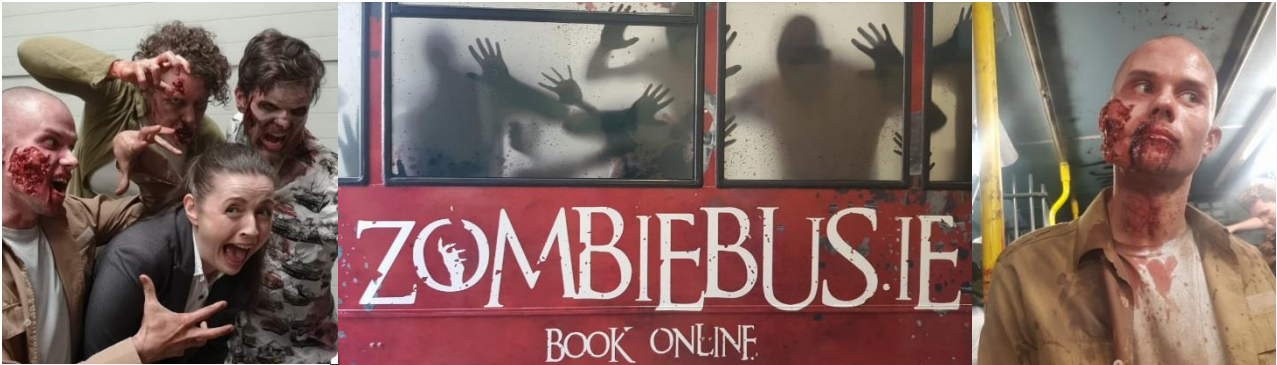


Zombie Bus VR CASE STUDY



Overview:

We worked with Hidden Dublin Tours to create a VR experience for their Zombie Bus to trick the audience in to believing there was a hoard of killer zombies on the bus.

About:

Hidden Dublin Tours approached the team at Virtual Reality Ireland with a problem. They were creating a Zombie Bus experience but it wasn't feasible to have dozens of actors dressed as zombies coming on to the bus for each trip. They thought Virtual Reality, or more specifically, 360 video, may be the answer. After testing and brainstorming, the solution was defined – To create a 360 video filmed inside the actual bus which would map to the viewers physical position on the bus. As part of the live performance, the characters would tell the audience to 'Quick, put on your Gas Masks'. Inside the specially created gas mask props, are Oculus Go VR headsets. When the viewer put this on, the 360 video is already playing, so the viewer sees the same bus they are actually on (in real reality). And then the zombies start to come on to the bus, and much to the viewers horror, begin devouring the passengers around them!

The 360 video includes an array of graphical overlays with heads-up display elements including a Z-Dar (Zombie radar) and a '% chance of survival indicator'.

Aside from the video production, Virtual Reality Ireland worked with Hidden Dublin Tours to create a seamless experience with both the simultaneous playback across 25 x headsets, as well as the spatial audio mix which is played on surround-sound physical speakers on the headset.

Outcomes:

The Zombie Bus experience launched at the Laya City Spectacular festival in July 2019. The feedback from viewers was clear from their screams! The 'brain-hack' worked. The actors performed the dialogue live, mapping to the virtual characters, and also created live haptic responses at particular points in the playback (brushing past passengers, spraying them with water pistols to simulate zombies brushing by and splatters of blood!). The experience is incredibly immersive and therefore exhilarating for any zombie fan!

The Zombie Bus experience will be seen at many more festivals throughout the Summer of 2019 before launching as a tourism Bus experience in Autumn 2019.