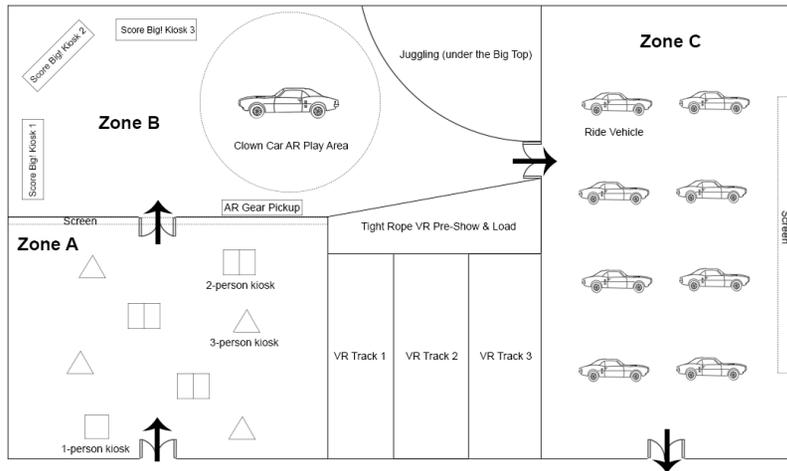


# Step Right Up! Experience



## Experience Goals:

- Provide a new marquee experience to drive marketing efforts and overall attendance to the Museum
- Create an additional revenue opportunity for the Museum through a premium offering
- Afford guests the opportunity to understand the economics, science, and storytelling of the circus through creating their very own circus from the ground up
- Give families and groups the ability to create and learn together

## Duration:

- Guests are pulsed through in approximately 45 minutes

## Hourly Capacity:

- 72 guests

## Hardware (not including spares):

- Zone A:
  - One (1) Christie Boxer 4K projector
  - Nineteen (19) 32" multi-touch monitors arranged in four (4) trios and three (3) pairs on kiosks to facilitate face-to-face conversation. One (1) will be solo to accommodate single-person parties.
  - Eight (8) RF readers, one per kiosk
- Zone B:
  - Six (6) HTC Vive headsets; Six (6) HTC Vive Lighthouses; Six (6) corresponding backpacks with gaming laptops, headphones
  - Four (4) MagicLeap AR Headsets
  - Four (4) of the following setups:
    - One (1) Microsoft Kinect; One (1) drum pad; One (1) custom trombone interface; One (1) 32" multi-touch monitor; One (1) 55" HDTV; One (1) RF reader
- Zone C:
  - One (1) Christie Boxer 4K projector
  - Nineteen (19) Oculus Rift HMDs spread across eight (8) vehicles on motion bases in the following distribution: four (4) vehicles with three (3) HMDs each, three (3) vehicles with two (2) HMDs each including one (1) ADA-compliant vehicle, one (1) with one (1) HMD
  - Eight (8) RF readers, one per vehicle

## Purpose of Experience Summary

This document explains, in broad strokes, what visitors will see and experience through this interactive. It includes excerpts of sample text, however, this is not meant to be final copy. A final outline of all the content to be included in the exhibit will be established during the content outline phase and all final text will be developed during the scripting phase. Both a content outline and script will be delivered for review and approval by Museum staff.

## Experience Summary

The *Step Right Up!* Experience offers guests the opportunity to learn about the realities of running a circus through active participation in a personalized role-playing story. Through collaboration, trial and error, and discovery, guests will explore the process of creating a great show in three phases: marketing and show planning, rehearsals, and finally premiering the show to the masses!

## Experience Description

### Check-In

Upon check-in at the experience, guests will each receive an Admit One ticket, an RF-enabled card that will keep track of each group's personalized choices. Guests will be asked to split into groups of 1-3 people, as groups will go through the experience together. A maximum of 18 time-stamped tickets will be sold for each 15-minute time slot.

### Zone A: Pre-Show & *The Big Idea*

#### Loading & Pre-Show (3 min)

As soon as check-in is complete and the previous group is clear, a rousing rendition of Julius Fucik's *Entry of the Gladiators* will overtake the previously understated BGM. Marquee lights will begin to flash. The automatic doors will swing open, revealing our Host, a traditionally-clad circus barker who challenges us to "step right up" into the next room to try our hand at creating our very own circus:

*"Do you think you can create the most amazing show the world has ever seen? Yes? Well, step right up to see if you have what it takes!"*

Guests will proceed into the first room of the experience, themed as a circus company's creative office. The Host welcomes guests, now referred to as "Proprietors" to the first step of their challenge: the big

idea! The Host then tosses to a two-minute video that establishes the magic of the circus and the realities of bringing a show to life.

#### Interactive Experience: *The Big Idea* (11 min)

Once the video concludes, Proprietors will be invited to approach team kiosks throughout the room in the groups determined at check-in.

At the kiosks, Proprietors will plan their show and learn about the economic and ethical pitfalls of certain types of acts. The experience will be broken into four segments:

- Show Elements
- Concessions & Side Shows
- Ethics
- Finalize & Set Prices

#### Show Elements

*Proprietors will pick which acts they'll use to fill their show based on cost, marketing appeal, and duration.*

#### Concessions & Side Shows

*Groups will chose which concessions they need in order to create additional revenue for their show as well as any side shows they may want to add.*

#### Ethics

*A video feature will examine the ethics of certain programming choices, especially focused on animal acts. Besides the ethical ramifications, it will also touch on the potential economic impacts of boycotts and litigation.*

#### Finalize & Set Prices

*If the Proprietors have made a choice they might now question, they have the opportunity to change it before looking at their final business & marketing plan and setting ticket prices.*

### Transition

When groups are wrapping up at their kiosks, the Host re-emerges, congratulating Proprietors on their accomplishments.

*“But the idea is the easy part. Do you think you’ve got the skills to pull it off? Well, step right up and see; it’s time for rehearsals!”*

## **Zone B: Rehearsals**

Proprietors proceed into the second room of the experience, themed as a backstage area right behind the Big Top! This area has four distinct experiences:

- Tight Rope Experience (VR)
- Clown Car Experience (AR)
- Score Big! (Kiosk)
- Juggling (Host-led)

*Note: The back-end system will schedule an appointment time for each experience to maximize both the guest experience and throughput, and each group will be called to their respective experience at that time.*

### Tight Rope Experience (VR) – 6 minutes

*Guests will learn the science behind tight-rope walking and experience the thrill by donning a VR headset to simulate the incredible height of these daring stunts.*

Pre-Show (1 min)

*Guests meet their Trainer via video and are briefed on what they’re about to experience so that they may opt out if desired.*

Load (2 min)

*Guests are strapped into their VR devices, including a headset, headphones, and CPU backpack before proceeding to one of three tracks. Once in a track, they will be given a balance pole.*

Experience (2 min)

*In VR, guests will see their Trainer, who explains the science behind the balance pole. He then proceeds out onto a wide, “training” tight rope and beckons the player to follow. Then, on the return, he lets the guest proceed by themselves to try it out without guidance! The guest will be walking on a plank approximately an inch off the ground and will be monitored by Museum staff at all times for safety. They will also be secured via wire to a track above them to prevent falls. Guests get to experience the exhilaration of the height from the safety of VR.*

Load Out (1 min)

*Staff will remove the VR devices.*

### Clown Car Experience (AR) – 3 minutes

*Using MagicLeap’s forthcoming AR headset, this experience allows guests to discover how clown cars are able to pack in so many clowns! Part education and part puzzle game, the experience begins by showing a normal car layout that then strips down to the bare-bones interior of a clown car. Then, guests get the power to direct clowns to take different positions in the car in order to see how many they can fit! This works by overlaying an AR image on top of a physical car model in the room.*

### Score Big! (Kiosk) – 3 minutes

*In teams, guests work together to write the score for their circus! One team member chooses the melody and instrumentation, one will control volume & tempo, and the other will have a snare drum pad and trombone to create dramatic and comedic moments!*

*The melody & instrumentation will be controlled on a touch screen, volume & tempo will be controlled by arm movements—as with a conductor—via Microsoft Kinect, and the drum and trombone will both be physical interfaces that act like the instruments themselves. All are tied together by a large monitor showing the act that the guests are scoring.*

### Juggling (Host-led)

*Throughout the 15 minutes in Zone B, the Host will lead a juggling workshop, teaching the basics and showing off pro-level tricks!*

### Transition

With a blare of a horn, an announcement plays over the PA:

*“Places, please! 2 minutes to show time! Places!”*

The Host confirms that yes, it looks like rehearsal time is over. It's time for the big show!

*“Go get in your car so you can drive out to greet your audience! What're you waiting for??”*

Guests proceed towards the Big Top and into the next zone.

## **Zone C: Show Time! & Post-Show Film**

Proprietors proceed into the final room of the experience, themed as the Big Top itself! Upon entering, they will see eight small car-shaped vehicles meant to represent miniature clown cars. Each is equipped with 1-3 Oculus Rift headsets to facilitate different group sizes. There will be one driver who will get a set of pedals and a steering wheel as well.

### VR Circus (6 Minutes)

*In VR, Guests are introduced at the top of the show as the Proprietors of this, the Greatest Circus on the Planet! They're bid to drive out and give the audience a wave by the Stage Manager, who they can hear over their headset. As they drive out, guests can feel the warmth of the spotlight and hear the roar of the audience! The driver is led to a parking spot at the front of the audience: a great vantage point for watching the show. Guest will see a procedurally-generated, condensed version of the circus they designed during The Big Idea, and they'll even hear the music they composed in Score Big! If they wish, Guests can drive around to see their performance from different angles.*

### Signature Post-Show Film (5 minutes)

*As guests get a standing ovation at the conclusion of their circus performance in VR, the speakers in the physical room they're in begin to play the same audio, and guests are welcomed to remove their headsets and look at the screen in front of them. This marks the transition to a film, showing a montage depicting the evolution of the circus.*

*After this bridge, the film explores the changing face of the circus and how it continues to evolve given changing tastes, shifting market forces, and new technologies. Our Proprietors, the film acknowledges, are now part of that future—the show must go on!*

*A second, longer, and more dramatic montage closes the piece, featuring the modern circus featuring well-known acts like Cirque du Soleil and others from around the world.*

The film concludes, and a light comes up on our Host:

*I didn't know if you had it in ya', but you all put on quite a show, didn't you?? Come on, let's put our hands together for a job well done! Hats off to you! It's been a real pleasure getting to know each and every one of you, but now it's time to, as they say, “Get this show on the road!” Wherever that road may take you, I wish you the best of success, and remember, you're always welcome back here at the circus. It's time to step right up to the next adventure—go get it! Bye, now.*

Doors open back to the Museum.