



National Geographic presents

AIR, LAND & SEA

THE AUGMENTED REALITY
EXPERIENCE



EXPERIENCE THE WONDER OF NATURE

Air, Land & Sea, in collaboration with the National Geographic Society, offers users a unique chance to travel to some incredible locations via INDE's unique BroadcastAR augmented reality system. Centred around a dynamic, ever-changing watering hole, the experience allows you to meet a diverse range of animals from Africa to the Arctic as they graze, drink, and interact with the environment around them.

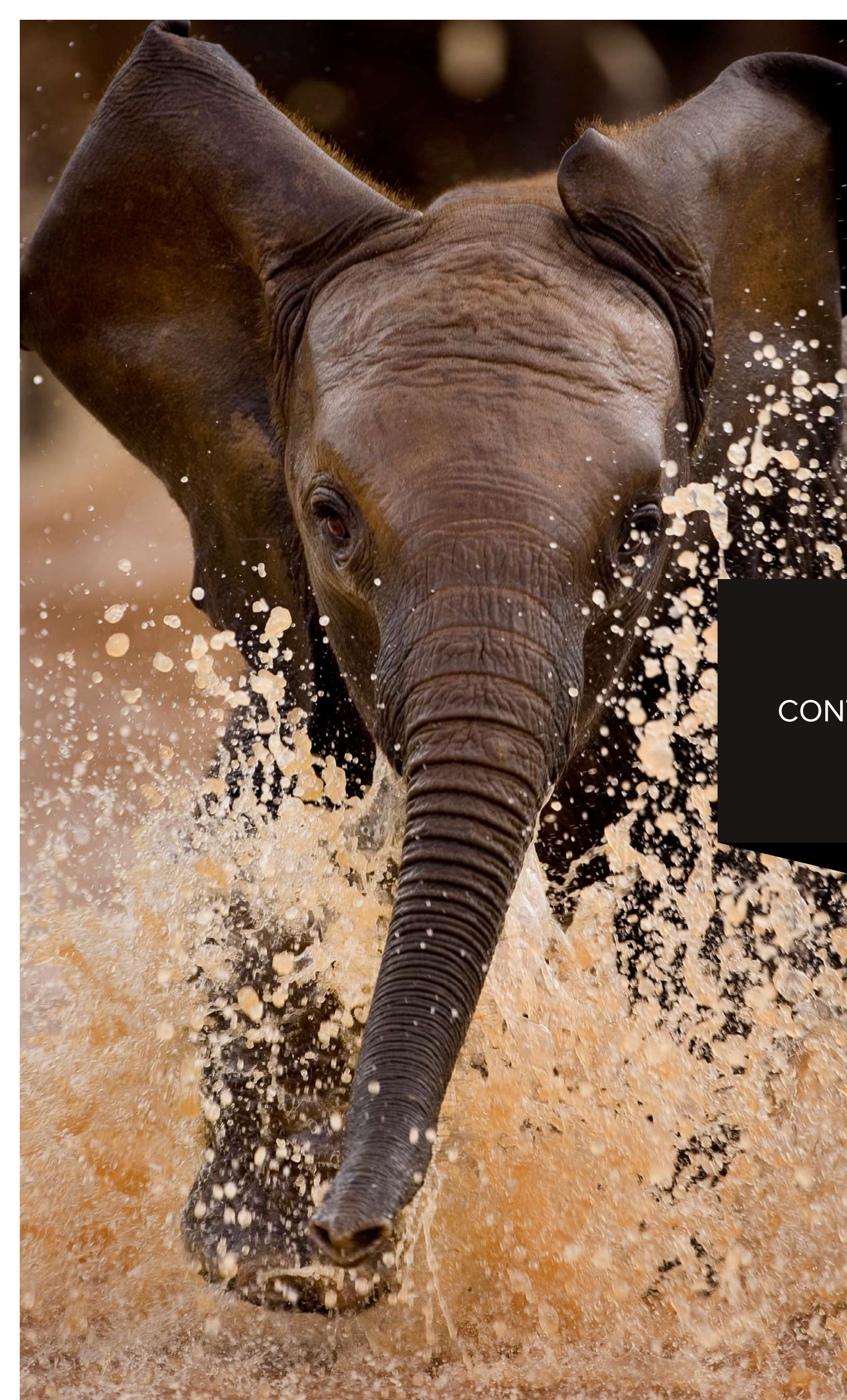
INDE's BroadcastAR augmented reality experiences are ready to delight audiences with some of the most realistic 3D animated characters ever created. Installable in public or private spaces, they provide a unique experience for all ages and are extremely compelling as both media space and edutainment platforms.



**ANY SUFFICIENTLY ADVANCED TECHNOLOGY IS
INDISTINGUISHABLE FROM MAGIC.**

Sir Arthur Charles Clarke





CONTENT

Featured Animated Characters:

- Animated water
- Astronaut (20 secs)
- Polar Bear (35 secs)
- 3 x Penguin (35 secs)
- Seal (35 secs)
- Whale (30 secs)
- Leopard (30 secs)
- Elephant (35 secs)
- Rhino (25 secs)
- Giraffe (30 secs)
- Dolphin (35 secs)
- Tropical Storm (10 secs)

Total running time

5 minutes 30 seconds

Soundscape

Full ambient soundscape / natural VFX

[WATCH VIDEO](#)

[CONTENT SAMPLE](#)

ASTRONAUT



POLAR BEAR



PENGUINS



SEAL



WHALE



LEOPARDS



ELEPHANT



RHINO



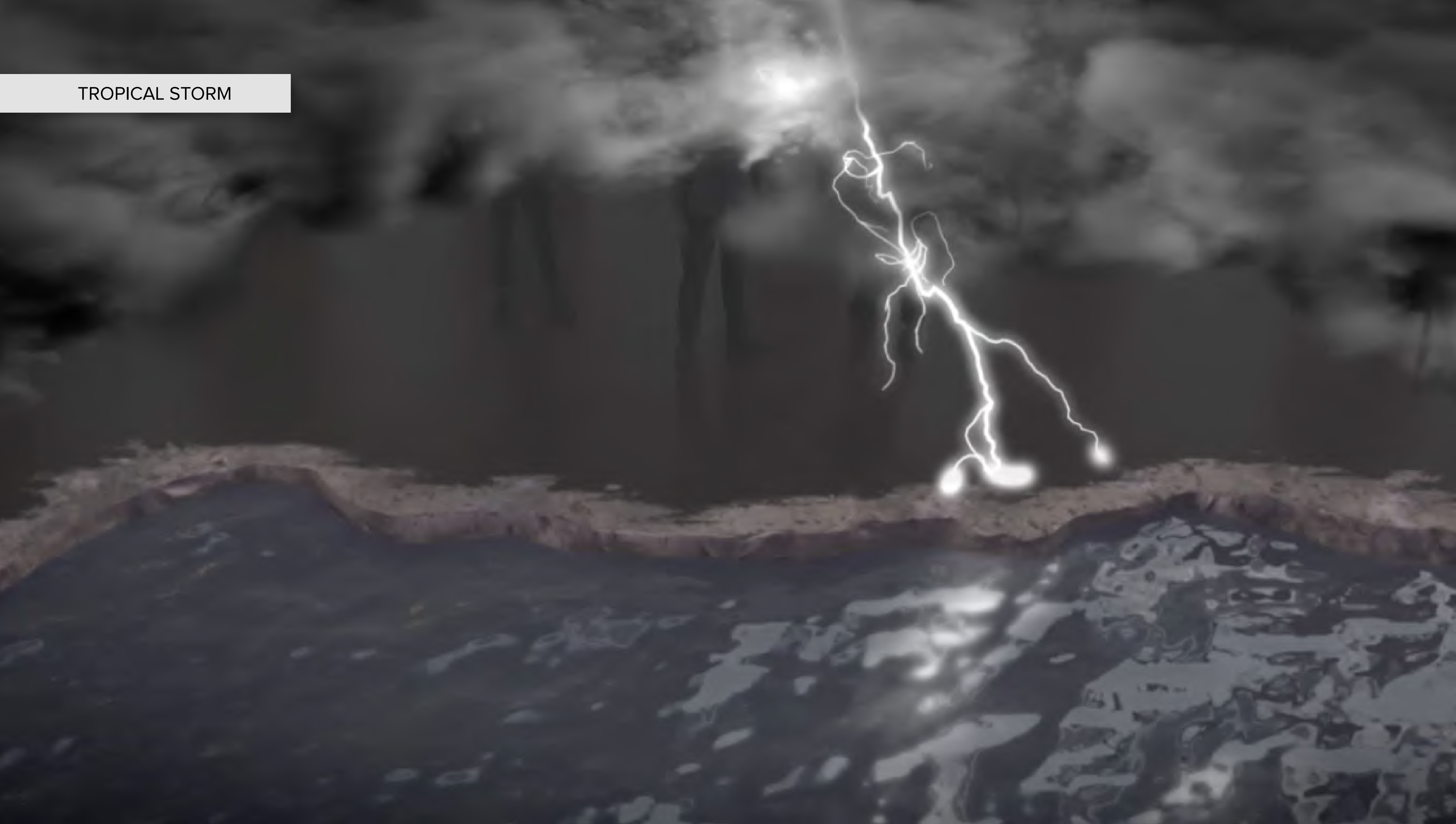
GIRAFFE



DOLPHIN



TROPICAL STORM



TECHNICAL RECOMMENDATIONS

AR KIT INCLUDES

- AR hardware
- Camera System
- Custom made camera tripod
- INDE Software
- Hardware accessories

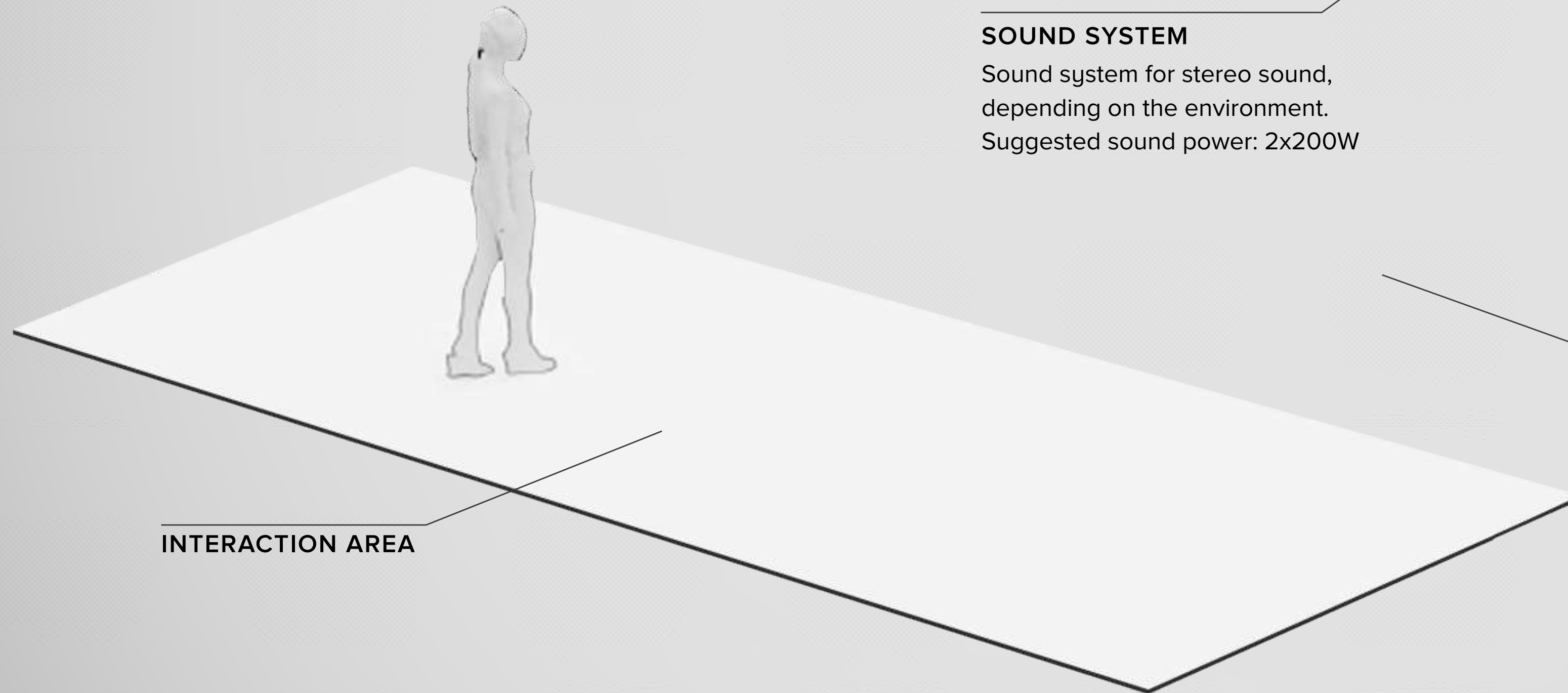
SOUND SYSTEM

Sound system for stereo sound, depending on the environment. Suggested sound power: 2x200W

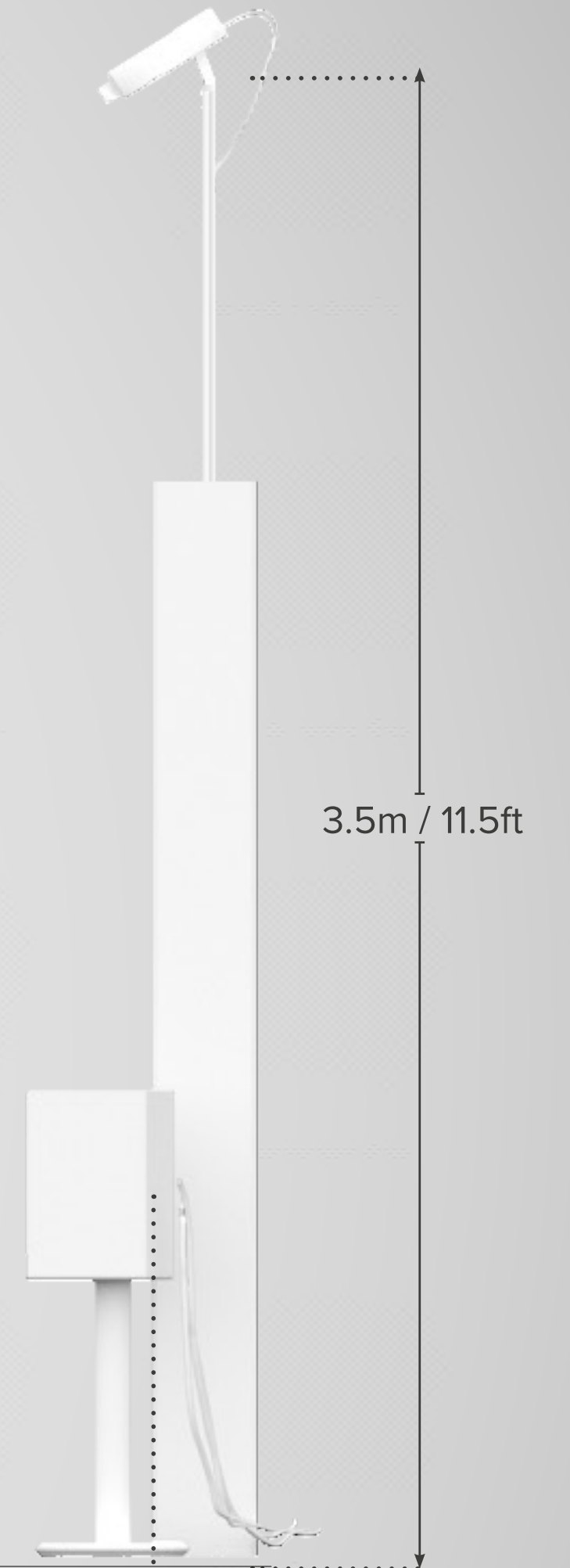
PREFERENCES

- Natural light or average indoor artificial light is sufficient. In case of insufficient light conditions, additional lighting equipment will be required.
- Homogenous, non-shiny floor.

INTERACTION AREA



TECHNICAL RECOMMENDATIONS



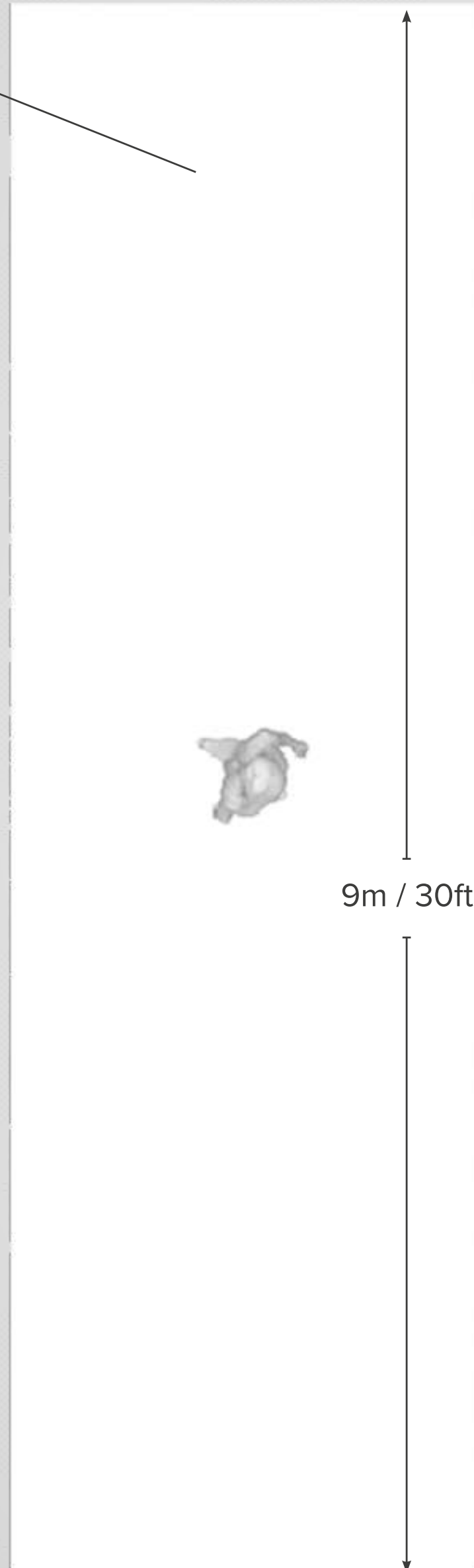
min. 6m / 20ft

FOOTPRINT

- Distance from screen: min. 6m (subject to approval from INDE)
- Custom content can be created by INDE for any size and shape of footprint.

TECHNICAL RECOMMENDATIONS

INTERACTION AREA



SCREEN REQUIREMENTS

LED screen:

- Screen size: 4m x 2.25m / 13ft x 7ft 4in or larger
- Resolution: 1280 x 720 pixels or higher
- Aspect Ratio: 16:9
- Pixel size: 6mm or better

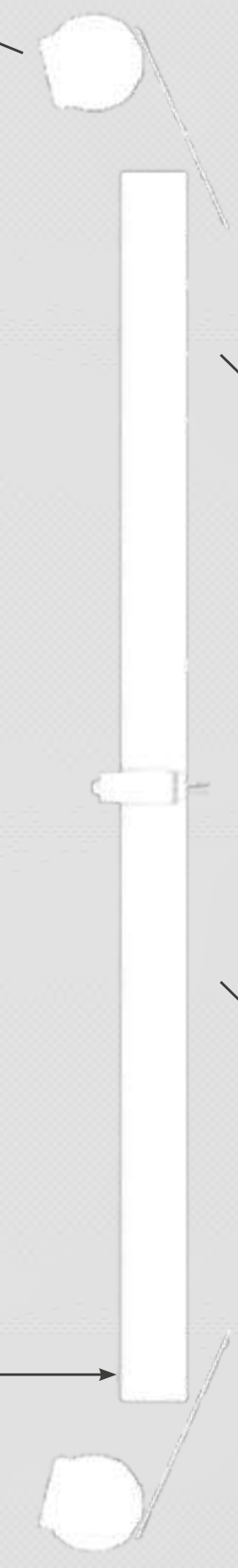
Seamless plasma wall:

- Screen size: 4m x 2.25m / 13ft x 7ft 4in or larger
- Aspect Ratio: 16:9
- Grid: 4x4 panels of 45" screens or bigger
- Narrow bezel

Projection system:

- Projection area: 4m x 2.25m / 13ft x 7ft 4in or larger
- Lumen Amount: 10,000 or above
- Resolution: 1280 x 720 pixels or higher
- Aspect Ratio: 16:9
- High-contrast reflective screen

min. 6m / 20ft



OUTPUTS

- Image: VGA or HDMI output, High Definition
- Sound: stereo mini Jack or HDMI sound

INPUTS

- 110-240 Volts, 50-60 Hz,
- 3 sockets



INDESTROY.COM