



OPENING NEW HORIZONS

2022



OZ EXPERIENCE



Crafting digital content since 2008, BackLight is a multi-award-winning production studio based in Paris.

Pioneer in AR (2010) and VR (2014) activation for brands and in LBE (Location Based Entertainment), BackLight designs & develops innovative concepts coupled with technological challenges.

Thanks to a team of experts from various fields (video games, VFX, communication...), BackLight produces engaging premium experiences for all audiences combining high end graphics with strong story-telling. Eclipse (2017), Toyland (2018), Icecube Protocol (2019), Blanca Li's Le Bal de Paris (2021), are multiplayer and hyper reality experiences that have all been critically acclaimed and awarded at prestigious festivals around the world.

BackLight has strengthened its position in the LBE market by launching in late 2019 its dedicated brand OZ Experience, which brings together all its creations dedicated to Entertainment, and opened the very first OZ Experience venue concept in Area 15 Las Vegas in late 2020.







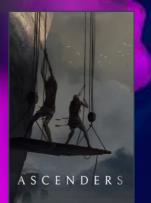












90+ XR projects since 2014

60+ International awards

VIRTUAL IS THE NEW REAL

2017 2018 2019 2020 2021 backlight.fi

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SINGLE PLAYER

YOUR **OWN** ADVENTURE



SINGLE PLAYER EXPERIENCE

SNACK / SHORT EXPERIENCES





SMALL FOOTPRINT

BIRDY KING LAND

PRODUCED BY **BACKLIGHT**







Haptics / EFX (Environment effects)





Birdy stole your burger! Aboard a side car, you go after him with your very sidekick French Renaud.

Backlight Studio's first VR creation, Birdy King Land has been a milestone in the short history of VR, Halfway from a roller coaster and an animation movie.

It is by integrating its know-how from CG animation (Story-telling, Art Direction & Graphic Quality) that Backlight has created a film that has toured the world, still recognized today as one of the 3 best experiences to discover VR.

Will you discover all the easter eggs hidden in Birdy King Land?



Watch the trailer



FAR REACH PRODUCED BY BACKLIGHT







Haptics / EFX (Environment effects)





Dynami Soats

Who has never dreamed of flying a spaceship? Worthy of the Star Wars saga, Far Reach offers the sensations of a roller coaster without ever leaving your chair.

This breathtaking space journey combines action and contemplation and propels you into the heart of the cosmos, discovering its beauty and dangers.

Do not underestimate the intensity of this contemplative experience because you will not be quite passive. On the contrary, you will be projected into the heart of the action like an astronaut on a space mission thanks to a fair combination of high-fidelity graphics & movements.

Ready for takeoff?



Watch the trailer





TO TO THE PLAYERS

COLLABORATIVE



SOCIAL EXPERIENCES

TOTAL FREEDOM OF MOVEMENTS





SMART FOOTPRINT

ECLIPSE

PRODUCED BY **BACKLIGHT**















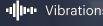








Haptics / EFX (Environment effects)



On board the Eclipse 2 spaceship, you and your crew are sent on a mission to investigate what happened to a previous Eclipse 1 mission which has lost communications with Earth.

Solve puzzles, enigmas & figure out the truth while trying to get back home... preferably alive!

Users are fully immersed, free to walk around with wireless hardware, bodies fully represented by an avatar, high-end graphics. The 2 teams will share the same experience but will have their own missions to complete.

A clever direction combined with a vibra floor provide a complete illusion of roaming but in a limited footprint.





NEW RELEASE!

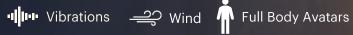
ASCENDERS

PRODUCED BY **BACKLIGHT**

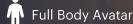




Haptics / EFX (Environment effects)







Open your eyes. You are awakened by the roar of the huge wave facing you. It threatens to wash away everything. You remember nothing: neither who you are, nor why you are here.

The island on which you have just run aground is full of history that could help you escape the wave if you manage to discover its secrets.

Time is running out, don't just stand there and follow the call of the island's heights to win your freedom. Don't underestimate yourselves, your strength is in your unity.

Ascenders is a virtual reality odyssey between contemplation and cooperation where participants try to escape their tragic fate on a mysterious island full of secrets.







MOREATHAN THAN ERS

EXPLORING TOGETHER



SOCIAL EXPERIENCES

TOTAL FREEDOM OF MOVEMENTS





LARGE FOOTPRINT

TOYLAND

PRODUCED BY **BACKLIGHT & ILLUCITY**























players # simulta. Duration Action Move Sensations

2 - 6











Haptics / EFX (Environment effects)





When Toy Story meets Apocalypse Now!

Crazy Monkey fomented a Machiavellian plan and now controls all the other toys, but things could change thanks to the courage of a group of resistant toys ready to fight (you!).

Walk around freely on a 100m² footprint with a vibrating system and fluid graphics.

Users are fully immersed during 25 minutes, up to 6 players are equipped with HTC Vive Headsets, backpacks and haptic guns.

Action scenes are rhythmed by dynamic transitions using Dbox seats.

The helicopter is ready to take off for the toy





ICECUBE PROTOCOL

PRODUCED BY **BACKLIGHT & KOEZIO**





Embody a group of secret agents, travel the world, and solve the mystery of the sudden disappearance of all ice on earth!

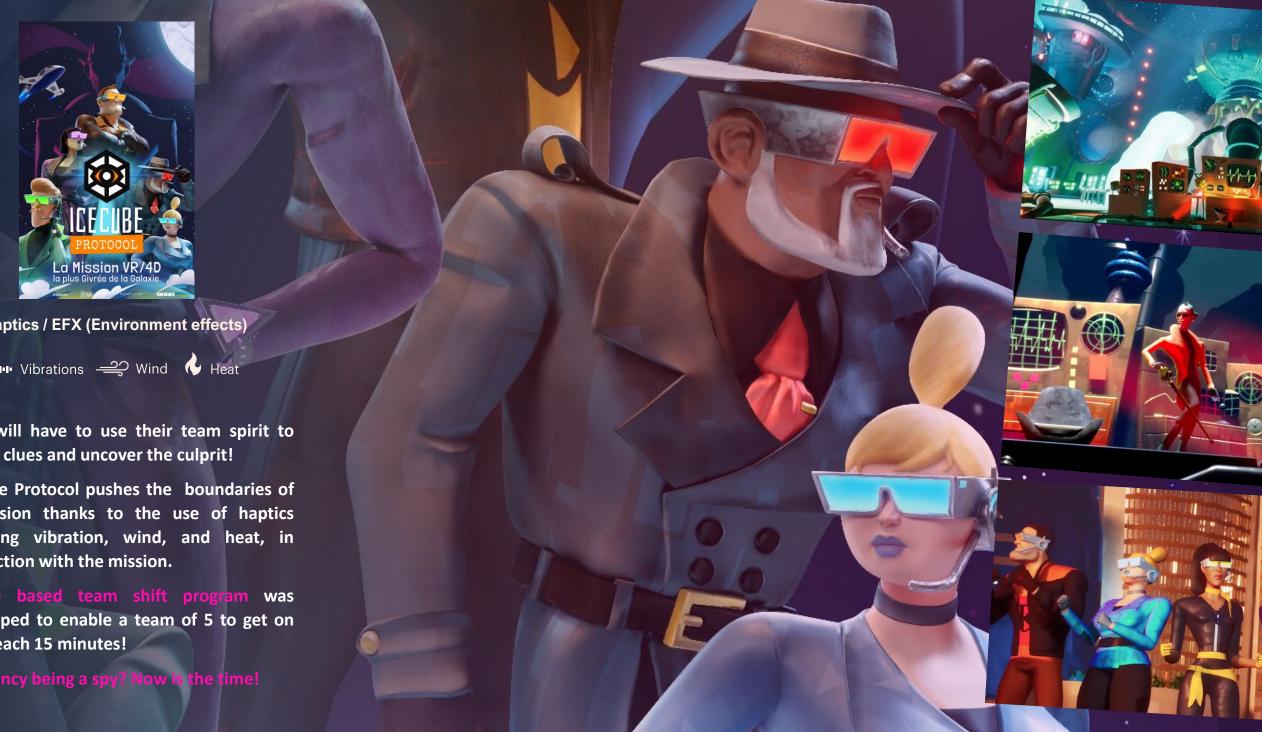
By travelling through environments worthy of the best animated movies, players will visit the world (and beyond!) through 9 different sets, each with their own gameplay.

They will have to use their team spirit to collect clues and uncover the culprit!

Icecube Protocol pushes the boundaries of immersion thanks to the use of haptics including vibration, wind, and heat, in

An Al based team shift program was developed to enable a team of 5 to get on









































	PLAY SPACE	LENGTH	PLAYER(S)	HOURLY THROUGHPUT	WIND	DYNAMIC SEATS	VIBRATING FLOORS	HEAT	FULL BODY	ACTION	ROAMING	REFLEXION	COOP- ERATION	SENSATION
Birdy King Land	2m²	4.30 minutes	1	15	~	✓	×	X	×		0000	0000	0000	••••
Far Reach	2m²	3.30 minutes	1	15	~	~	×	×	×		0000	0000	0000	••••
Sky High - New York	8m²	4-5m	1	24	~	×	✓	×	~	•000		0000	0000	••••
Ascenders	25m²	35 minutes	2-4	4	~	×	✓	×	~					••••
Eclipse	25m²	35 minutes	2-4	4	~	×	✓	×	~			• • • •	••••	
Icecube Protocol	77m²	35 minutes	2-5	20	~	×	~	~	×	•••	••••		••••	
Bal de Paris de Blanca Li	64m²	35 minutes	Up to 10	10	~	×	×	×	~	0000	••••	0000		
Toyland: Crazy Monkey	100m²	25 minutes	2-6	6	×	~	~	×	×	••••	••••	• 0 0 0		••••



EXTRA FEATURES & DATA

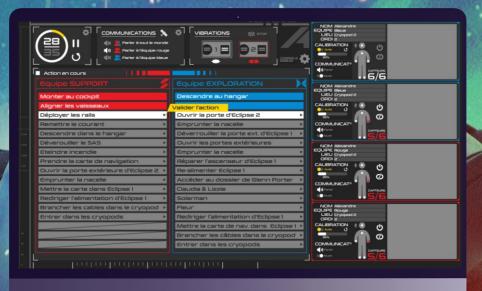




Each OZ Experience license comes with:

- Communication pack (Includes Trailers, Visuals...)
- Guides (technical, game master...)
- Each Game has its own user friendly « game master » interface
- Technical support is available during office hours + Access to our OZ discord community
- Consumption can be monitored through our OZ Manager online solution











Enables our "Pay-per-Use" model

Account verification / License protection

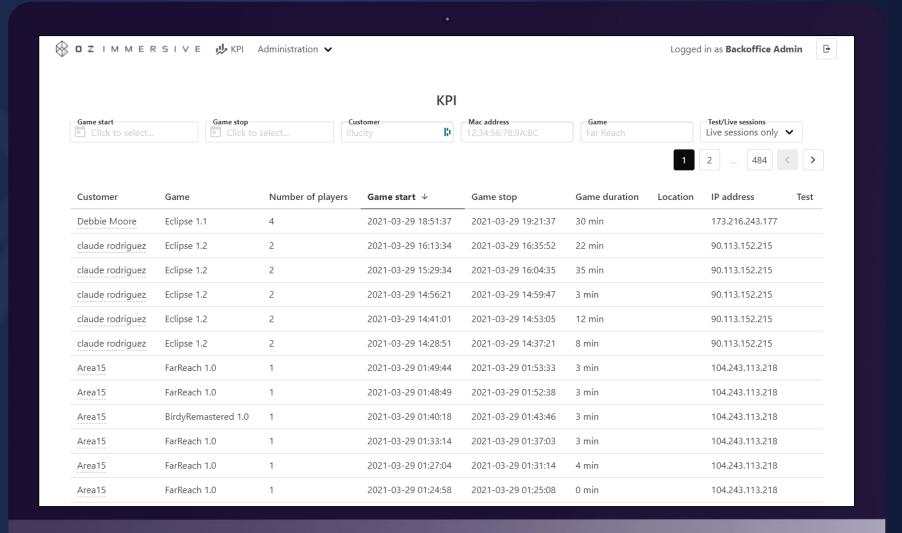
Customers create their login & get custom made licenses

Test session

Game masters can start test sessions (not charged)

KPI view

- Users can see how many games they started
- Filter by period, customer, games







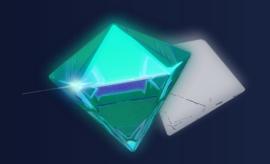
We fulfill LBE VR « Key Success Factor »

High-quality content (highly immersive & social)

Wide mix of Experiences (suit a diverse audience)

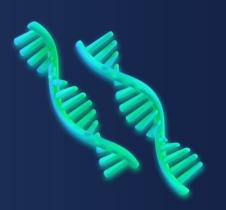
Multiple revenue streams
B2C & B2B (Team building, Events)

Evolving content and model (for repeat consumption & flexibility)









KSF THAT GENERATE PROFITABILITY, RETENTION AND ENGAGEMENT





facebook



"Très belle expérience en VR. Accueil parfait. À faire !!! Même sans expérience VR avant et même ayant le vertige le jeu se passe parfaitement. on est dans un autre monde ou plutôt sur une autre planète!"

"Éclipse, une expérience virtuelle extraordinaire, immersion totale. Grande liberté de mouvements, scénario intéressant et étonnant : en 2 mots : méga cool."

" La mission Eclipse en réalité virtuelle est GENIALE! À essayer de toute urgence! L'immersion est dingue, c'est une aventure qui utilise toute la puissance de la réalité virtuelle: on voyage dans l'espace et on oublie que c'est un jeu! On veut déjà recommencer!"



"The Oz Experience is an Area 15 must visit. There are two attractions.

The 35 minute immersive full VR is cutting edge and full throttle doable fun, from beginning to end. 2-4 can play and during the immersive experience a game master employee is available for hints, some helpful some adding more to the game.

Make a reservation for the 35 minute immersive or you won't get access. It's sells out daily.

Basically, a Rangers team and a Support team must connect their space craft to a disabled ship together, find survivors, and try to understand what happened.

You truly are on the ship, and in that reality. Anything more will give too much away.

The two sit down VR experiences are fun and exciting. They have space and a cartoon experience. It's kind of like Star Wars at Disney, only a bit more bouncy and up close."



"Expérience à vivre! J'appréhendais beaucoup la VR et au final j'ai adoré! Une équipe au top! Hâte de revenir tester les autres univers!"

"Avons testé Éclipse en famille avec 2 ados de 12 et 14 ans.
Super expérience indescriptible...
On finit par se sentir totalement immergé dans cet univers virtuel."

"On a essayé ça entre amis et comment dire ... c'était juste génial! Immersif, magnifique et époustouflant on a envie d'y rester un peu plus longtemps. A faire absolument et à refaire, nous avons déjà planifié de faire l'ensemble des thèmes! Je vous le recommande, toute l'équipe est au petit soin et est très sympathique "

" Avons joué à Eclipse en famille, c'est tout bonnement génial ... Avons déjà prévu de jouer dans les autres univers. Difficile de décrire le jeu, il faut le vivre. Alors n'hésitez pas."





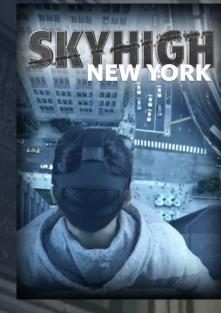
SKY HIGH NEW YORK

PRODUCED BY **BACKLIGHT**





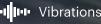




Haptics / EFX (Environment effects)











Be the star of an action movie!

At the edge of a ledge 150 meters above the ground in New York City, Sky High invites you to test your bravery to get to the end of the path.

Guaranteed sensations!

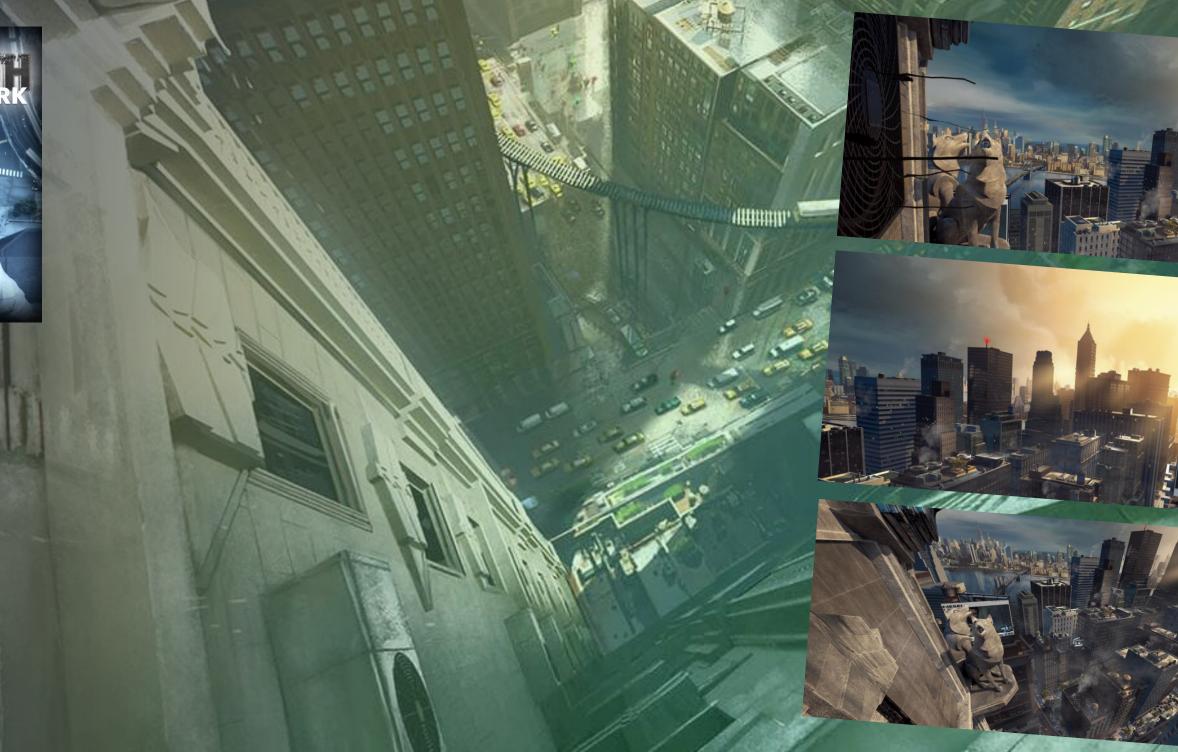
SKY HIGH is a 5D experience combining haptic devices which enhance immersion:

Physical structure, wind, vibration, Vive Trackers ...

Will you be brave enough?



Watch the trailer



OASIS LA GLISSE INFRUINIE

UPCOMING RELEASE: REBRANDING IN PROGRESS



Haptics / EFX (Environment effects)





Dynami Seats

« La Glisse Infruinie » is a ride in 4D virtual reality in the world of Oasis fruits. A waterfall descent in a buoy to join the little fruits on their island.





RENAULT PITSTOP CHALLENGE

UPCOMING RELEASE: REBRANDING IN PROGRESS



































This multi-player game takes users on a journey into the heart of the pit-stop area of the Renault Sport racing stable, with a 4player team changing the tires on a Formula 1 car during a Grand Prix. The goal is to do it in record time and lead the team to victory!



Watch the trailer



NEW RELEASE! LE BAL DE PARIS DE BLANCA LI

PRODUCED BY BACKLIGHT, LA COMPAGNIE BLANCA LI & CHANEL





11+



35'







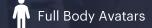
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With Blanca Li's Le Bal de Paris, virtual reality revolutionizes the world of immersive performances and erases the borders between the spectators and the dancers: everything is possible.

No need to be familiar with dance or virtual reality to throw yourself into this piece.

A special moment sets in 3 acts that you will share with 10 and more other spectators. Two dancers play the main roles of the intrigue and will allow you to discover in turn a waltz or a cancan.

You are free to do as you feel : to simply observe, to dance, to interact with the dancers and the other guests, to enter into the dance of this party that promises to be unforgettable.

The most incredible dance floor ever made waiting for you!



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4+ PLAYERS / OZ FREEDOM

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SETUP SIZE (PER SEAT)

Dimension (approx.) 21½ sq ft / 2 m²

AVERAGE TICKET PRICE

EUR 5 to 10+

THROUGHPUT MAX PER HOUR / PER SEAT

12 players (48 players / 4 seats)

4D EFFECTS

Movements / Wind





GAMING AREA FOOT-PRINT

387½ sq ft / 36,5 m²

SETUP SIZE

• Condensed version : 430 sq ft / 40 m² No pre-show area:

Equipment zone inside the Box

• Complete version : 581 sq ft / 54 m² Including pre-show area: Equipment zone outside the Box

AVERAGE TICKET PRICE

EUR 25 to 30

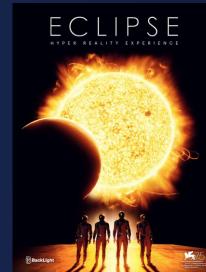
THROUGHPUT MAX PER HOUR

4 players

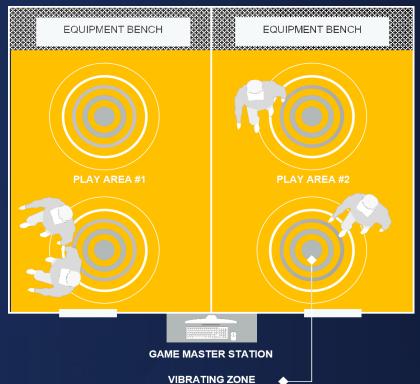
4D EFFECTS

Vibration / Wind (soon)





CONDENSED VERSION Equipment zone inside the box









GAMING AREA FOOTPRINT

- Condensed version 689 sq ft / 64 m²
 5 players / 5 dynamic seats
- Complete version 1076 sq ft / 100 m²
 6 players / 6 dynamic seats

AVERAGE TICKET PRICE

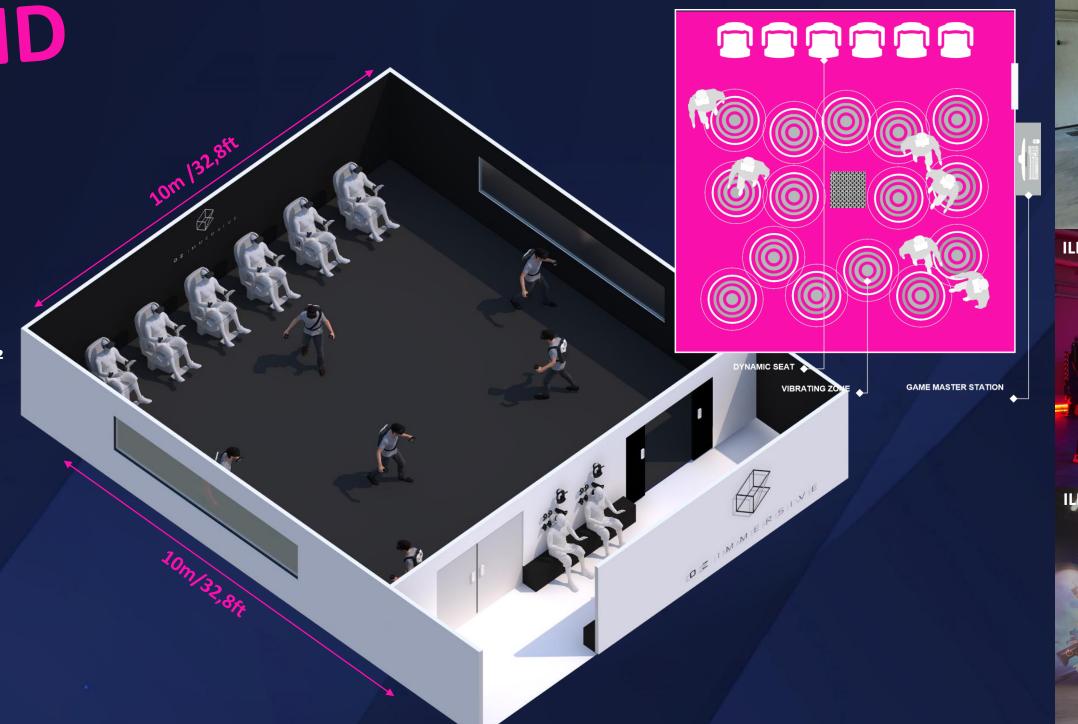
EUR 30 to 35€

THROUGHPUT PER HOUR

6 players

4D EFFECTS

Vibration / Dynamic Seats





ICECUBE SETUP

ICE CUBE PROTOCOL
DEDICATED INSTALLATION

GAMING AREA FOOTPRINT

947 sq ft / 88 m²

AVERAGE TICKET PRICE

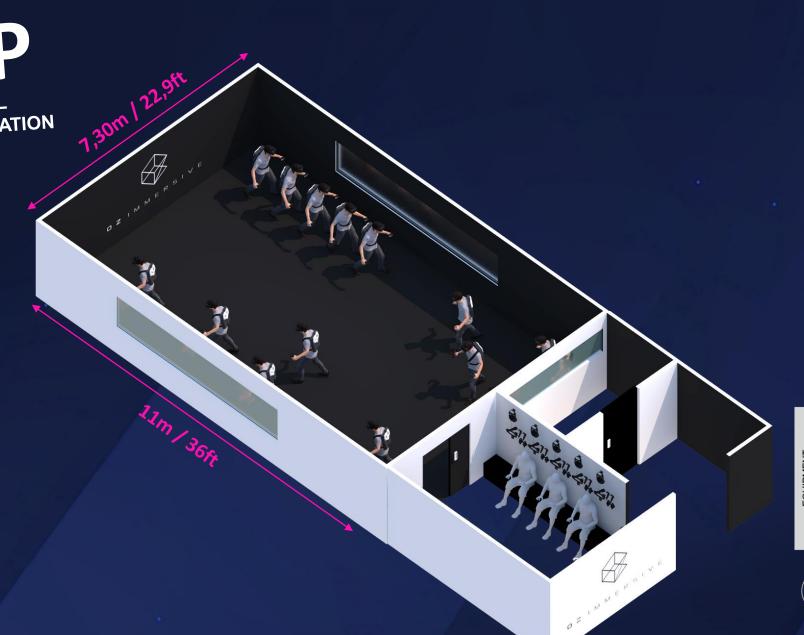
EUR 25 to 30

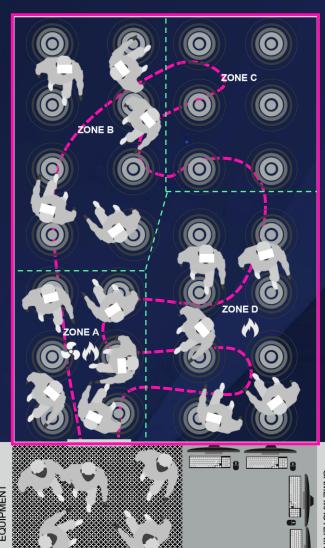
THROUGHPUT PER HOUR

20 players

4D EFFECTS

Vibration / Wind / Heat

















GAMING AREA FOOTPRINT

1076 sq ft / 100 m² 6 dynamic seats

AVERAGE TICKET PRICE

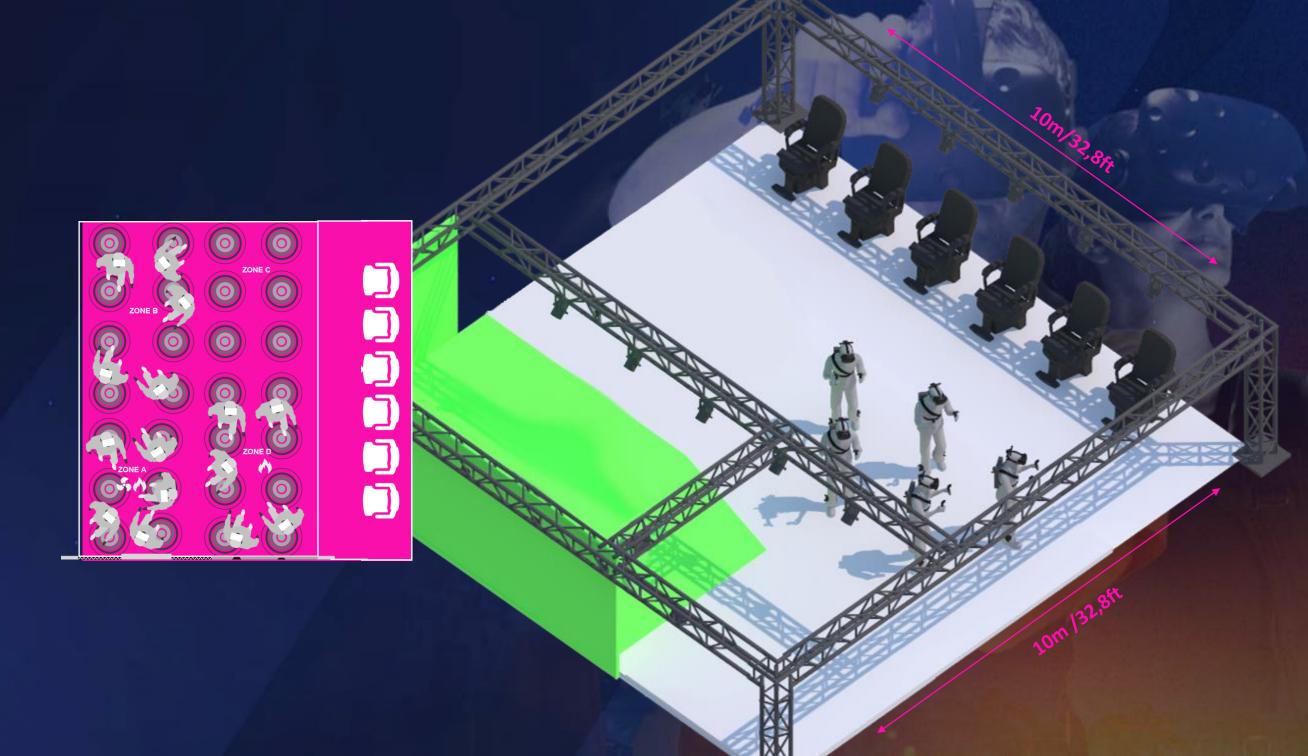
EUR 25 to 35€

THROUGHPUT PER HOUR

20 players (Icecube) + 72 players (OZ Ride)

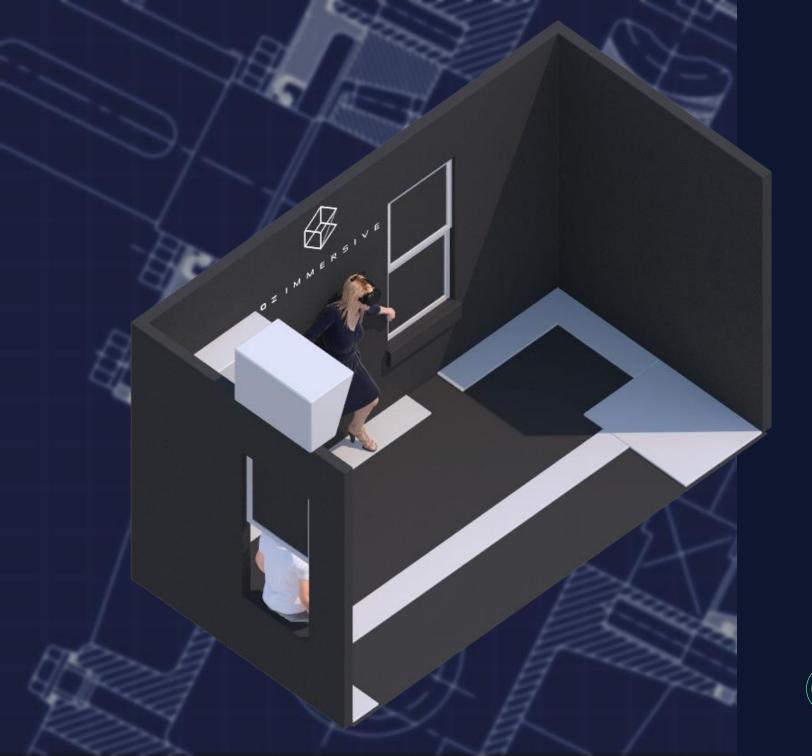
4D EFFECTS

Vibration / Wind / Heat / Dynamic Seats

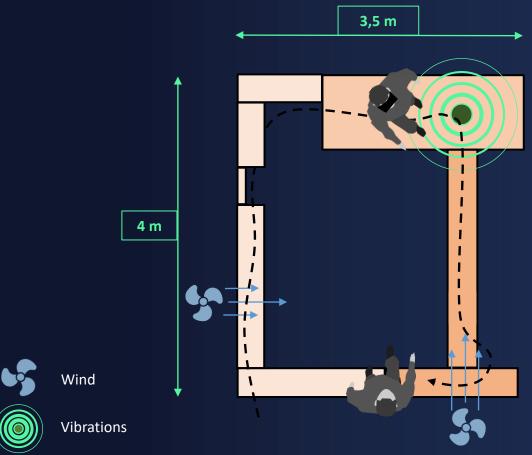












GAMING AREA FOOTPRINT 14 m²

AVERAGE TICKET PRICE EUR 5 to 10

THROUGHPUT PER HOUR 28 players

4D EFFECTSVibration / Wind





by BackLight

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