

1/2 Immersive theater

Markerless seamless augmented reality tech such as Sony SmartAR will revolutionize live theater.



Immersive THEATER

Solution

Immersive theater, where live actors interact with cg characters, props and environments is definitely the future, and due to recent advances in augmented reality technology the future is now.

Problem: People don't go to plays due to lack of stunning visuals which they have become accustomed to in film and games.

Solution: Augmented Reality, the marriage of the physical and virtual worlds, is finally coming into it's own with amazing new technologies such as:

Sony smartAR video: (minutes 4:00 to 5:30 especially interesting)
http://www.youtube.com/watch?v=QkMboeHJQoY&feature=player_embedded

Audience members can use their smartphones or Ipads to view AR theater, but ideally they'd be

Theater Inter-Action!

2/2

Immersive theater

Markerless seamless augmented reality tech such as Sony SmartAR will revolutionize live theater.

Creative's profile

tobiasvon

tobiasvon **PRO**