



**The Joker's Henchmen Line Up**  
*At Six Flags' Dark Knight ride, the action begins as guests queue up.*



**Creatures from the Future**  
*At Futuroscope, guests cavort with futuristic CG animals, in a sneak peak of animal life two million years from now.*



**Let the Hat Do the Talking**  
*And it did just that, for the Paris and Warsaw launches of the seventh volume in the Harry Potter series.*

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## AUGMENTED REALITY TURNS SPECTATORS INTO PERFORMERS

Total Immersion ([www.t-immersion.com](http://www.t-immersion.com)) is the global leader in augmented reality. Through its patented D'Fusion® technology, Total Immersion blurs the line between the virtual world and the real world by integrating real-time interactive 3D graphics into a live video stream. A versatile "platform for discovery" with an undeniable wow factor, Total Immersion turns passive guests into active performers, thereby enabling consumers to interact with brands in their own environment. Imagine a favorite animated character sitting in the next chair, or a static product suddenly "come to life" -- that's Total Immersion's augmented reality.

Theme parks and other entertainment venues, with their ability to magically transport visitors to a world of imagination and innovation, are a perfect fit for augmented reality:

- **Futuroscope:** Total Immersion delivered the first augmented reality experience at any theme park worldwide to Futuroscope in Poitiers, France, which opened in April 2008. Visitors on the ride "Les Animaux du Futur" wear augmented reality goggles and view a real set animated by futuristic animals.

The magic doesn't have to remain in the park: a take-home version of the AR experience was offered for sale via a box that turns into a diorama resembling the ride's set, along with Total Immersion's D'Fusion@Home software, a webcam and printed visual targets.

- **Six Flags:** Augmented reality turned an uneventful wait in line into a mini-attraction itself. Visitors to the new "Dark Knight" ride at theme parks in New Jersey and Illinois can witness their transformation into the Joker's henchmen, thanks to ClownVision™, a special implementation of Total Immersion's D'Fusion technology.
- **Harry Potter:** For the Paris (October 2007) and Warsaw (January 2008) launches of the seventh — and last — book in the wildly popular literary series, Total Immersion created a Magic Mirror application using the book's "Sorting Hat" scenario. Looking into the video screen of the magic mirror, each visitor saw the Sorting Hat moving upon their head and heard the hat's pronouncement, launched randomly, as to which house at the Hogwarts School that visitor belonged: would it be Harry's beloved Gryffindor, Hufflepuff, Ravenclaw or perhaps the seemingly malevolent Slytherin?
- **Arizona Science Center** -- Youngsters and adults alike are challenged to solve this Rubik's cube-like "Augmented Reality Puzzle." Guests are given three cards, each corresponding to a 3D puzzle piece. Rotating these cards reveals videos on all sides of a computer-generated video cube. When arranged in the correct order, players are rewarded with a full-screen view of the video -- and a virtual fireworks finale.

