



# Out There

THE WORLD'S FIRST IMMERSIVE MUSICAL  
IN AUGMENTED REALITY & SPATIAL COMPUTING



CONCEPT

# OUT THERE

A NEW KIND OF IMMERSIVE EXPERIENCE

Augmented Reality headsets will change the way we discover the world and greatly expand the way we experience entertainment in the next few years.

"Out There" is a breakthrough innovative experience, the first of its kind worldwide. Out There represents the future of immersive experiences, where reality and the virtual world are inextricably mixed in an unforgettable musical experience.

***Out There is the first-ever immersive musical in Augmented Reality - a unique combination of storytelling, music and technology.*** Created for the new Magic Leap AR headset, users explore a physical set, surrounded by singing and dancing 3D and 2D characters throughout the 4-minute experience. Thanks to spatial mapping and spatial sound, the user's movements around the room influence their perception of the song - providing, for the first time ever, very realistic sensations of physically moving within a song. For the first time, audiences will have a sense of visual and audio immersion - where they can freely move, touch and interact with the physical set and the 3D characters.

Out There is a joint project of passion project driven by some of the world's best creators, composers and animators from the US and Europe (whose collective credits include "Pearl" - the first VR film to be nominated for an Oscar -, Glen Keane's "Duet", and more). With Emmy-award & Grammy-award nominee Vanessa Williams in the cast, Out There is produced by WILKINS AVENUE & POLLEN MUSIC GROUP, with the support of MAGIC LEAP.



STORY & ANIMATION

# A YOUNG GIRL, A MAGICAL ROOM



## THE STORY

Liv is a young girl who has never left her bedroom. She is a fragile and delicate child trapped within four walls and longing to explore the outside world. She dreams of flying away like the birds in the paintings decorating her room. After the family portraits around the room come to life in song, Liv realizes it is time for her to leave.

## THE EXPERIENCE

WILKINS AVENUE is a VR & AR production company creating a new world of immersive experiences. In "Out There", real-time 3D animation and traditional 2D animation (the "portraits") come together and blend perfectly in the audience's physical surroundings. Founded by creative producer Thibault Mathieu, Wilkins Avenue blends AR, spatial mapping and spatial audio, to make the magical characters in "Out There" come alive, bringing fantasy and wonder to the real-world environment.



” In “Out There”, technology is the vehicle for an almost-forgotten type of traditional animation and character design, worthy of early Disney classics. The result is a uniquely delightful entertaining experience, halfway between an escape room and a Pixar musical.”

**Thibault Mathieu**  
(Creative Producer, founder of Wilkins Avenue  
and Creator of “Out There”)



THE SONG

## THE FIRST-EVER IMMERSIVE MUSICAL IN AR

Pollen Music Group composes and produces the original signature song of "Out There", and the experience's spatial sound mix. Since 2010, Pollen has provided score, sound design and spatial audio for many award-winning VR and AR experiences, including PEARL – the first VR film to be nominated for an Oscar – and Gorillaz's VR video, "Saturnz Barz" (Spirit House).

Immersed in the song while wearing the Magic Leap AR headset, the user is free to explore the environment and walk up to each character - or to each prop of the set - to hear their individual voice. Spatial audio and music will play a key role in the storytelling and discovery of the set, as each character, voice and instrument can deliver different information based on the user's position within the room. Therefore, each user's experience will be unique.





THE CAST

# VANESSA WILLIAMS & ENSEMBLE CAST

**Vanessa Williams is the voice of "Mom" in Out There.** As an Emmy-award nominated actress (Ugly Betty, Desperate Housewives, ...) and a Grammy-award nominated singer ("Save The Best For Last", "Colors Of The Wind" from Disney's Pocahontas, ...), Vanessa Williams brings her extraordinary voice and talent to the project and the multi-talented cast that brings the experience to life.

**Mia Harte,** a young actress & singer with a promising career, is the voice of Liv.





” ” “Out There” distinguishes itself by centering on a touching story and a powerful song, the stuff from which great musicals are made. Penned by Rachel Garlin, the song gives “Out There” its memorability and emotional heft, the effect of which is reinforced through fully immersive, spatialized audio production. But, importantly, the technology doesn’t call attention to itself. It works behind the scenes, so you won’t quite know why you are welling up. ” ”

**Alexis Harte**

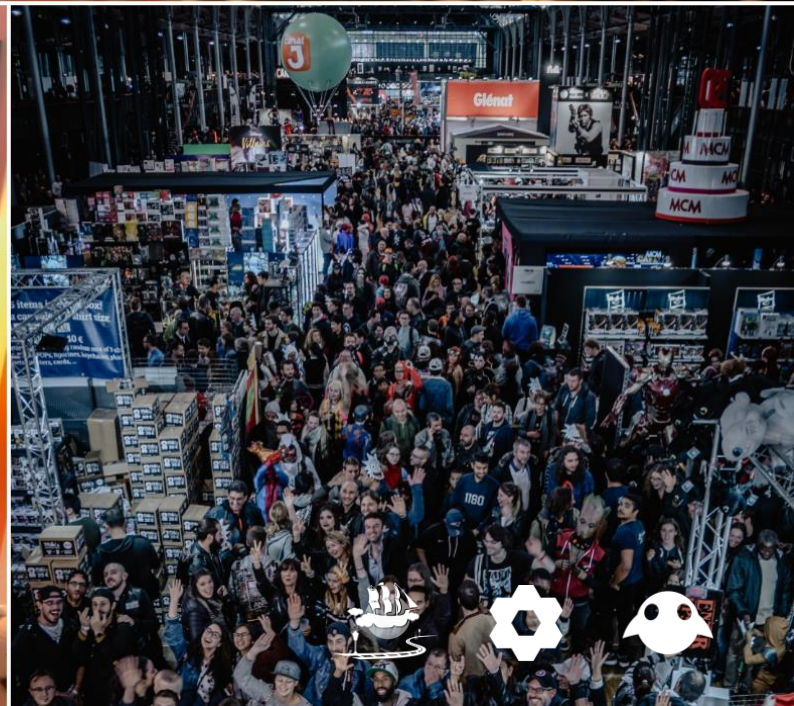
(Annie and Peabody Award-winning songwriter of “Pearl” and Musical Director/Co-Producer of “Out There”)



Out There



COMIC CON PARIS  
INSTALLATION OF OUT THERE





PRESS

“Out There” makes for an unforgettable experience ”

MAGIC LEAP

“A whole new world of melodic storytelling via Augmented Reality ”

NEXT REALITY

Watch “Out There” on national TV M6 [here](#)

Watch the official teaser trailer [here](#)



# ABOUT



[WILKINS-AVENUE.COM](http://WILKINS-AVENUE.COM)



[POLLENMUSICGROUP.COM](http://POLLENMUSICGROUP.COM)



[MAGICLEAP.COM](http://MAGICLEAP.COM)

Wilkins Avenue is a Paris-based production company specializing in disruptive, immersive experiences in Virtual Reality (VR) and Augmented Reality (AR). With a focus on location-based entertainment, Wilkins Avenue is currently developing a slate of immersive stories specifically created for AR & VR. Wilkins Avenue works with major international companies (Reed Exhibitions, Heineken, Webedia) and theme parks (Koezio) on all their VR & AR initiatives, from design/consulting to production. Wilkins Avenue's latest Magic Leap AR experience, "Out There", will be released at Comic Con Paris in October. Its latest VR experience, "Ice Cube Protocol" (free-roaming VR) will be released at Koezio's theme parks in November 2019. Wilkins Avenue was founded by VR/AR veteran & creative producer Thibault Mathieu.

Pollen Music Group is an award-winning music & sound design studio led by three of California's top audio visionaries (Alexis Harte, Scot Stafford and JJ Wiesler). Pollen is recognized as a pioneering force in the world of music and spatial sound for VR/AR. Pollen scored Pearl, the first VR film to be nominated for an Oscar, which won many other awards along the way, including an Emmy, a Peabody, an Annie, and an MPSE. Pollen has also provided score, sound design and spatial audio for many award-winning other VR and AR experiences, including Age of Sail, Glen Keane's Duet, Crow (Baobab Studios), Within's Little Red (Wonderscope), and Gorillaz's "Saturnz Barz" (Spirit House), which set a record for a VR debut on Youtube.

Magic Leap is an American technology company, creator of the first AR headset dedicated mainly to entertainment. With its hardware, Magic Leap aims to revolutionize our reality. Magic Leap has raised \$2.6B since its creation.

# CONTACT

Thibault Mathieu  
thibault@wilkins-avenue.com  
+33 6 43 06 78 85

Alexis Harte  
alexis@pollenmusicgroup.com  
+1 (510) 501-2448

**Media inquiries:**

Jennifer Campbell  
jennifer@wilkins-avenue.com  
+33 6 32 05 14 27

#OutThereAR

T H E  
M A G I C  
S T A R T S  
H E R E



# Out There

A MUSICAL EXPERIENCE IN MIXED REALITY  
FROM THE MUSIC TEAM BEHIND

PEARL DUET AGE OF SAIL

