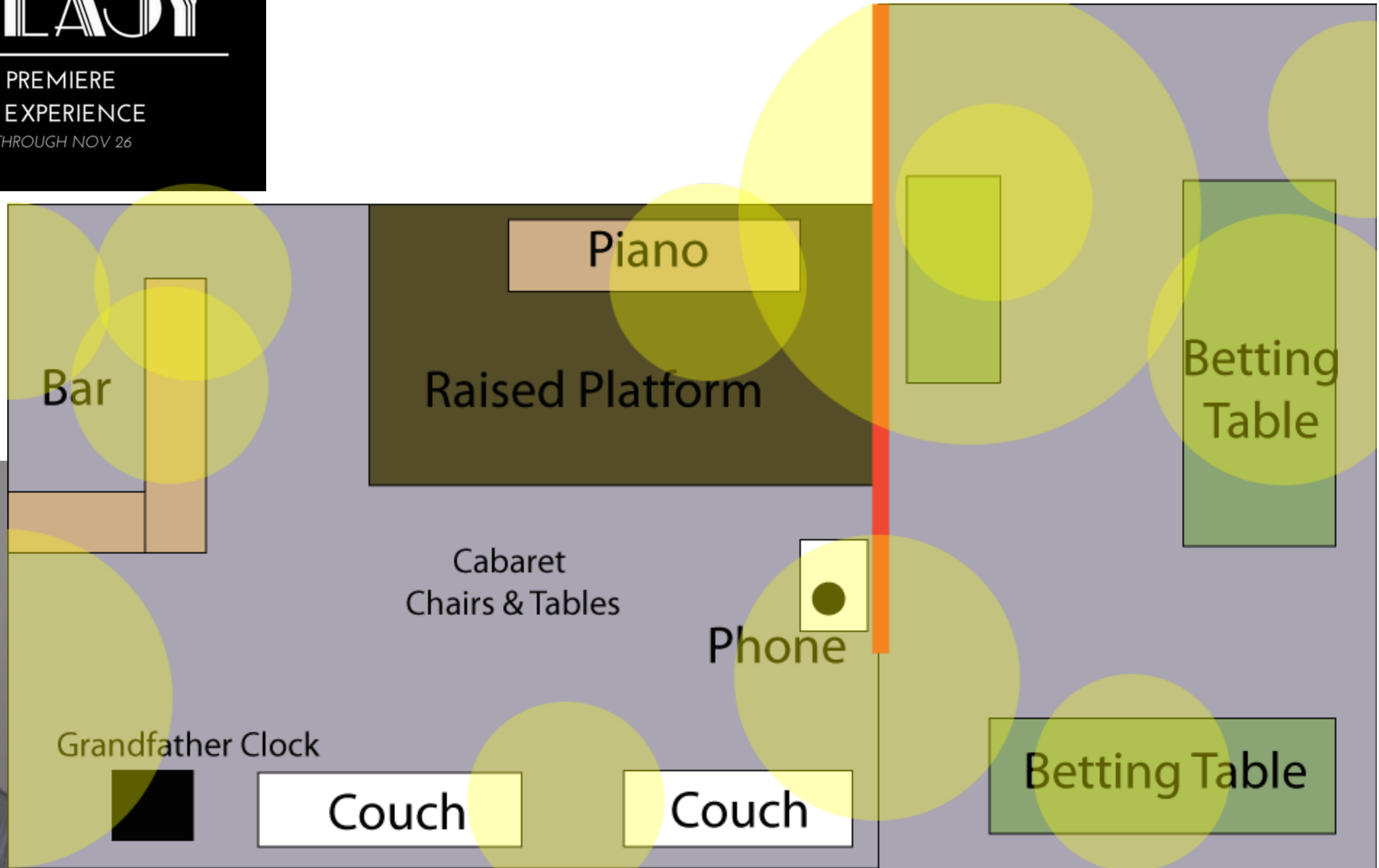
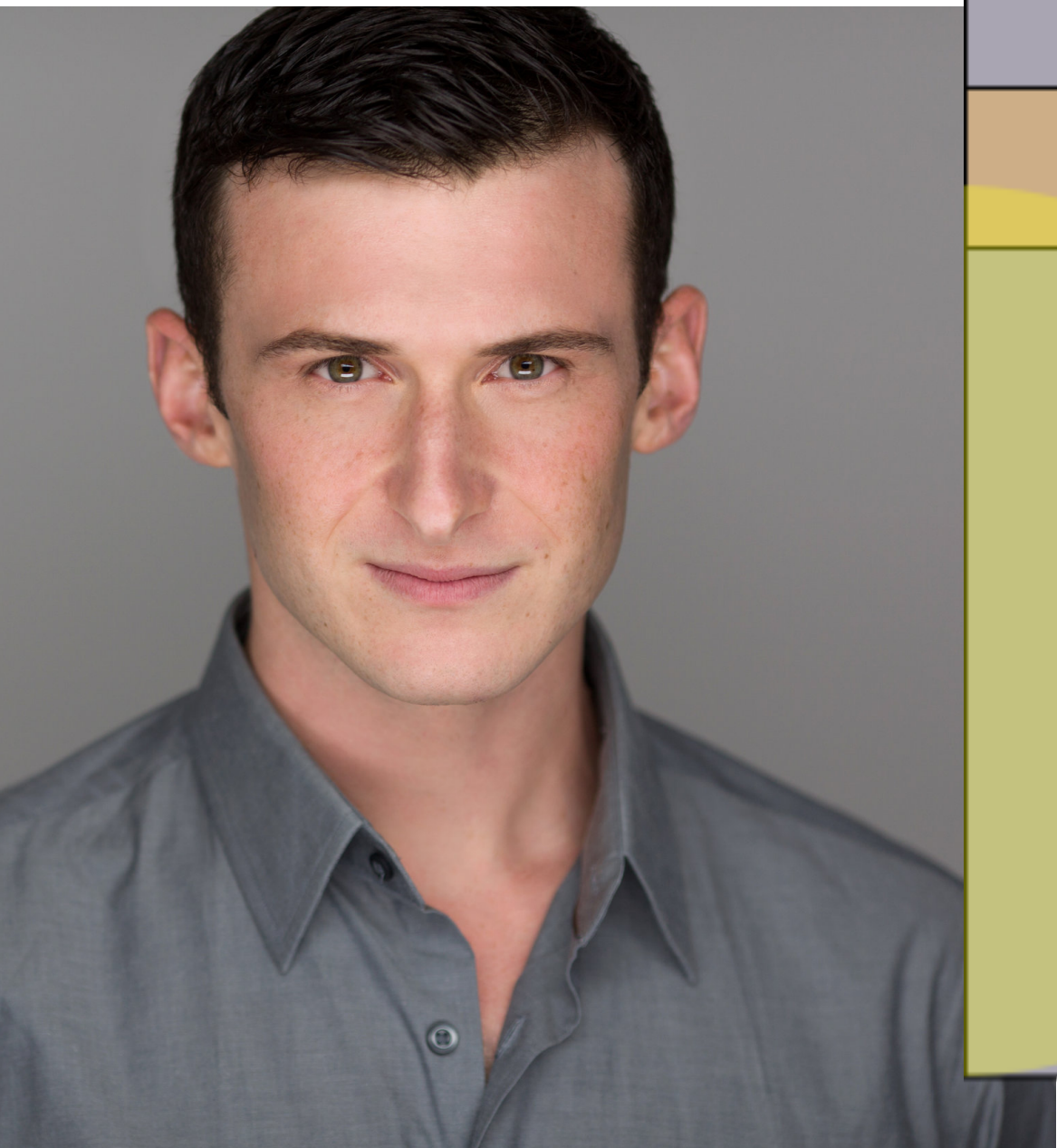
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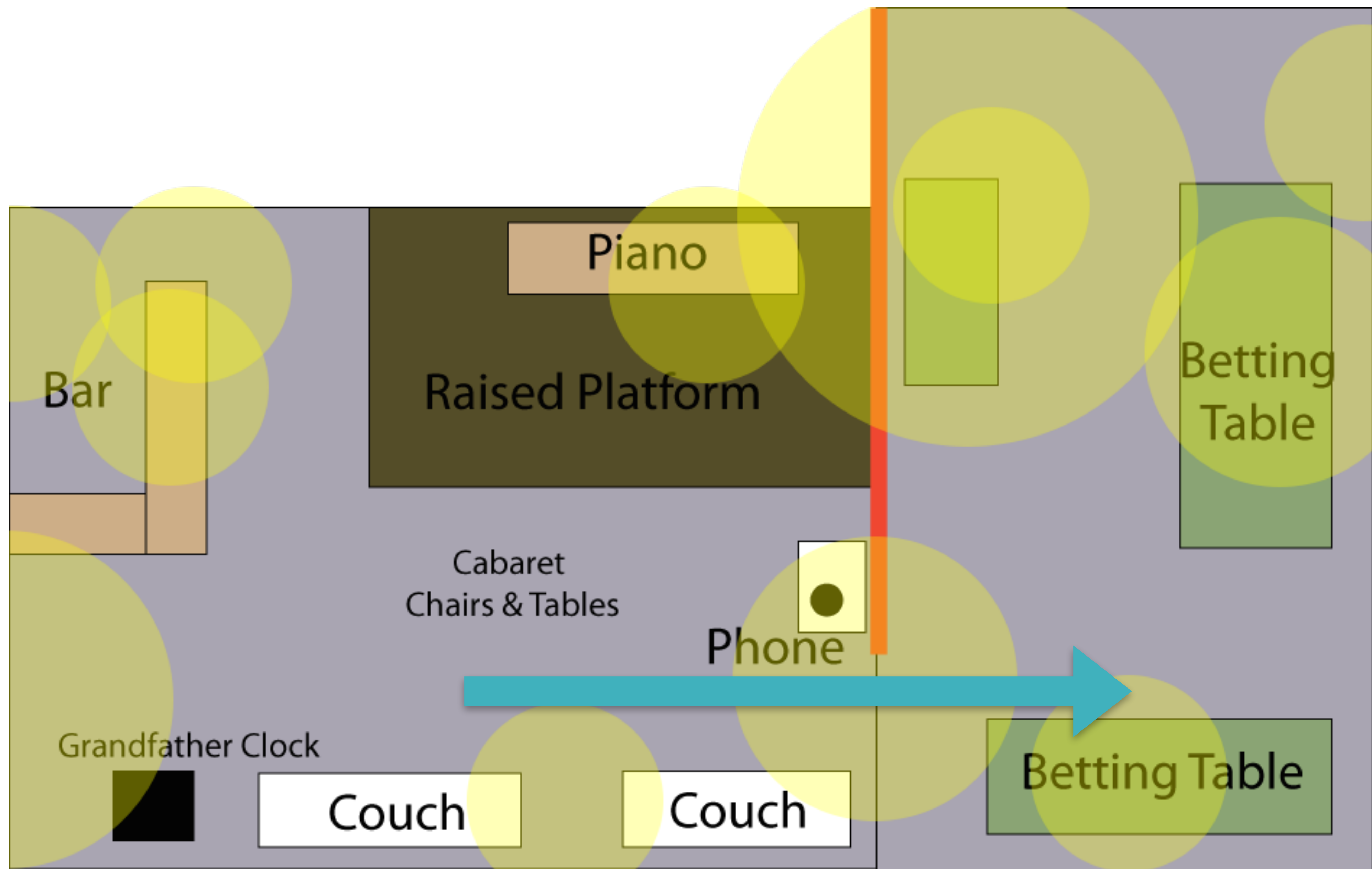


THE SDEAKTEASY

SAN FRANCISCO'S PREMIERE
IMMERSIVE THEATRE EXPERIENCE

APPOINTMENTS AVAILABLE THROUGH NOV 26









Beacon Proximity



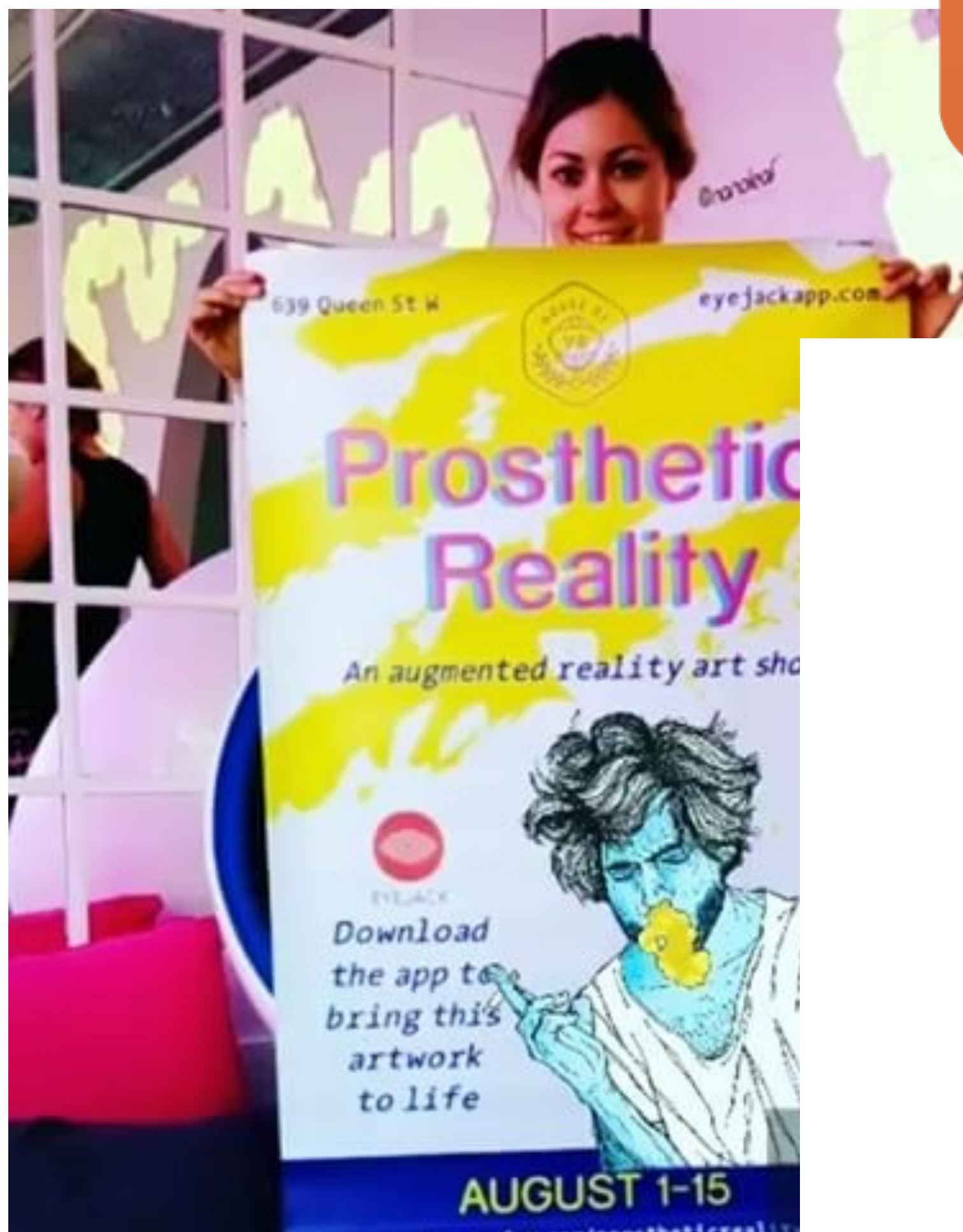
User Onboarding



Eventbrite®



Eventbrite®



FREE Wi Fi







Beacon Proximity

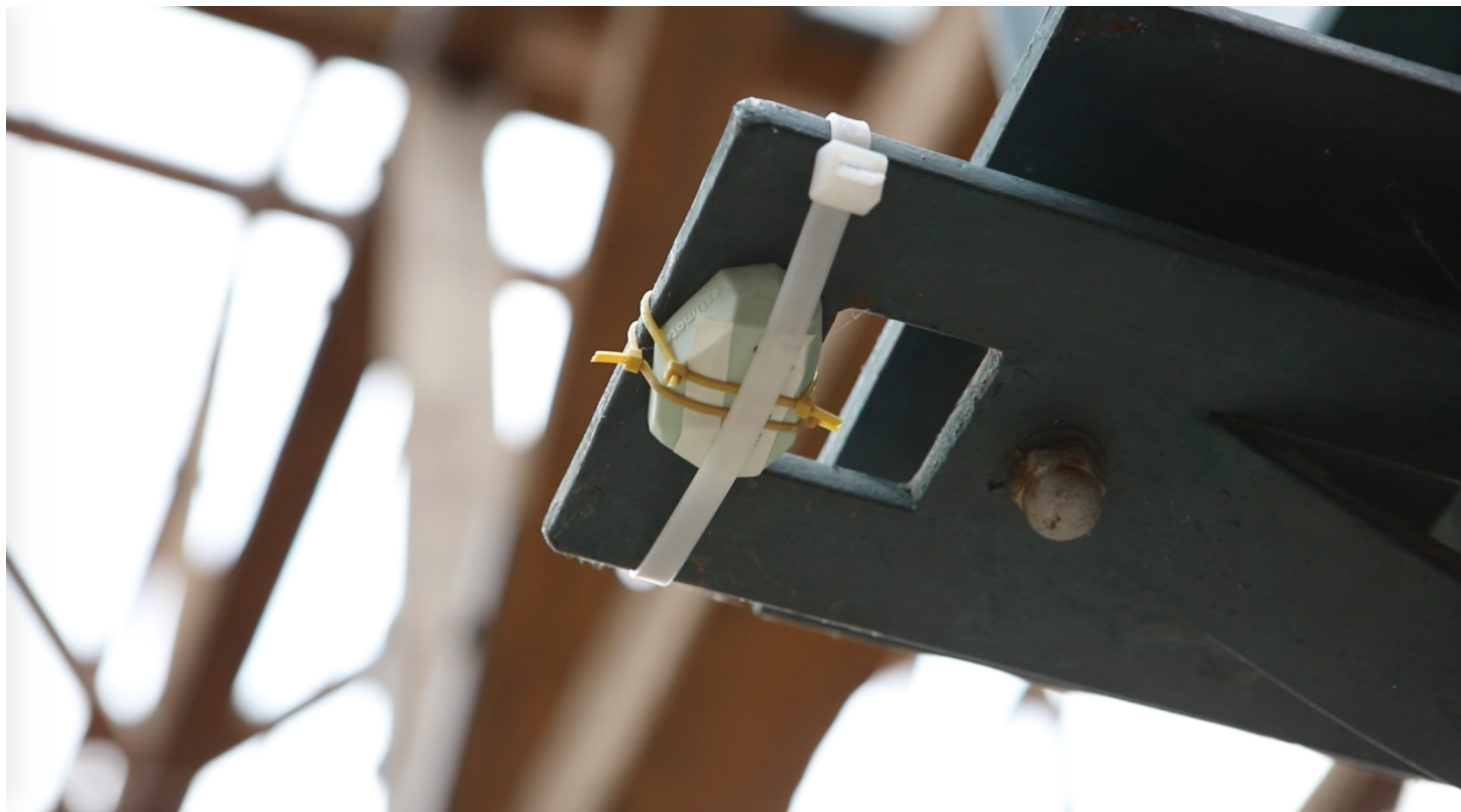


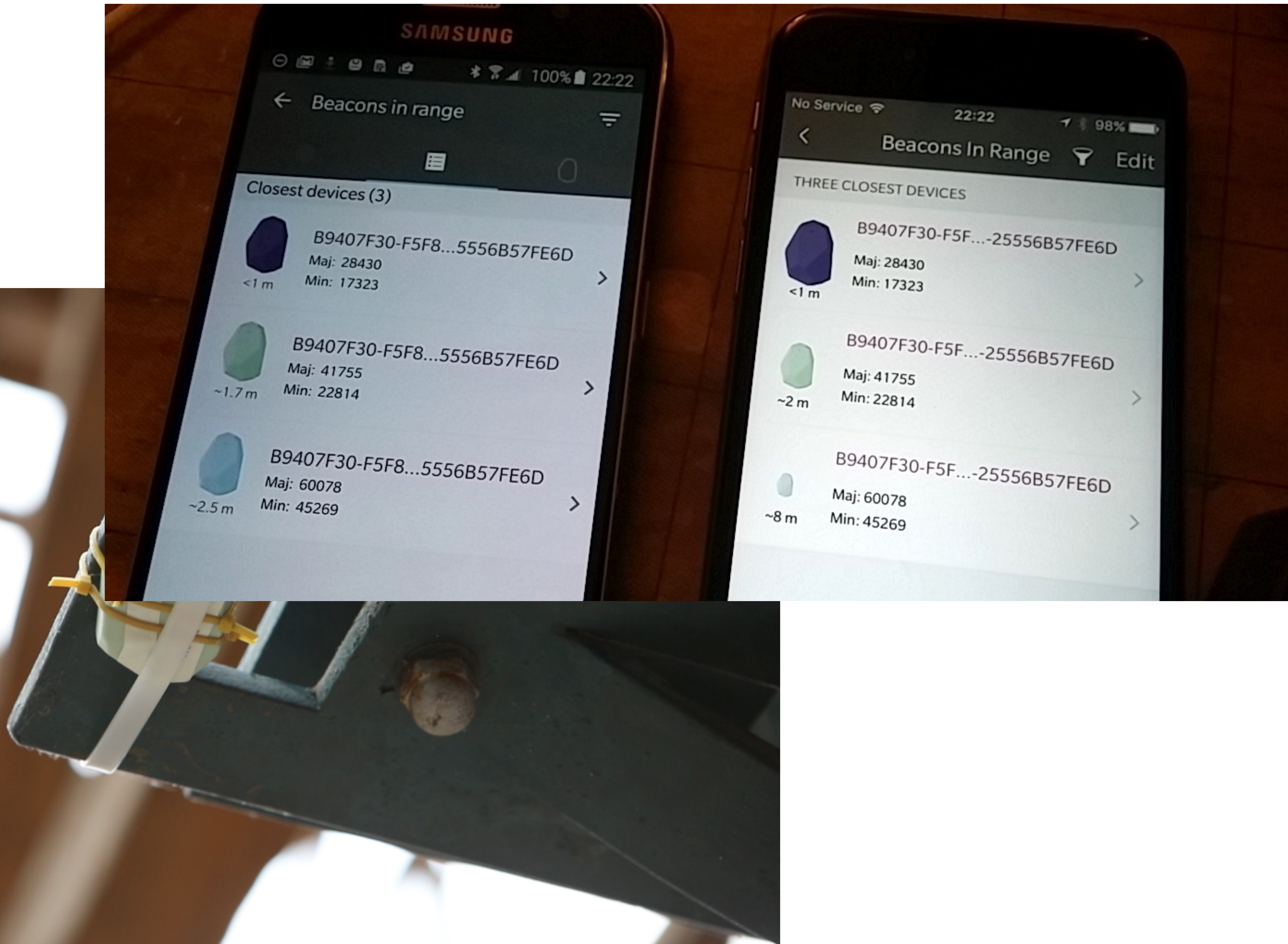
User Onboarding



Beacon Rigging







BUT IS IT AR?

COME AT US

WHAT'S

NEXT?

AT THE GRAND THEATRE

AMBROSE

On December 1st 1919, theatre tycoon and self-made millionaire Ambrose Small sold all of his theatres at a profit of 1.7 million. The next day, he disappeared and his body was never recovered. The mystery surrounding the true story of Ambrose Small is explored as audiences go behind the curtains of one of his former properties: the Grand Theatre.

JULY 15, 16, 17, 19 AUGUST 6, 7, 8, 13, 14, 15
SHOWS : 7:30 PM



DLT

 TheKickandPush
 @thekickandpush
thekickandpush.com

TICKETS ON SALE
GRAND THEATRE BOX OFFICE
kingstongrand.ca 613.530.2050

THE
KICK
&
PUSH
FESTIVAL

AT THE GRAND THEATRE

AMBROSE

On December 1st 1919, theatre tycoon and self-made millionaire Ambrose Small sold all of his theatres at a profit of 1.7 million. The next day, he disappeared and his body was never recovered. The mystery surrounding the true story of the disappearance of Ambrose Small is explored as audiences go behind the curtains of one of his former properties: the Grand Theatre.

JULY 15, 16, 17, 19 AUGUST 6, 7, 8, 13, 14, 15
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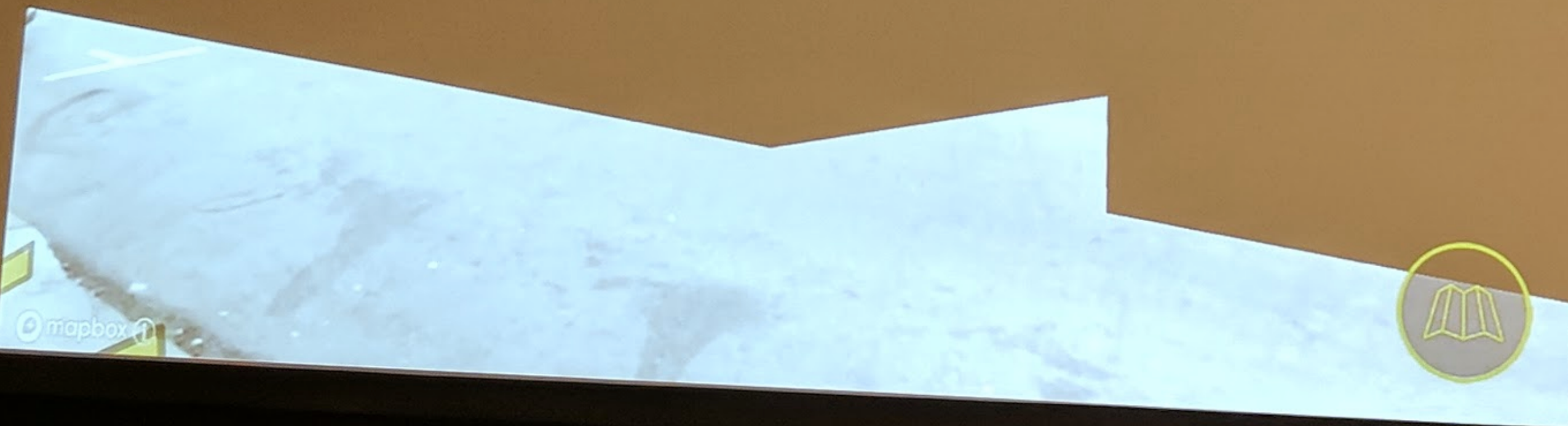
THE
KICK
&
PUSH
FESTIVAL





Virtual Billboards

Bring global buildings
into Unity



mapbox





P L A Y L I N E S

VRDC
FALL 2017

CREATING “HEADS-UP” NARRATIVE IN AR

Dustin Freeman
@DustinFreeman
Tech Director, Playlines

Rob Morgan
@AboutThisLater
Creative Director, Playlines



Dustin Freeman  SOON VRDC
@dustinfreeman

Following



Going to invent the term "Heads-Up Non-Display" to describe audio-based Augmented Reality. [@AboutThisLater](#)
[@PlayLinesAR](#)

7:59 PM - 27 Feb 2017