

S A  L A ^{AR}

augmented creation studio

A person wearing a VR headset stands in the center of a grand, vaulted hall with high ceilings and ornate architectural details. The scene is dimly lit, with light filtering through the arches. The person is wearing a dark jacket and blue jeans, with their hands clasped in front of them. The overall atmosphere is futuristic and immersive.

“
Presentation.”

Our Studio.

A person is seen from behind, standing in a museum or gallery. They are looking up at a large, detailed model of a shark, possibly a Great White, which is suspended from the ceiling. The scene is dimly lit, with a blueish tint, suggesting an augmented reality experience. The background shows the architectural details of the museum, including a curved ceiling and other exhibits.

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Founded in 2020 by Jeremy Frey and Florent Gilard after the birth of their first creation REVIVRE, SAOLA Studio has since dedicated itself to the writing and production of immersive experiences in augmented reality (AR) for cultural venues.

By combining complementary talents from the different worlds of documentary, film, fine arts, scenography and digital creation, SAOLA Studio aims to enhance collections and heritage.

We seek to redefine the visitor experience by using the possibilities of AR technology and proposing a new form of narrative, educational, imaginative and innovative mediation.

Augmented Reality.

Based on principles of overlaying and anchoring virtual elements in the real environment, augmented reality appeared from the very beginning as the technological solution best able to fulfill our projects' ambition: offer a new form of mediation, more immersive, more attractive, serving an exciting educational content.



Freeing the spectator.

Choosing glasses offered us the possibility of experimenting and validating an unprecedented sensation of immersion: **the erasure of technology for the benefit of the statement through the liberation of movements and the recovered autonomy of the spectator.**

As opposed to virtual reality (VR) - or even augmented reality (AR) on smartphones or tablets - **the device knows how to make itself forgotten, thus allowing its users to live their experience fully, simultaneously and without constraints.**



Reinventing reality.

— We offer a modern and attractive solution, simple and affordable for venues, which responds perfectly to the contemporary challenges of cultural establishments:

- The need to renew the offer
- The changing behaviour and expectations of the public
- The will to present complex subjects to the general public using innovative, entertaining and educational mediation tools,

We can apply augmented reality in such a way as to bring your collections to life. Original stories, imagined and produced exclusively for your venue, will enhance the value of the displays.

We offer visitors an educational experience with a dreamy touch: **a reinvented reality in which they can explore, alone or with others, discovering a version of your collections that has been enhanced like never before.**



NEFERTITI
around 1334/33 BC

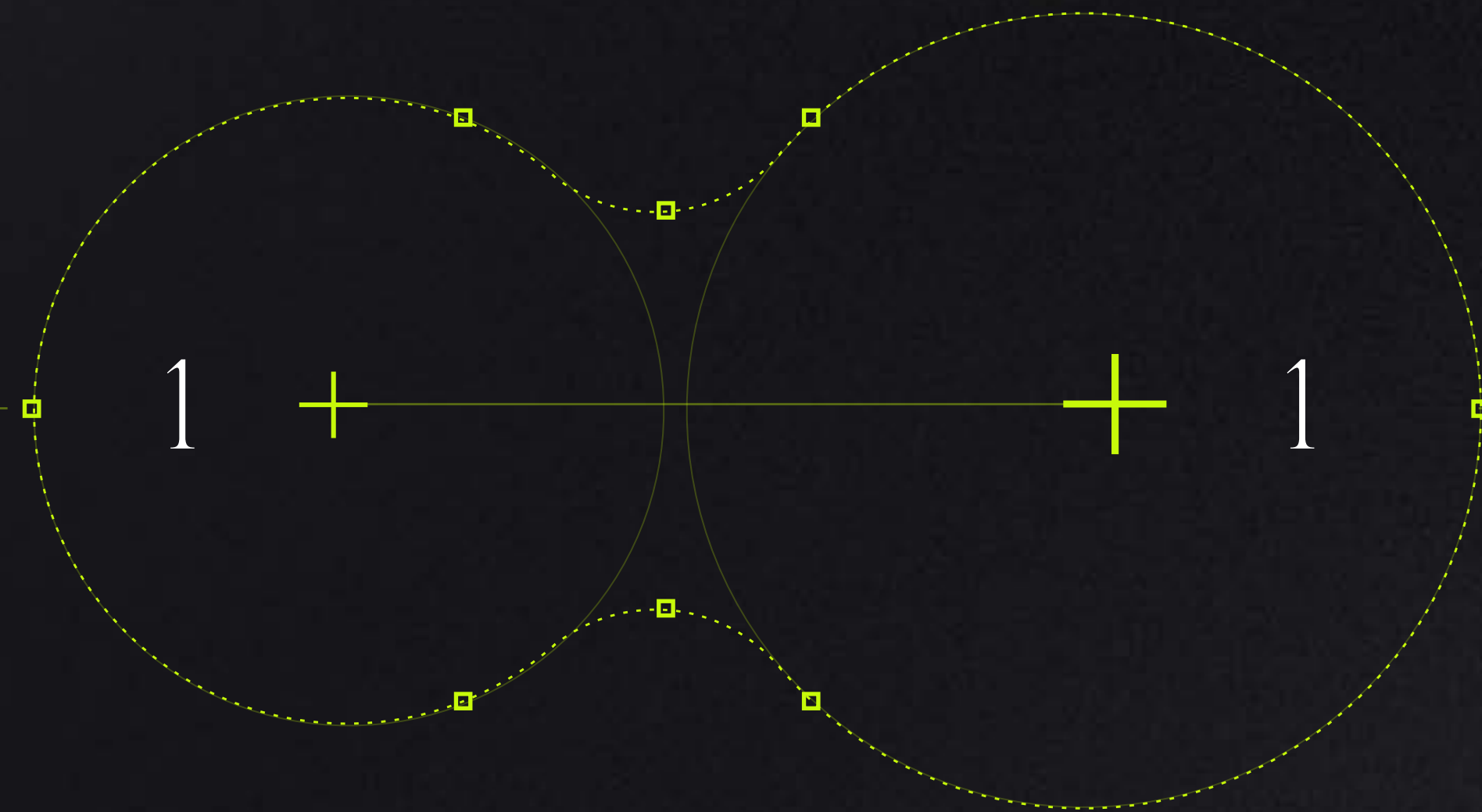


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The team.

A combination of talents.

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We present you with a rare commodity, a variety of talents from different horizons merging to achieve the same goal: to create, tell, and produce stories. In this sense, our skills encompass every step of the process, from the idea to its realization. **We put all of our knowhow to work to customize an innovative project for you, relevant to your needs.**

Promoting mediation, grasping the challenges or problems specific to your site, proposing fresh, original narration systems... Our experience is your guarantee that we are easy to work with and open to dialogue.

The team.



Jeremy Frey
Filmmaker

Jeremy has worked for National Geographic and France Télévisions, as well as for personalities like Yann Arthus-Bertrand. As the founder of jmage productions, he has directed and produced digital content that has attracted several million viewers, with titles like Wild Trip, 7 jours à Kigali, Surf the Line, and Féminicides, l'affaire de tous.



Florent Gilard
Producer

Since 2004, Florent has been working on a regular basis with Yann Arthus-Bertrand and the GoodPlanet Foundation. His credits include artistic production for the feature-length documentaries HUMAN and LEGACY. He also supported video exhibition projects including the Wild Immersion 360 VR show launched in 2019 by Paris's Jardin d'Acclimatation.



Yann Kerbart
Operations officer

A graduate of the Académie des Beaux-Arts, Yann has written several works of fiction, short stories and novellas. Likewise, he has composed original sound tracks for short films and independent productions. In parallel, he spent 12 years doing logistics and organizational management for the biggest luxury brands.

The team.



Rémi Dupouy
Author, naturalist

+ Rémi reports on wildlife and nature. He has collaborated with major international organizations like the IUCN, CITES, and Paris National Museum of Natural History. He has presented several documentaries on animals, their biology and their relations with humans, aired on National Geographic, Arte, and Thalassa.



Paul Gaston
3D Integration

+ A graduate of the Beaux-Arts in Aix-en-Provence, where his practice is based on video games and digital media, Paul then enriched his training with a master's degree in game design at the ENJMIN. Since then, he has participated in several artistic events and has produced, as a team, several video games on the theme of ecology as a developer and game designer.



Camille Duchemin
Scenographer

+ Trained at the French National Academy of Decorate Arts, Camille has been designing sets and museum exhibitions for 20 years now. She also participated in creating Le Labo, an experimental structure at the French national library, dedicated to new reading and writing technologies.



“
Projects.”

REVIVRE

EXTINCT SPECIES



REVIVRE

EXTINCT SPECIES

GRANDE GALERIE DE L'ÉVOLUTION

Paris

Ever since June 2021, in the French National Museum of Natural History's endangered and extinct species hall located in Paris, more than 120 000 visitors have been the privileged witnesses of extraordinary scenes. From the hatching of an *Aepyornis* egg in the year 900 in Madagascar, to the majestic swimming of the Steller's sea cow or the antics of a group of dodos on a beach in Mauritius in 1554... as if they were there !

This brand new immersive experience is named REVIVRE, the first installation imagined and designed by SAOLA Studio, a world premiere at this level of exploitation of augmented reality.



PRODUCTION.

Throughout a scenario-based journey, along the endangered and extinct species hall of the Grande Galerie de l'Évolution, groups of 6 spectators experience **a collective and synchronised immersion while being equipped with AR glasses. In complete autonomy, they meet ten of the most emblematic extinct species of our era**, "brought back to life" thanks to the combination of the possibilities of AR, the work of the 3D teams of SAOLA Studio and the Museum's resources and knowledge.

List of species:

Great Auk (*Pinguinus impennis*)

Passenger pigeon (*Ectopistes migratorius*)

Steller's sea cow (*Hydrodamalis gigas*)

Aepyornis (*Aepyornis maximus*)

Saddle-backed Rodrigues giant tortoise (*Cylindraspis vosmaeri*)

Thylacine (*Thylacinus cynocephalus*)

Dodo (*Raphus cucullatus*)

Quagga (*Equus q. quagga*)

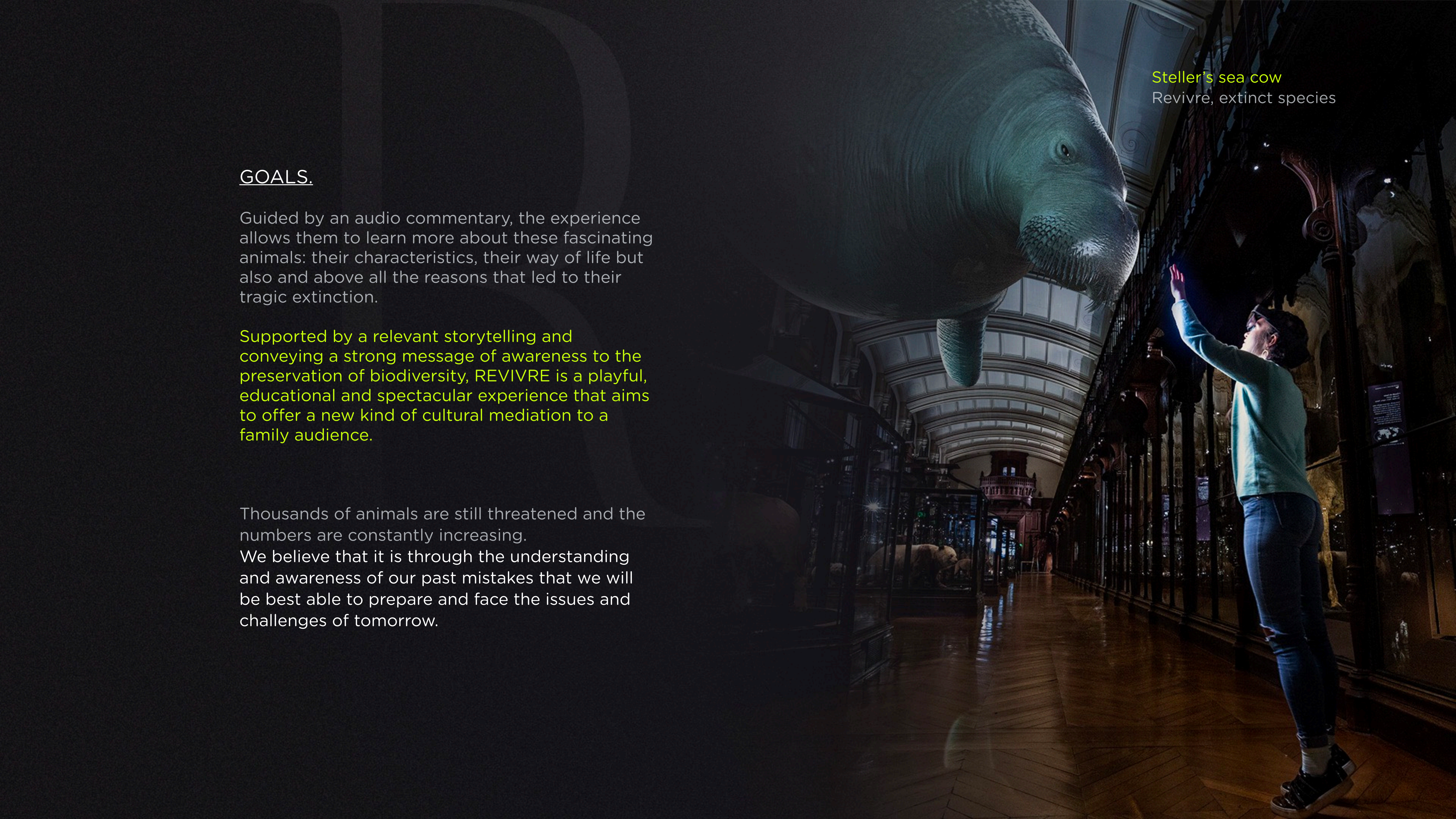
Angola large flightless dung beetle (*Mnematium cancer*)

Saber-toothed tiger (*Smilodon populator*)

SMILODON
Pléistocène epoch





A woman in a light blue sweater and jeans stands in a museum gallery, reaching out to touch a massive, taxidermyed head of a Steller's sea cow. The sea cow's head is suspended from the ceiling, showing its large eye, whiskers, and thick, wrinkled skin. The gallery has a high, vaulted ceiling and wooden floors. Other museum exhibits are visible in the background.

Steller's sea cow
Revivre, extinct species

GOALS.

Guided by an audio commentary, the experience allows them to learn more about these fascinating animals: their characteristics, their way of life but also and above all the reasons that led to their tragic extinction.

Supported by a relevant storytelling and conveying a strong message of awareness to the preservation of biodiversity, REVIVRE is a playful, educational and spectacular experience that aims to offer a new kind of cultural mediation to a family audience.

Thousands of animals are still threatened and the numbers are constantly increasing.

We believe that it is through the understanding and awareness of our past mistakes that we will be best able to prepare and face the issues and challenges of tomorrow.

FEEDBACK.

The success of our solution and our model, as well as the relevance of our artistic and educational approach, can also be expressed in concrete terms and in figures.

Here are some of them, taken from the survey of the public conducted by the MNHN after one year of operation of Revivre, in the summer of 2022:

VISITS

- 56% of first-time visitors
- 15% of the sample visited Revivre for the second time
- 70% of visitors chose Revivre for the originality of the immersive experience
- 24% of visitors aged between 18 and 34

SATISFACTION

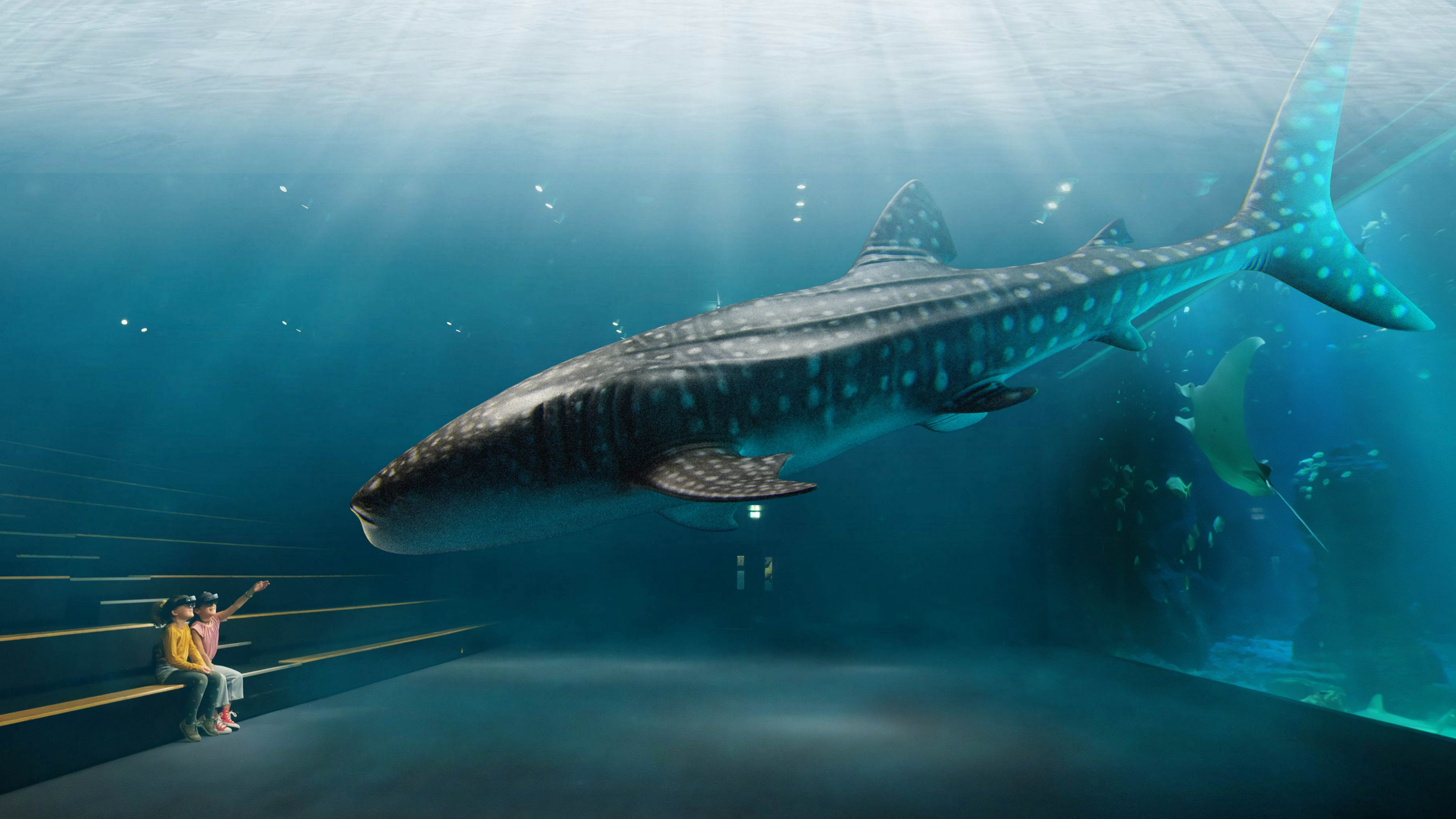
- 70% of visitors feel that the experience succeeds in achieving the perfect balance between entertainment and transmission of knowledge.
- 64% of visitors believe that the experience fulfils its objective of raising awareness of the preservation of biodiversity and the extinction of species.
- For 90% of the visitors the visit corresponds to, is above or very much above expectations.
- Overall satisfaction score: 8.2 out of 10.



DODOS
Revenir, les espèces disparues

GRAND
LARGE





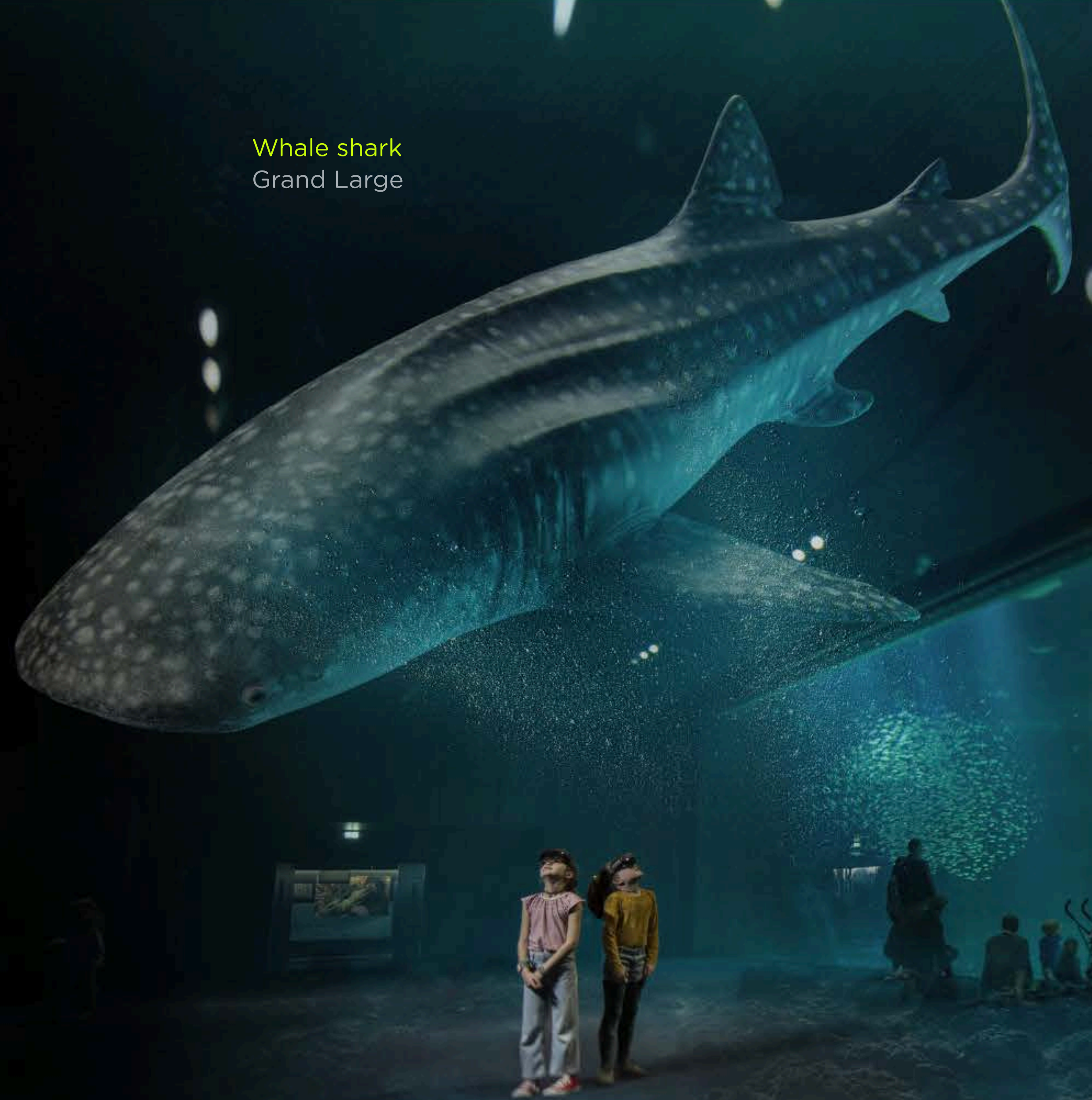
GRAND LARGE



In 2022, SAOLA Studio and the French National Sea Center Nausicaá present a new Augmented Reality (AR) experience, Grand Large, a contemplative and educational show unique in the world, to meet the giants that inhabit the Open Sea.

Facing the largest basin in Europe, we offer a compelling and dizzying ballet in which our augmented creations evolve in perfect harmony with the real species of the large bay.

Whale shark
Grand Large





Sunfish
Grand Large



Indo-Pacific Sailfish
Grand Large

PRODUCTION.

Almost 7 months of work were necessary for the SAOLA Studio teams to model and animate the 9 species presented in the experiment. From the surprising sunfish to the Indo-Pacific sailfish and the gigantic Bryde's whale, **all the 3D creation phases were the subject of intense collaboration with the aquarium's teams and the validation of their college of experts.**

List of species :

Leatherback turtle (*Dermochelys coriacea*)
Whale shark (*Rhincodon typus*)
Lion's mane jellyfish (*Cyanea capillata*)
Sunfish (*Mola mola*)
Common bottlenose dolphin (*Tursiops truncatus*)
Indo-Pacific sailfish (*Istiophorus platypterus*)
South American pilchard (*Sardinops sagax*)
Cape gannet (*Morus capensis*)
Bryde's whale (*Balaenoptera brydei*)

Like our first AR experience REVIVRE, the educational ambition here is supported by an accessible and scientifically approved audio commentary, as well as by the documented and faithful reconstruction of scenes of life in the open sea, normally unobservable, such as the predation of a lion's mane jellyfish by a leatherback turtle, or the fascinating and tragic "Sardine Run".



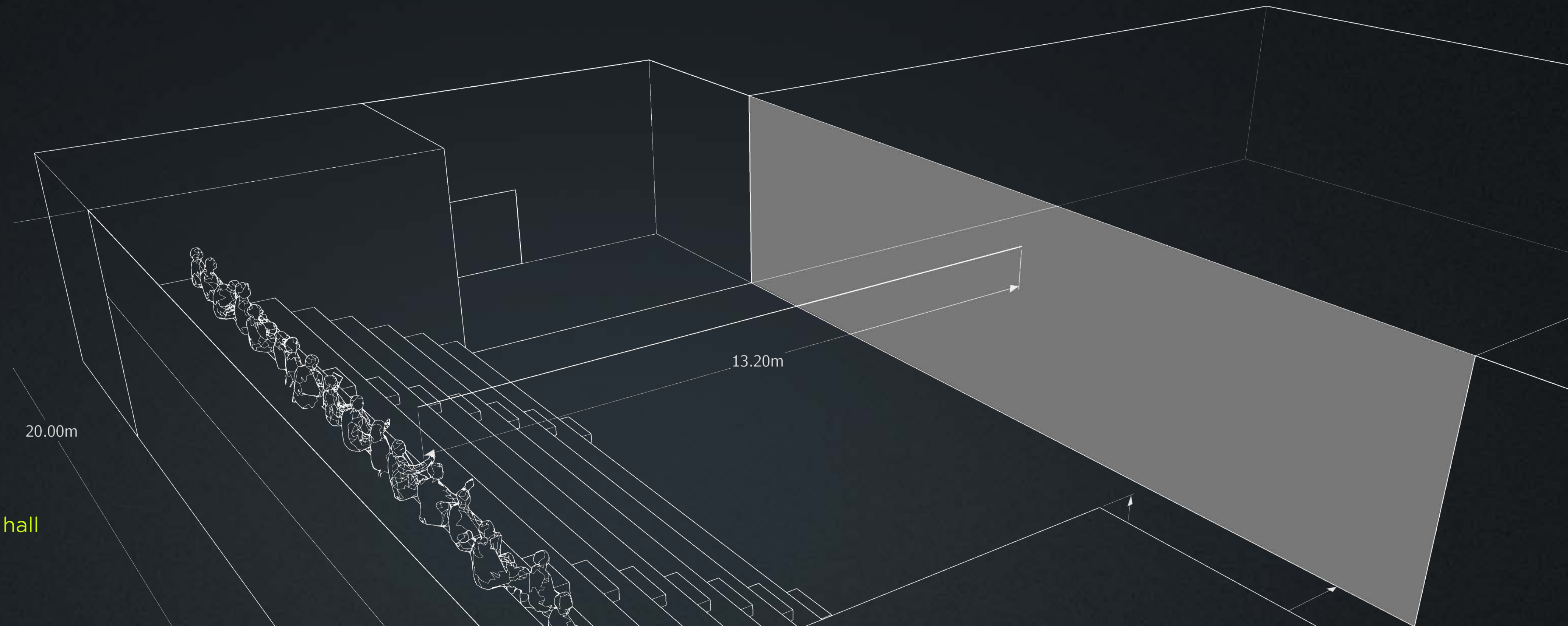
FONCTIONNING.

Spectators are seated on the last stands of the Great Bay hall, facing the largest basin in Europe. Gathered in groups of 15 people, all equipped with augmented reality glasses, they are about to set sail for an unforgettable journey in the Open Sea. Starting point : Malpelo Island, the source of inspiration for the great basin, and cradle of an extraordinarily diverse and abundant wildlife.

The experience is controlled via a simple management application, requiring a particularly light equipment consisting of a touch screen, a PC mini and an inverter. The synchronisation of the experience for visitors in the same group is ensured by a dedicated local wifi.

The position of each visitor and their affiliation to a group can be determined by scanning QR codes placed on the ground.

Lastly, during an introductory educational and fun "onboarding", spectators can define their own language and colour choices and can even participate in a quiz, thanks to their headsets.



View of the great bay hall
Grand Large

STATEMENTS & AWARENESS

Ever since its opening, the French National Sea Center - Nausicaa's mission is to educate and raise awareness on the major challenges facing the ocean. **Through Grand Large, SAOLA Studio supports and is part of this educational and militant approach.**

In this way, the experience intends to respond to one of the major problems facing aquariums: the impossibility of keeping certain species in captivity, particularly the majestic marine giants.

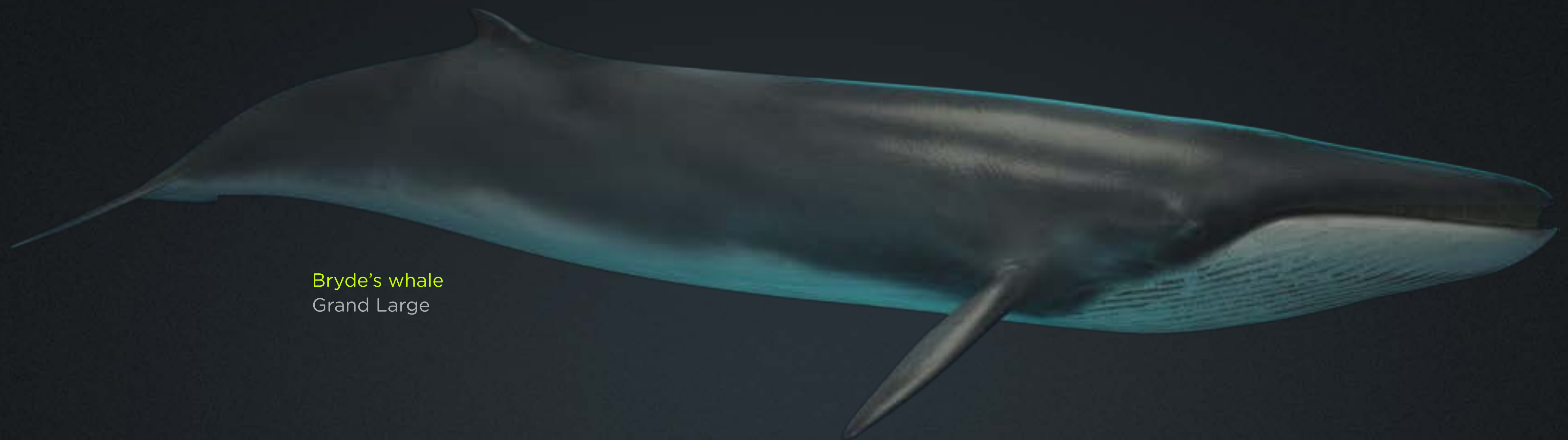
AR technology makes it possible for the visitor to meet these great animals, underlining the interest of innovation when it is put at the service of a strong and relevant message.

It is then through its scenario that Grand Large raises awareness: the experience is presented as a journey, where each encounter is an opportunity to highlight the all too often harmful consequences of human activity on this abundant and little known ecosystem.

Finally, Grand Large calls for action.

Throughout the experience, the visitor will be able to act on the story through interactions made possible by AR technology.

Full of meaning and symbolism, like the rescue of the sunfish, they make the audience aware that everyone, at their own level, can and must act to preserve these essential resources.

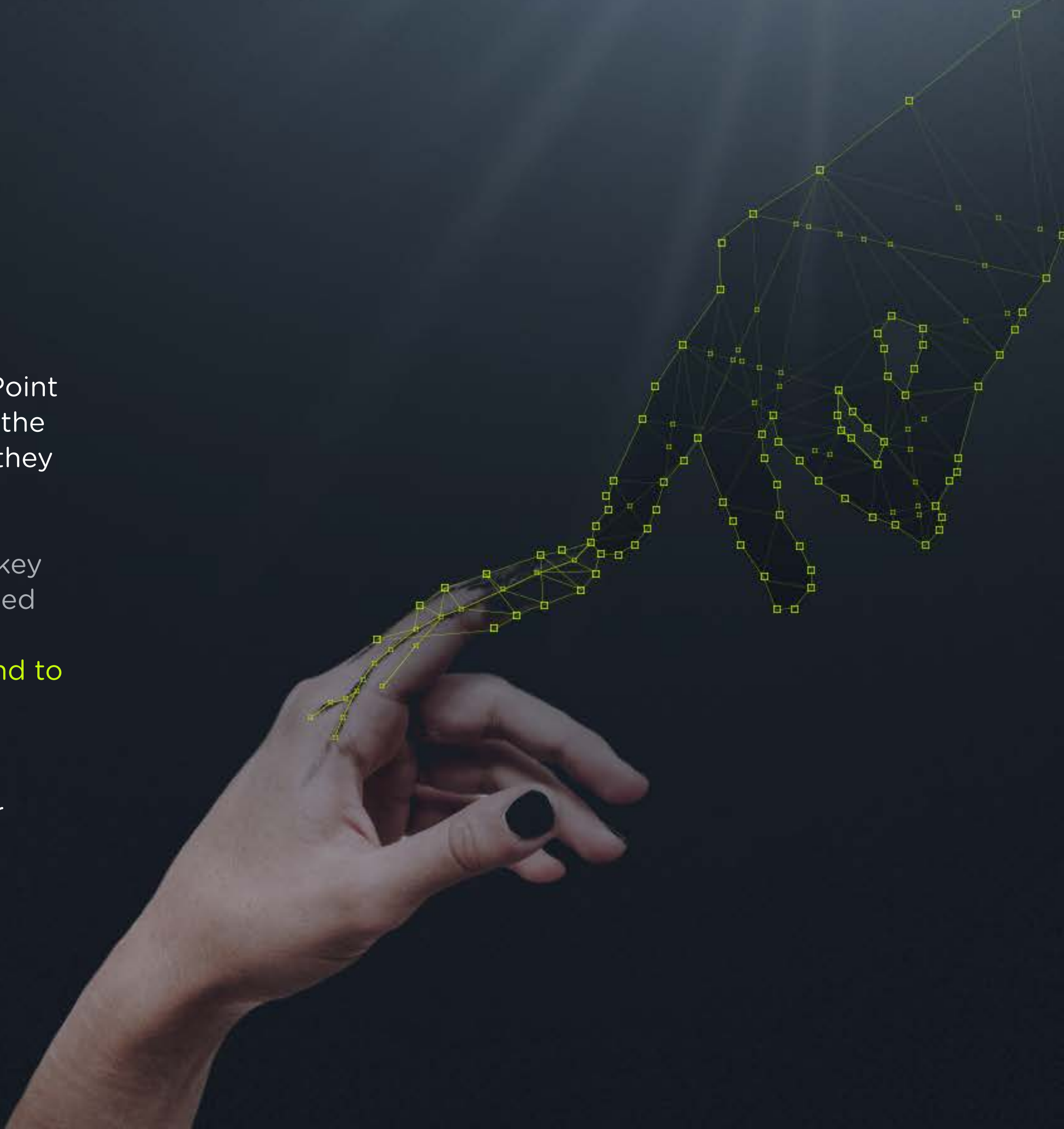


Bryde's whale
Grand Large

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The model.

Simplifying relationships.



Augmented reality projects have proven how attractive they are. Point by point, they fulfill the needs of cultural sites today, modernizing the offer and diversifying and renewing audiences. There is no doubt they represent the future of the sector.

From creating the content to integrating it on site, we offer a turnkey service. The program will be fully ready to operate, and will not need any additional infrastructure.

Being flexible, we can adapt our business models to your needs and to the specific pricing of your site.

Whether it is a co-production or a purchase combined with an operating licence, it is not a matter of a customer/service-provider relationship but of a genuine exchange, a collaboration around a custom-tailored project, designed exclusively for your site.

Defining innovative models.

Co-production

Each side provides a part of the production.

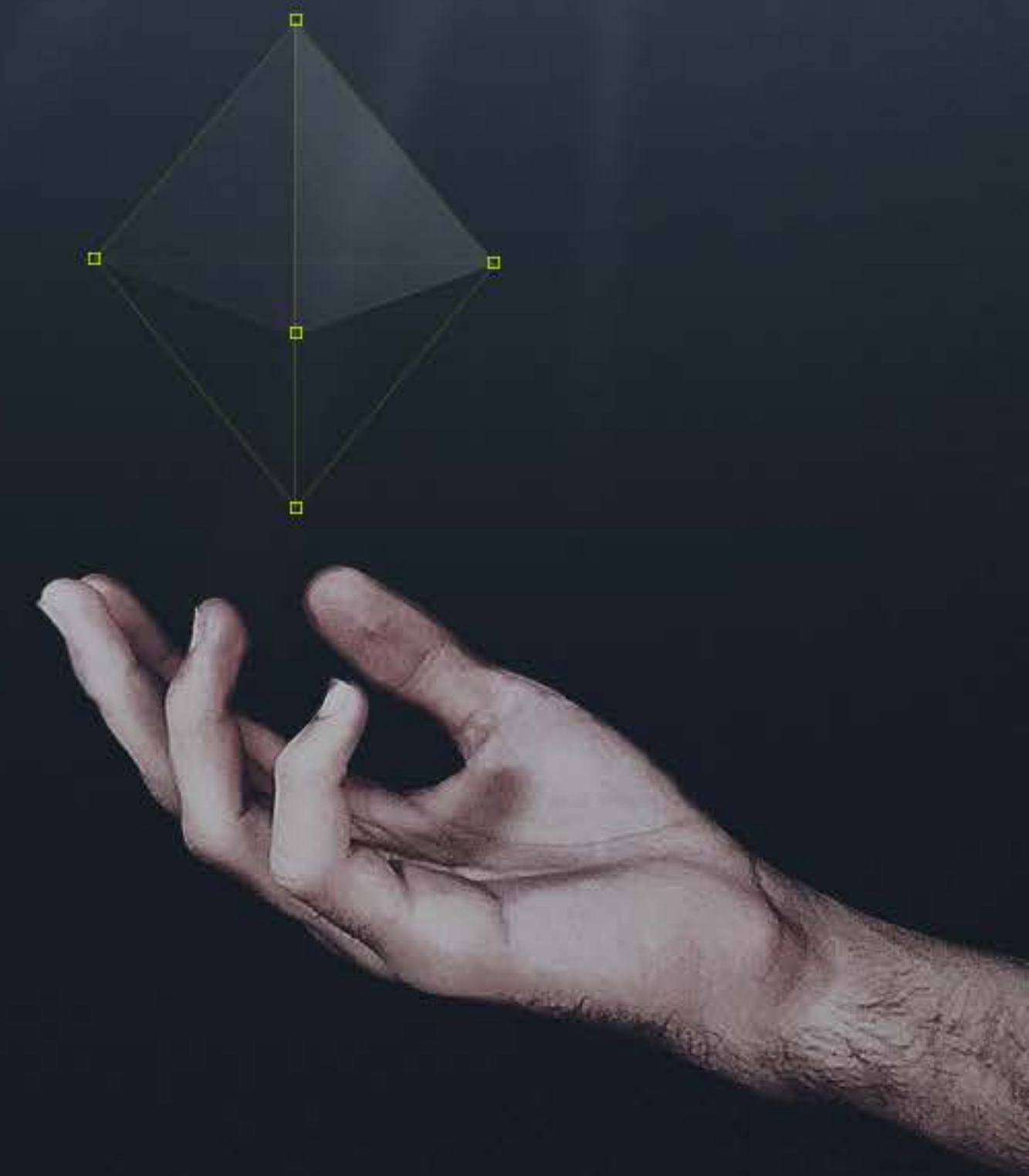
The venue provides its own resources, manages the operation and contributes some of the funds.

Our studio can invest and deliver the AR project on a turnkey basis: from writing to designing, including headsets, integration and scenography.

The experience is then accessible via the purchase of an additional ticket, at an affordable price of between 5 and 8 euros. Each sides are remunerated on a revenue-sharing basis - or via a monthly rental fee for the project - reflecting the contributions of each.

Purchase with licence

In the eventuality of a project without an additional fee entry, or if the venue does not wish to implement revenue sharing, we can propose, imagine and design the experience with the venue, which will then cover the production and technical costs. SAOLA Studio is then paid on the basis of an annual or monthly licence for the use of its concept and creations.



S A O L A ^{AR}



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