

**STAR WARS**

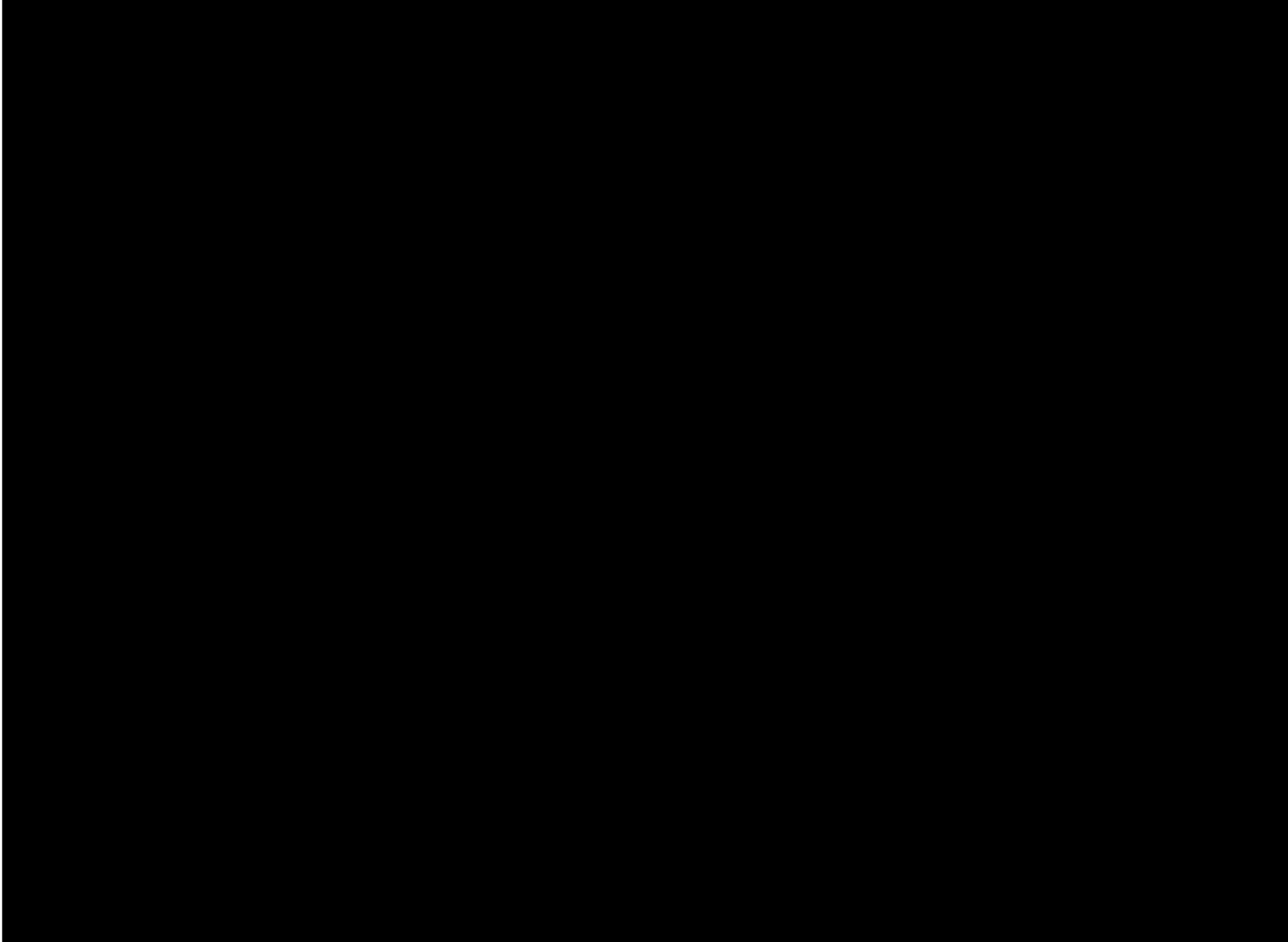
TRIALS ON TATOOINE

A CINEMATIC VIRTUAL REALITY EXPERIMENT

Presented By Maggie Treinin



- Imagine...



# Storyline

- Period between *Return of the Jedi* and *The Force Awakens*.
- Players assume the role of a young, as of now nameless Padawan Luke Skywalker has recruited to join his new Jedi Order.
- Ships fly overhead
- R2 & Han comes out of the Falcon
- R2 hands lightsaber to viewer



ILM X LAB

[www.ILMxLAB.com](http://www.ILMxLAB.com)

# John Gaeta

- Creator, Designer
- Matrix Trilogies
- Founding member &  
Executive Creative Director  
ILMxLab



# Rob Bredow

- Head of ILMxLAB
- VP of New Media, LucasFilms
- VFX Supervisor at Sony
- Responsible for many movies.



# Overview

- Founded in 2015
- California
- Specializes in  
Immersive Entertainment Experience
- Part of Industrial Light & Magic & Lucas



## Overview Cont...

- Works with platforms such as SkyWalker Sound & LucasFilm
- ILMxLAB combines compelling storytelling, technological innovation and world-class production to create immersive entertainment experiences.
- Will develop virtual reality, augmented reality, real-time cinema, theme park entertainment and narrative-based experiences for future platforms.



## Technology

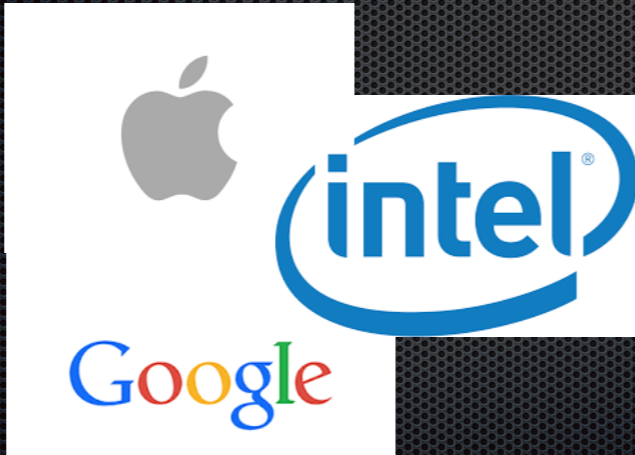
- The "Cave" 90 Degree walls
- Oculus Rift
- Apple iPads
- HTC Vive

# Clientele

- Everyone, especially Star Wars fans.
- VR Consumers



# Competitors





What Worked???



...Let's face it, it's Star Wars

EMOTIONAL CONNECTION?







## Projects

- [Prototype & More Star Wars Experiences](#)
- [Jakku Spy](#)
- <http://www.starwars.com/news/experience-star-wars-like-never-before-in-jakku-spy>



*"I WANT TO BE IN THE X-WING. I  
WANT TO BE PILOTING THE AT-  
AT."*

*- The Verge*

“TRIALS ON TATOOINE FEELS MORE LIKE AN EXPERIENCE  
YOU WOULD HAVE IN AN AMUSEMENT PARK THAN A GAME  
YOU'D PLAY IN YOUR HOME. AND MAYBE THAT'S THE ULTIMATE GOAL.”

*-[polygon.com](http://polygon.com)*

*For More Information Check Out*

<http://www.theverge.com/2015/8/13/9131805/ilm-ilmxlab-interview-virtual-reality-star-wars-movies>

# Works Cited

- <http://www.starwars.com/news/step-inside-star-wars-talking-trials-on-tatooine-with-ilmxlabs-rob-bredow>
- <http://www.fastcompany.com/3055731/exclusive-inside-lucasfilms-star-wars-vr-project>
- <http://www.ilmxlab.com/assets/pdf/ilmxlab-press.pdf>
- <http://www.usatoday.com/story/tech/2015/06/12/ilm-creates-xlab-for-bring-virtual-reality-to-movie-experience/71064884/>
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