Welcome

to

VONDERLAND

Vonderland fuses the best film & games content with a VR & AR storyworld across all media-platforms.

Vonderland connects people, is always social -
Either in multi-sensory adventures on location, with high-end VR and multiple sense as full body immersion, heat, wind, scents, moving walls and floors.

Or you start your AR/VR adventure already at home, continue on your smartphone and meet friends for the finale on location.
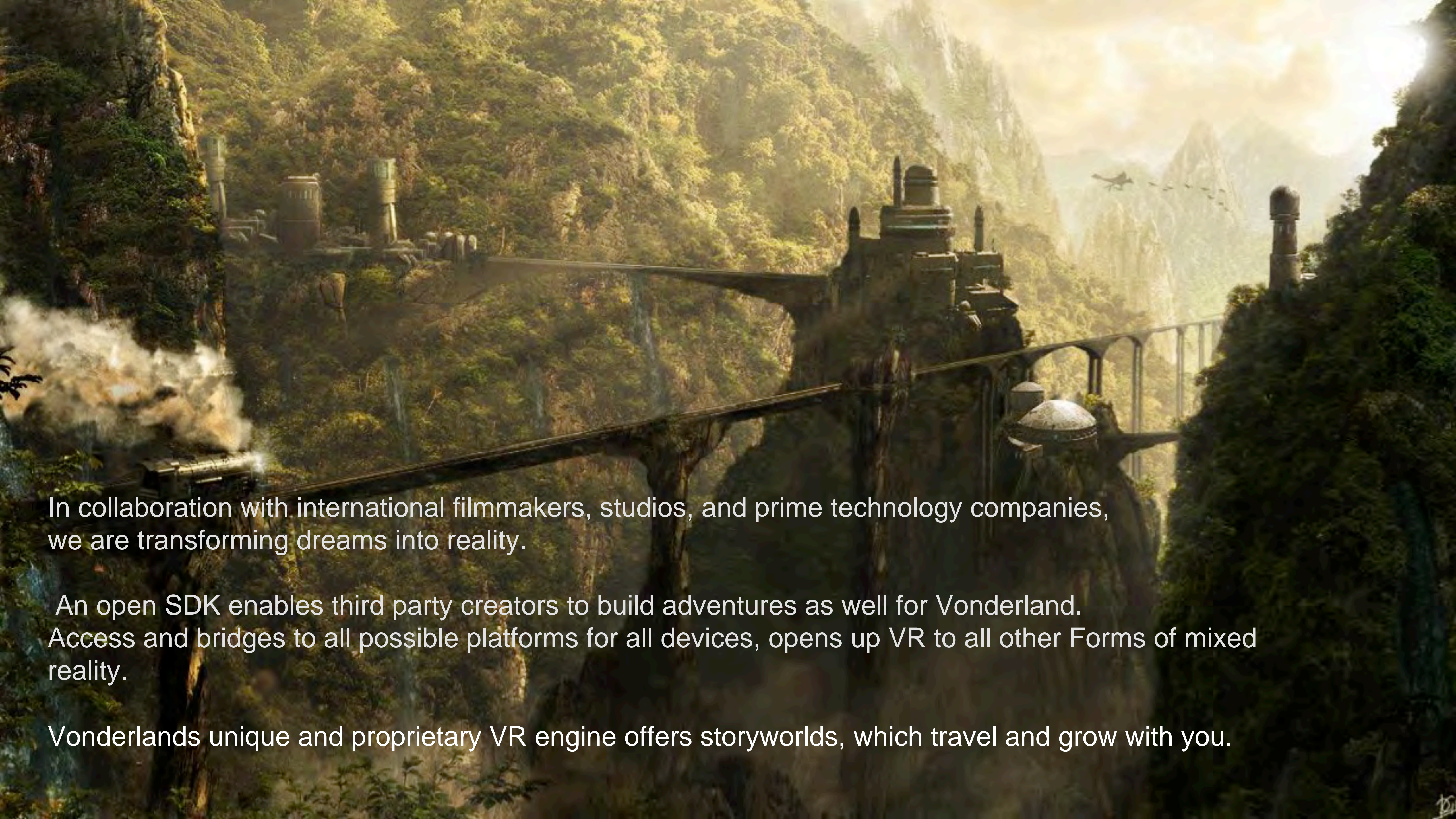
HOME

MOBILE

LOCATION

MEDIA

VONDERLAND -
persistently Immersive

# The Vonderland Experience
How it works

The core power of Vonderland is our team - with over 20 years experience as SFX wizards & prize winning storytellers for the film & advertisement industry, we know, how to engage an international audience.

In collaboration with international filmmakers, studios, and prime technology companies,
we are transforming dreams into reality.

An open SDK enables third party creators to build adventures as well for Vonderland.
Access and bridges to all possible platforms for all devices, opens up VR to all other Forms of mixed reality.

Vonderlands unique and proprietary VR engine offers storyworlds, which travel and grow with you.
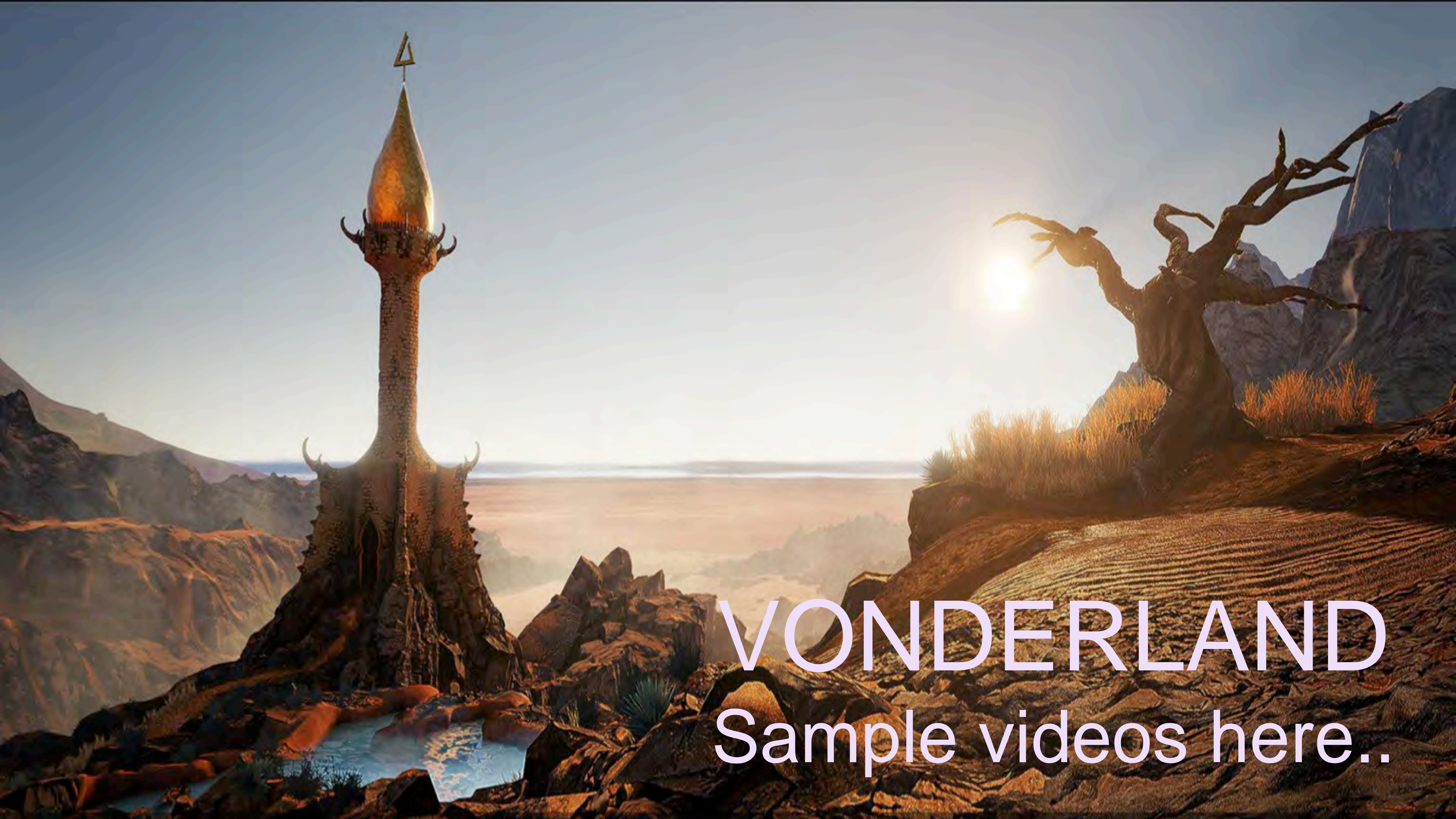
VONDERLAND
Sample videos here..

VR STATUS QUO

- 90% of all VR applications are designed for single-player.

- High-end VR is not yet affordable for mass implementation at home.

- VR is mostly limited to strong visuals, neglecting all other senses.

- VR content is mostly restrained to single & closed platforms.

- Good content is still scarce and lacking variety.

Conclusion

VR FOR ALL YOU YOUR SENSES !

VONDER LAND

VR-content-ecosystem

Location-based VR

Highest degree of vonder & immersion

Multi-sensory VR

Multi-player VR

communicate with friends in virtually worlds & endless **fun**, **adventure** and **inspiration**

Excellent and diverse Content across platforms

hardware-agnostic cross-platform **VR engine M³ ™**

cross-channel & cross-platform profit generation

Cross-platform ecosystem

Enjoy vonders at home!

Share experience in group!

Home

VR/AR-consumer-gear

- Use your own AR/VR gear to play and interact with your vonders!
- Use your PC/web to prepare & customize your Vonderland adventure, check leaderboards & points, change avator,

Location-Based VR

- Richest experience of vonders -> full immersion w/ multi-player, haptic, smell)
- Group experience -> enjoy the vonder together w/ friends and family
- (Family) Entertainment -> Vonderland Cafe

VONDER LAND

Mobile

APPS / Games / Browser

- Start your expierence on the go e.g. through FB, twitter,Whatsapp, wechat invite -> easy start
- Play vonder-related games and gain points/tokens, edit your profile and interact with your friends for your home & Vonderland experience!
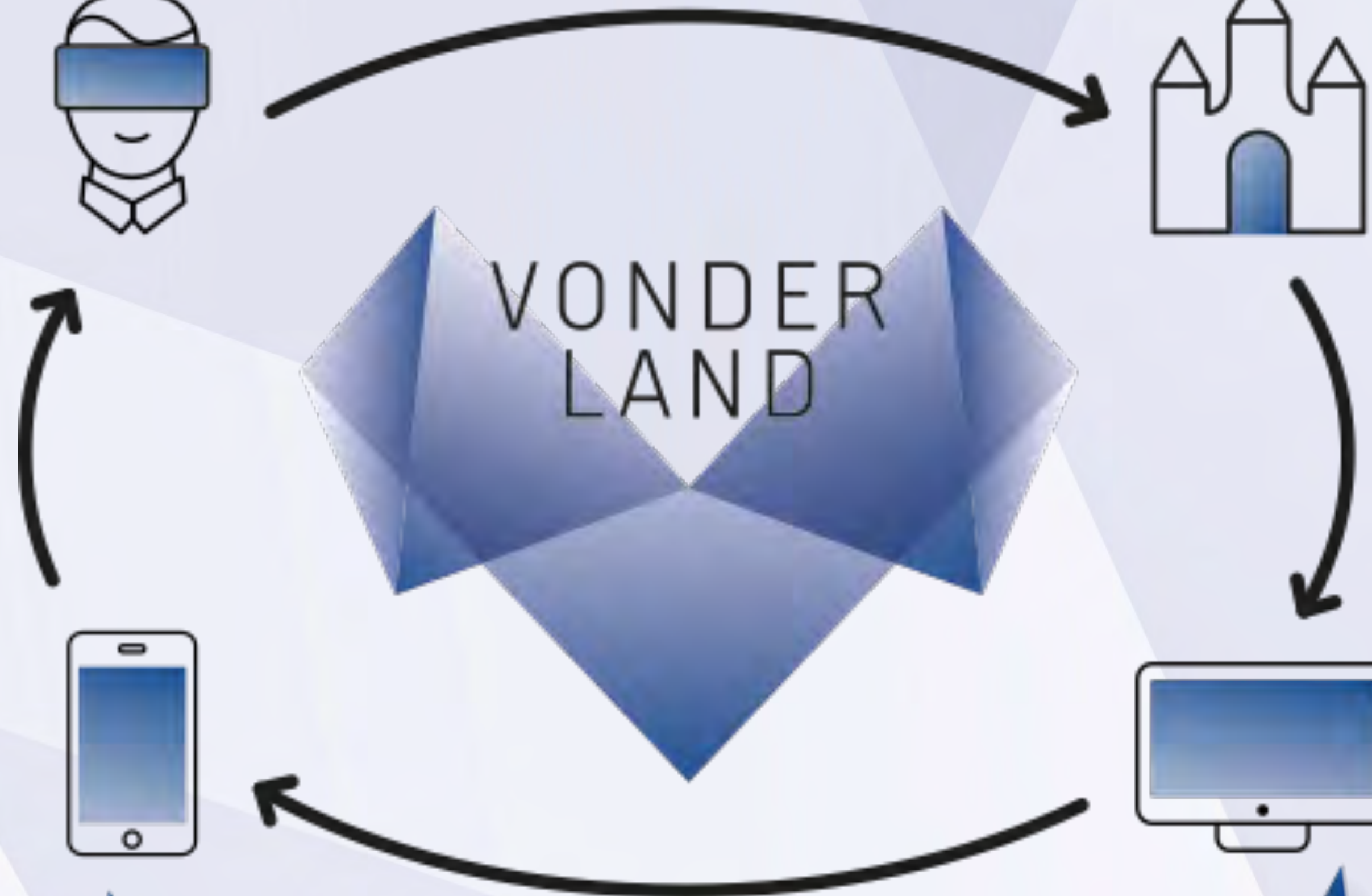
Home, mobile or on site

- Relieve the experience through recordings of own group bonders
- Join live experiences, battles and tournaments (Vsports, exports, VR games and
- Interact wit friend's bonders

Play, interact & start on the go!
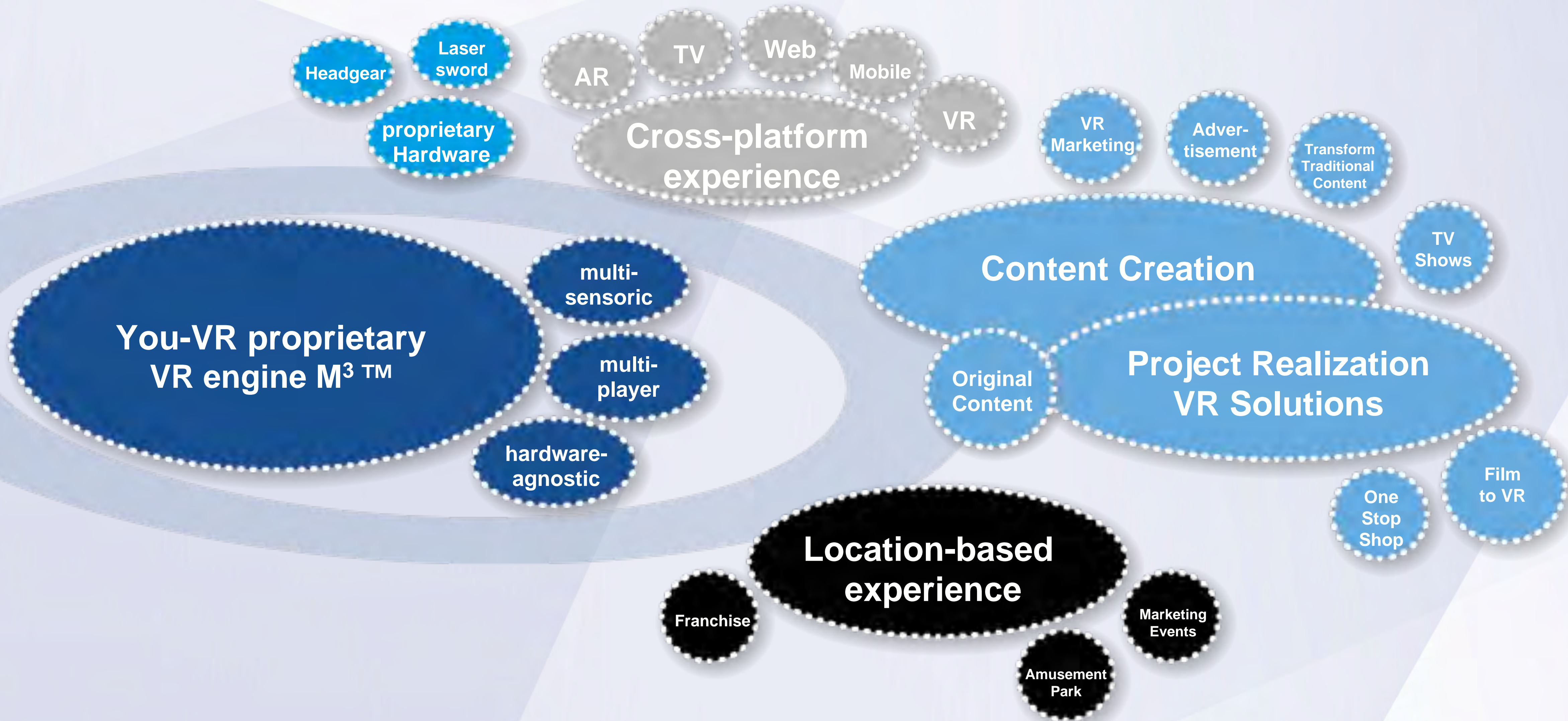
Relive expereince & join other!

Cross-platform experience

- While location-based VR is the ultimate experience, Vonderland wants to offer a **VR-experience-ecosystem across multiple platforms**

- User can start the adventure through an mobile phone app – as simple as **through a social media link** - and
  - can change the avatar, collect points, play a (dedicated mobile platform) game via AR or even mobile VR while on the go,
  - can define his adventure via web interface
  - can come home and use his consumer VR gear to further intensify his experience
  - can meet with friends & family at location-based venue and play the adventure together with multiple persons fully immersing into the adventure
  - can re-live and share the experience thorough recordings accessible via social media, app, web, smart TV,… with friends & family

- Ideal platform for connected experience, multi-channel marketing,…

- Benefit for VONDERLAND: we grow a **deep connection to the customer/user through personalization** are able to even crowd-source content creation!
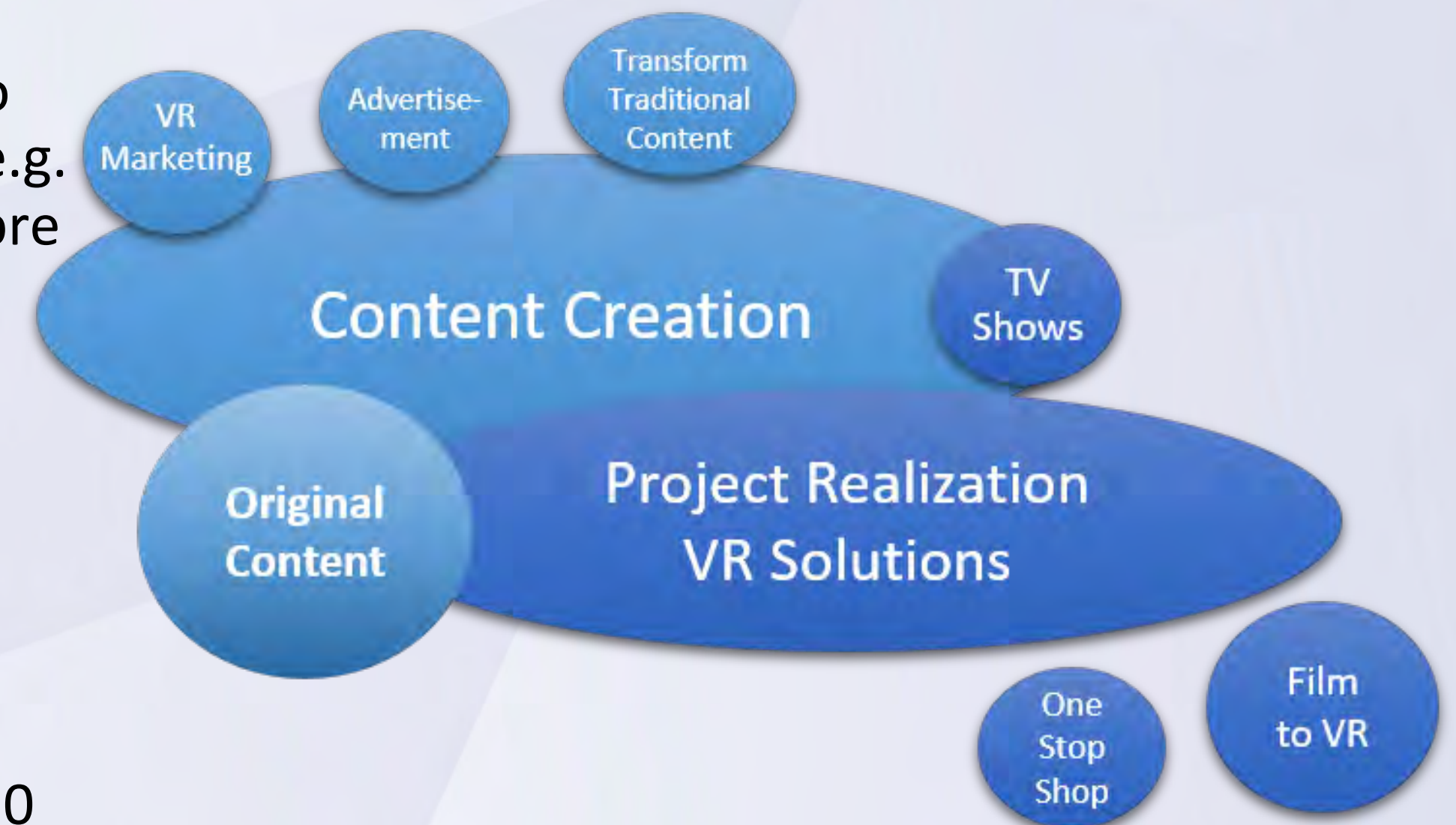
AR TV Web Mobile VR

Cross-platform experience

The Vonderland Universe:

creating a VR-content-eco-system, with location-based
multi-sensory multi-player-VR engine at its core

Headgear · Laser sword · proprietary Hardware

AR · TV · Web · Mobile · VR

Cross-platform experience

VR Marketing · Adver-tisement · Transform Traditional Content

multi-sensoric

You-VR proprietary VR engine M³ ™

multi-player

hardware-agnostic

Content Creation

TV Shows

Original Content

Project Realization VR Solutions

One Stop Shop · Film to VR

Location-based experience

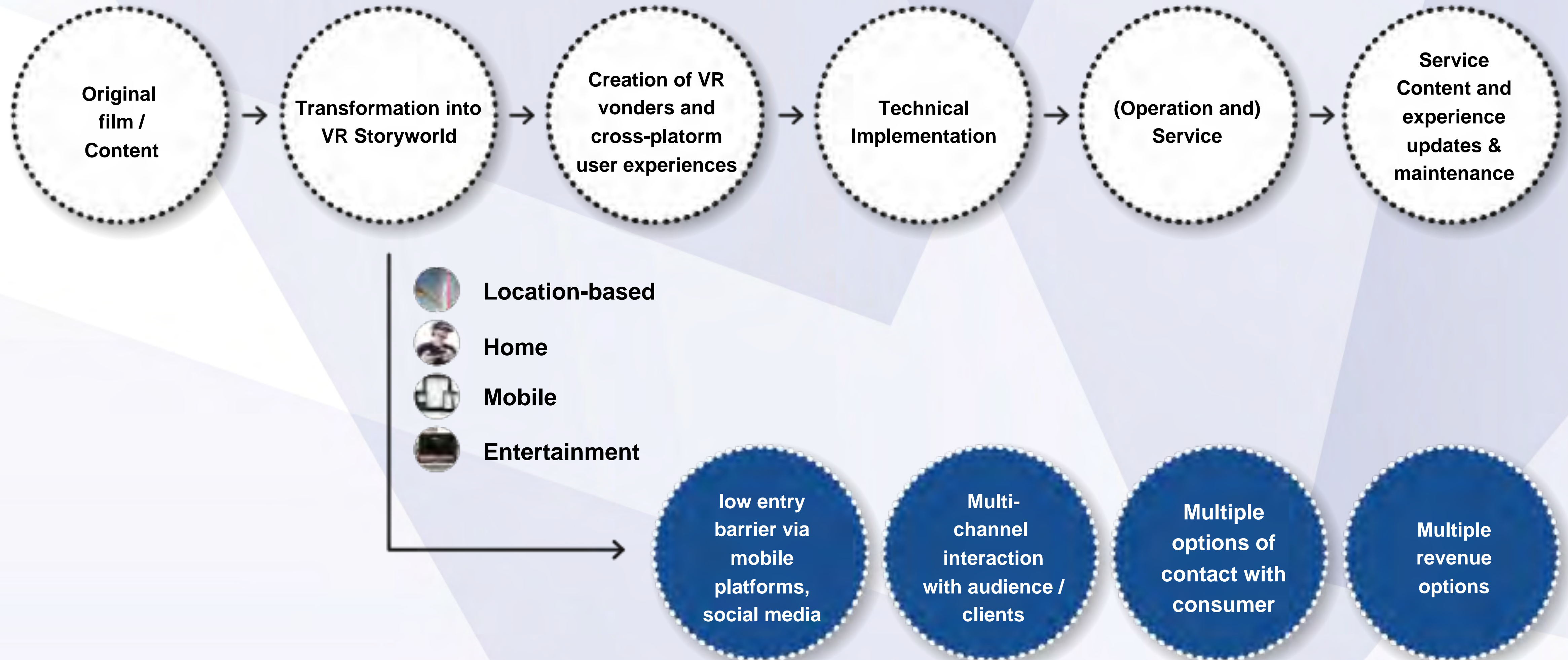Franchise · Amusement Park · Marketing Events

Content Creation
& One Stop VR Solutions

- „**Content is king!**" – content is the key ingredient to any VR experience and base for exciting VR adventures

- Vonderland has unique resources to create content either
  - Completely **original content** based on clients requests/demand
  - Transforming **existing content** such as movies, TV shows, computer games,... into exciting & immersive location-based and social cross-platform VR experience as e.g. "merchandize" of large movie productions and additional consumer experience pre or post box office period

- **One stop shopping service** primarily for the film industry ("Film to VR") but also for commercial marketing/advertisement event/experience creation
  - Content creation based on film/product
  - Location-based realization (e.g. stationary in amusement park or mobile for exhibitions or container-based for road show)

- **EUROPEAN IDEA FACTORY**: The core power of Vonderland is our team - with over 20 years experience as SFX wizards & prize winning storytellers for the film & advertisement industry, we know, how to engage an international audience.

- **EUROPEAN STYLE**: Berlin Designers, Coders & Directors deliver the needed edge for VR.

- **EUROPEAN STORIES**: Germany has a long tradition in fairytales, mixed with entertainment.

Vonderland VR & Film one-stop-shop
cross-platform experience creation

Original film / Content → Transformation into VR Storyworld → Creation of VR vonders and cross-platorm user experiences → Technical Implementation → (Operation and) Service → Service Content and experience updates & maintenance

- Location-based
- Home
- Mobile
- Entertainment

- low entry barrier via mobile platforms, social media
- Multi-channel interaction with audience / clients
- Multiple options of contact with consumer
- Multiple revenue options

AEG and Mercedes-Benz:
„VR Lighthouse Berlin"

MAGIC ELEVATOR
CityLoop

VR CARAOKE STAR CRUISER

The star begins to sing and encourages everybody to join in. If the participant sings along well enough and simultaneously even drives good, he will receive a free (or reduced) ticket for an AEG show.
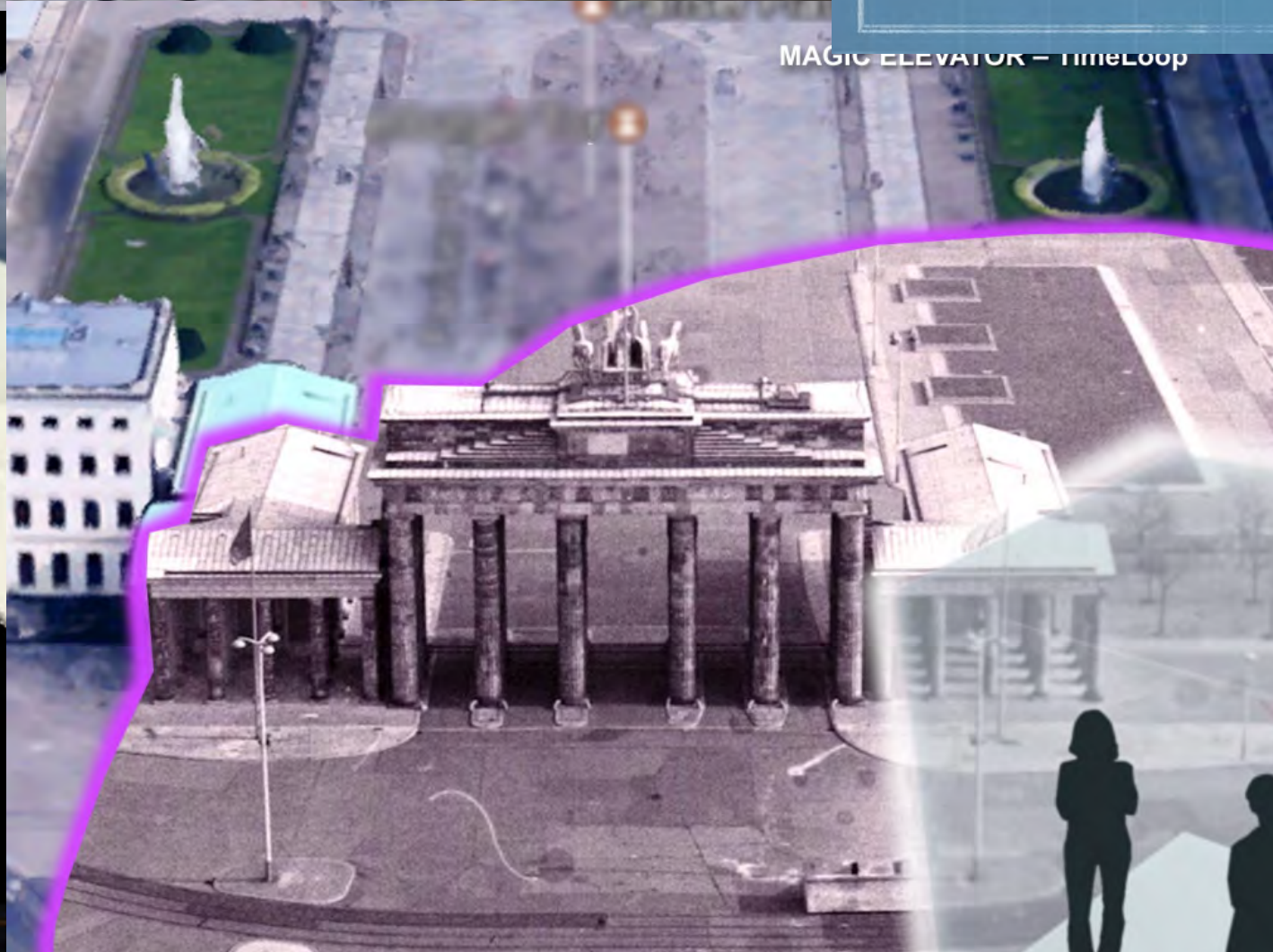
If he does sing like a cat, the star will look over to him, unamazed.
And if he also drives like hell, the star will take over the control of the car, and drives back to the Lighthouse, not without lavishing the guest with a cascade of comments and jokes..

MAGIC ELEVATOR – TimeLoop

WALL ART FREEDOM PAINTER

MIRROR CEILING

LED SCREEN INTEGRATED ON LIFT SIDE

GLASS STAGE + MIRROR

BAR COUNTER

MODULAR CLOUD SEATING