



## INTRO

Ever since the mid '80s, with cyberpunk classics like *Neuromancer*, films such as the original *Tron* -- and let's not forget the Holodeck-- we've been fascinated, intrigued, and in the end oh so disappointed, by the stark difference between what virtual reality looked like, and our mundane reality. Although fiction has always moved faster than fact, technologically speaking we've been in the dark ages for quite a long time.

The Rift, since its introduction in 2012, has tickled the interest of a myriad geeks the world over, but until now, both the tech and the lack of content has been one of the main reasons why VR headsets are still seen in some circles as novelties, not ready for prime-time. The Oculus Rift finally arrives to breach the chasm between wishful thinking and reality.

Transformation. Immersion. The ability to fully transport a viewer to another world without leaving their living room used to be unthinkable. Now, for the first time in history, home entertainment technology can deliver a participatory experience that formerly only existed in fantasy.

Oculus, the company that sparked the VR craze to begin with, is finally releasing its first commercial product. This is history.

What makes VR so unique and differentiates it from normal screen-based media is how emotional and engrossing of an experience it is.

The Oculus Rift allows you to transcend the boundaries between watching a story and experiencing a story.



## THE REVEAL

The first spot is all about the build; the way Spielberg doesn't show the shark in "*Jaws*" until the end. The idea is to tease the audience with beautiful shots of the Rift, never quite revealing it.



We open with abstract dramatic images of the Rift, like beautiful obsidian in a black void. We show a few key details, but do not realize what we are looking at. The music builds. The images are very modern and monochromatic but for slight touches of color.







Shapes are defined by reflection and shadow, the light sensuously tracing every contour. At the climax of the music's crescendo, we give them a taste, a silhouette of the Rift... and then more, the lights slowly rise to reveal the Rift for the first time, but just long enough for the audience to question what it is they just saw.





A close-up, low-angle shot of the Oculus Rift headset. The two lenses are prominent, showing a bright, glowing field of view. The text "100° FIELD OF VIEW." is overlaid in a white, sans-serif font. The background is dark and textured, with some orange cables visible at the top left.

# *100° FIELD OF VIEW.*

We quickly transition into the core features. The Rift graphically spins, then holds on one key feature, then quickly zooms into another. A voiceover and exquisitely modern graphics accompanies the imagery explaining each feature. (Optics, ergonomics, display, audio, fabrics, IPD adjustment, etc.)





LIGHTWEIGHT, COMFORTABLE MATERIALS

Suddenly the screen explodes with vibrant color. It is a stark contrast to the monochromatic imagery from earlier. We are watching the most mind blowing VR footage from the most cutting edge games, apps and experiences. While it is transitioning between experiences, we are able to see the Rift's intuitive UI.





We hard cut to a man taking off the Rift. The VR imagery we were just watching leaves a ghost trail from his face to the eye ports of the Rift, almost as if the experience refuses to quite separate from his mind. A look of amazement overtakes him – “Whoa...” the Oculus Face.

We cut to his POV looking in to the eyepiece of the Rift; the glow of the VR media is still playing within, his hands practically shaking with the aftermath of the experience.



The sound dramatically drops out. The beautifully lit Rift floats out of his hands and rotates with some graphical elements to face the camera, we hold on this iconic image, the Rift in all it's glory. Fade to black. Followed by a dramatic musical cue revealing the new name and release date.



## TRANSFORMATION

This film is all about visualizing the contrast between traditional screen-based media and what the Oculus offers. We will come as close as possible to visualizing the immersive transformative properties of VR without experiencing it first hand.

We open on a Gamer playing a first person video game in his (her?) living room. The room is dimly lit; light from the game is playing off the screen, illuminating his face.

Distracted for a moment the Gamer pauses the game. The camera dollies around the back of his head revealing the large flat screen TV in front of him. The Gamer turns back to the screen and is about to resume his game when he notices something strange.









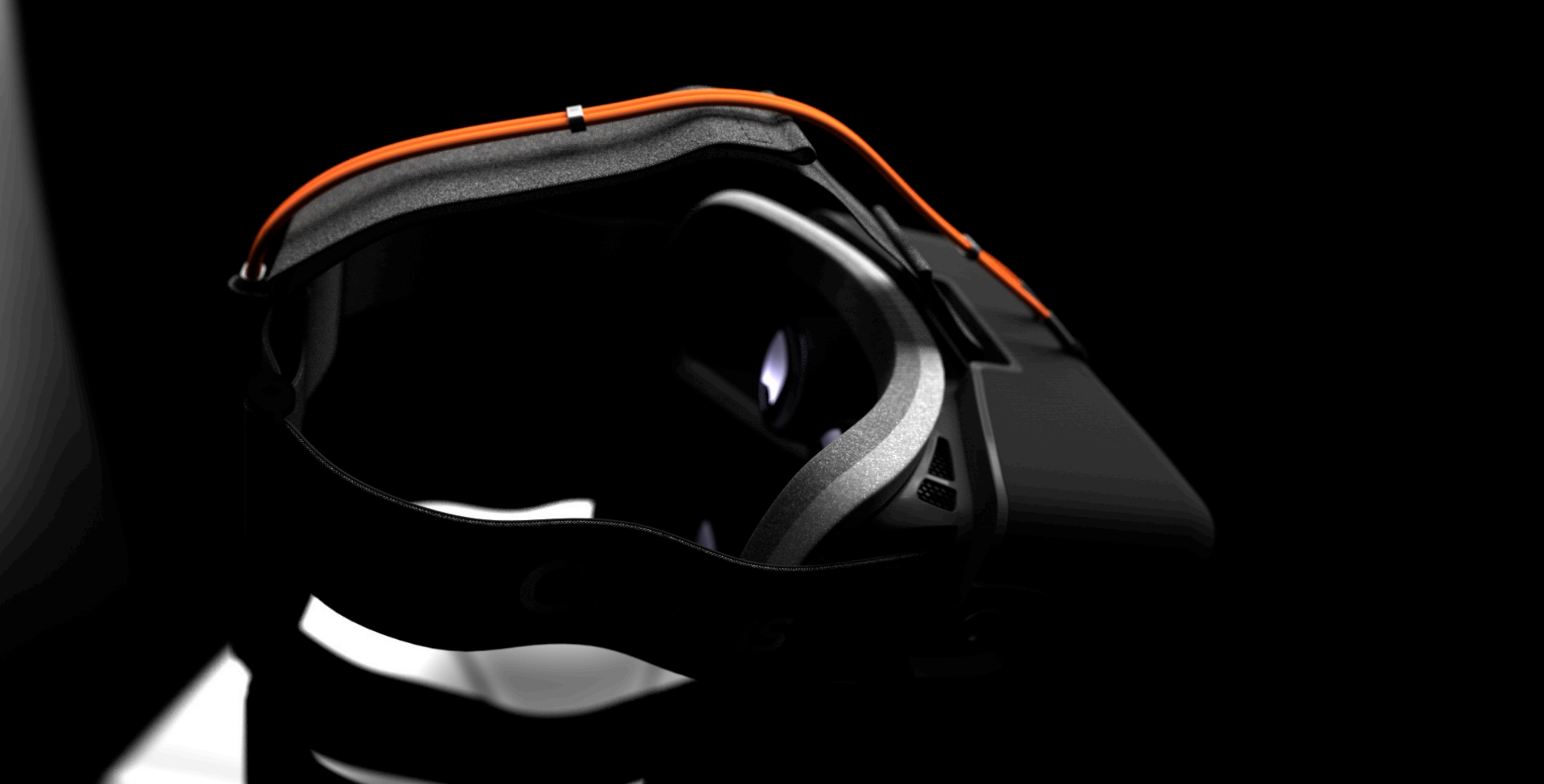
From behind, we see that as the Gamer tilts his head to the right, the image on the screen tilts to the right, and as he tilts his head to the left, the image again follows suit. In amazement, the Gamer slowly gets up and walks closer to the screen. Not only does the screen seem to be reacting to his movements, but it appears to have incredible depth.

Now standing directly in front of the screen, the environment inside seems to have gotten closer. From this vantage point, the Gamer realizes for the first time that it isn't a screen at all but a window in to another world.

He reaches his hand up to the screen, as if to touch its flat surface -- but his hand travels right through. Magically the camera dollies seamlessly from his world to the other side, crossing the boundary. For the first time you see the Gamer looking through this portal into the other dimension. Imagine the scene from "Stargate", when James Spader sticks his head through the portal. The lines of perspective line up through the gateway but it is an alternate universe.

Cut to the Gamer wearing the Rift completely within this new environment. He unpauses the game and the previously frozen world comes to life.





Whether it is a T-Rex or alien planet, the Gamer is completely immersed within the action. We will have the most adrenaline pumping, visually engaging environment.

We cut back to reality, the Gamer is in his living room wearing the Rift, he was in VR the entire time.

The Gamer takes off the Rift, revealing the “Oculus Face”. We cut to his POV looking in to the eyepiece of the Rift, the glow of the otherly world still playing within.

The sound dramatically drops out. The beautifully lit Rift floats out of his hands and rotates with some graphical elements to face the camera, we hold on this iconic image, the Rift in all its glory, then fade to black. Followed by a dramatic musical cue revealing the new name and release date.



## SOUND

Just like in VR, sound is going to play a huge role in these spots. The goal is to create a stark contrast between the “real world” and the virtual one using sound to complement the incredible visuals. In the Reveal spot, a driving music track is going to help build the anticipation. Contrasting that music with dramatic silence will help accentuate moments such as the big reveal in the end.

In the Transformation spot, similar to how our main character goes through a visual transformation, I think it is equally important to have an auditory transformation. In the “real world,” the sound will be flat and tinny and when he is in the VR world, the sounds should be immersive and all encompassing. We want to capture the energy and immersive feeling you get while wearing the Rift.

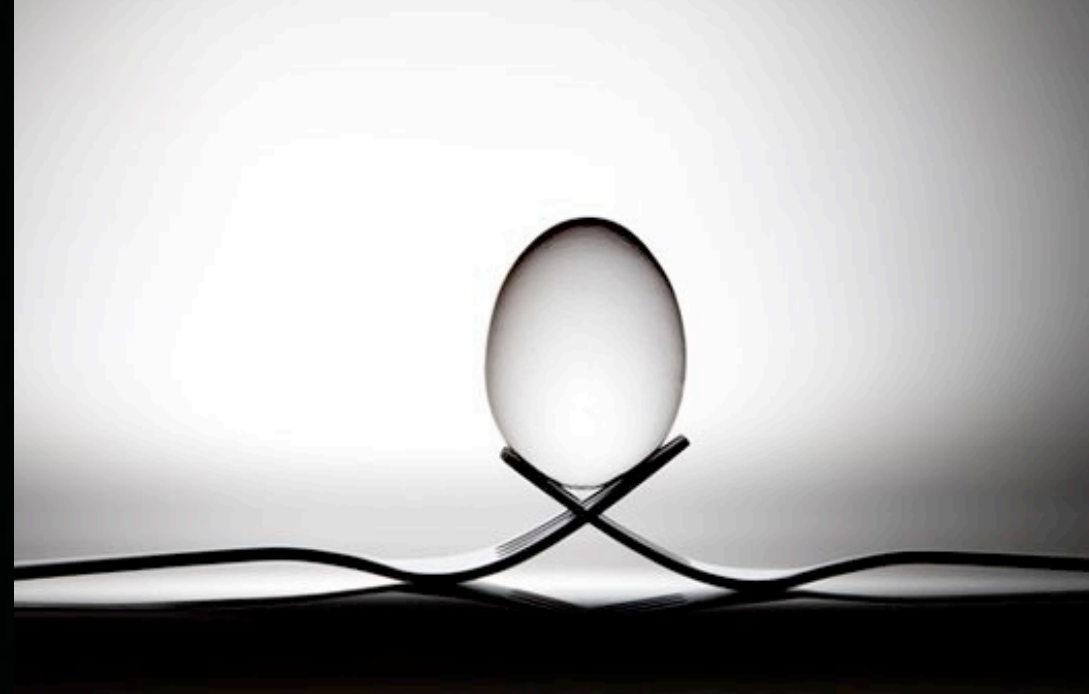


## LOOK AND FEEL

The difference between experiencing something on a traditional screen-based media and experiencing something in VR is dramatic. We will reinforce this idea by juxtaposing muted colors of the “real world” with the more vibrant colors in the virtual world.

In the Reveal spot, we show the various elements of the Rift in an almost monochromatic palette; this will be in stark contrast to the imaginative vibrant colors of the VR world. Same applies to the Transformation spot. Although modern and attractive, the Gamer’s living room will be dimly lit with very little color while the virtual world will be extremely colorful. This will further reinforce the idea of the contrast between the real world and a virtual one and give our visual story depth and scope. Camera movement will also be crucial in contrasting the worlds. The “real world” will be captured in a more traditional method. Well-crafted, beautifully framed shots. For the virtual world, we can get ambitious; we can find unique and interesting angles to capture the action. We want to create a visually immersive experience that captures the VR excitement.

Mood Reference



## Mood Reference

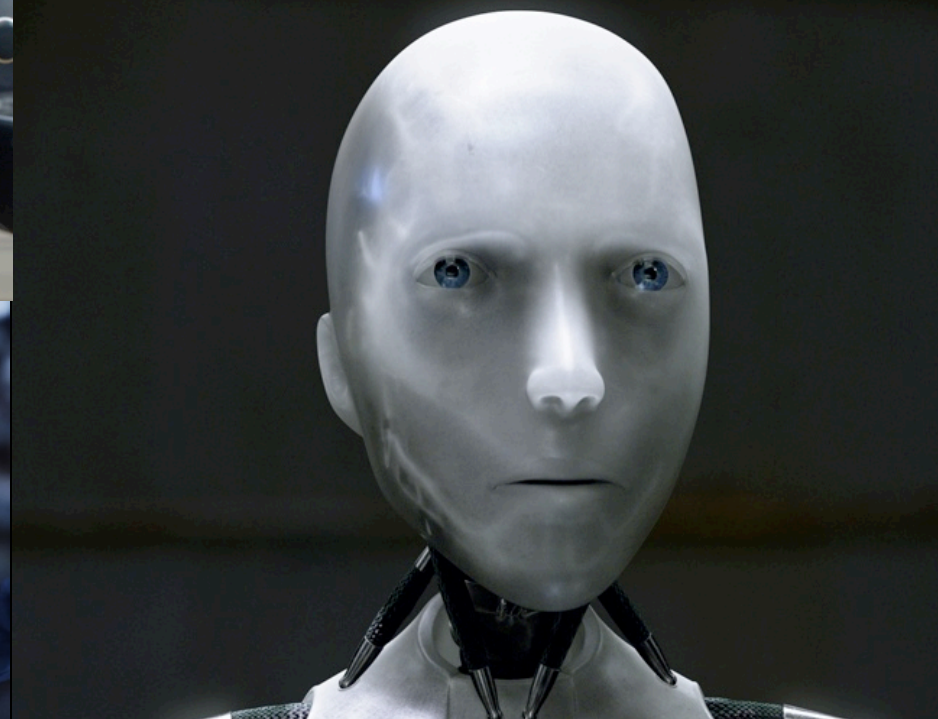
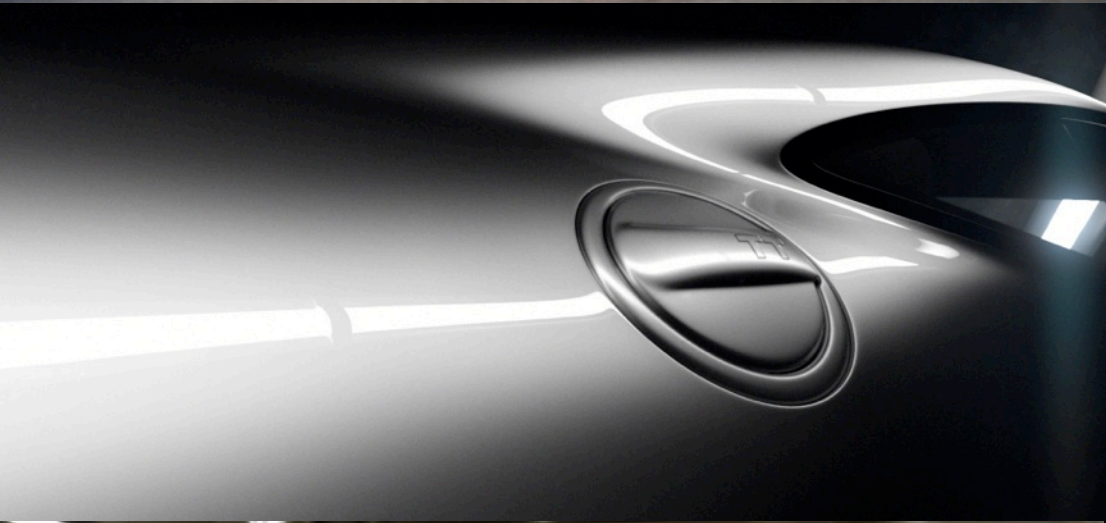
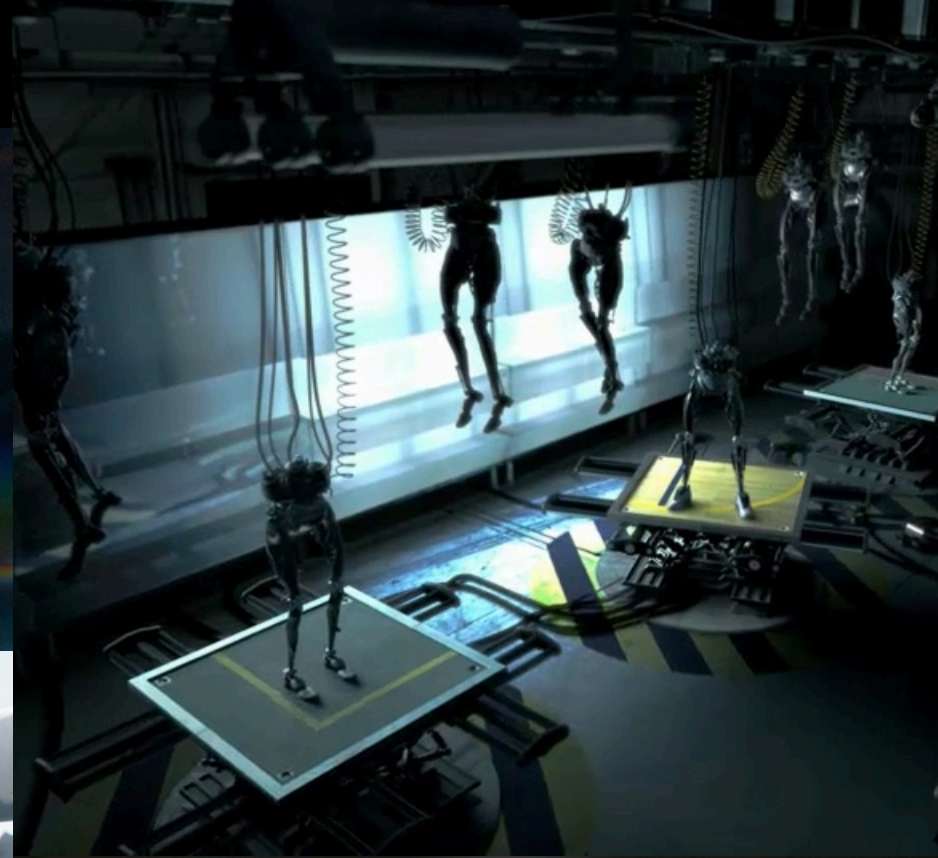




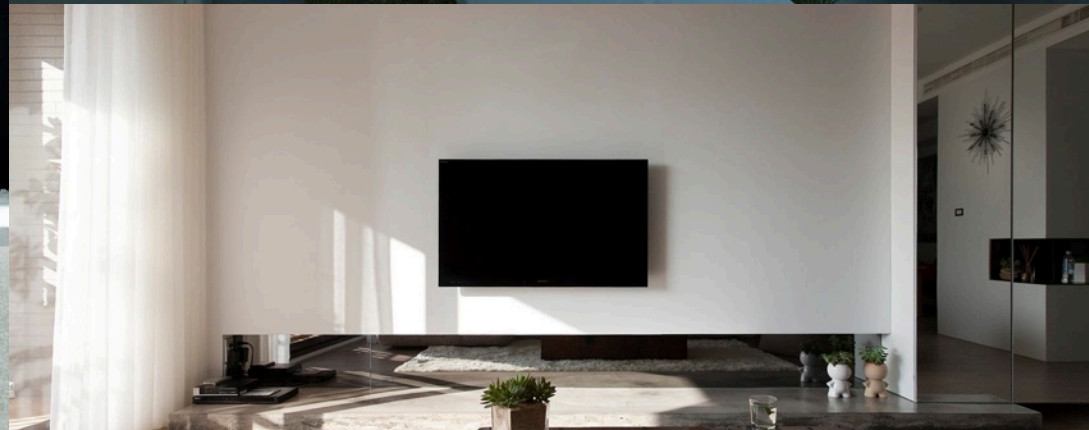
DYNAMIC FLYWIRE  
FOR DYNAMIC FIT AND  
KILLER LOCKDOWN.



## Relevant Projects











## FINAL THOUGHTS

It's not often that you have the opportunity to be a part of history. I look forward to helping introduce the Rift and VR to the world. Thank you for considering Digital Domain and letting me share my ideas with you.

Peace,

Aladino Debert  
Director, Digital Domain