



IBO
IMMERSIVE BOX OFFICE

WWW.PUSHINTERACTIVE.XYZ

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SUMMARY

Up until today, the online ticket sales experience has been limited by technology, which constrained usability to a 2D world, limiting interaction, rendering the purchase a slow and fragmented process with many shortcomings for the buyer, perhaps even discouraging some people from what should have been a quick and easy way of acquiring tickets. In most cases, the ticket sale is not a uniform process - big discrepancies can be found between the website, the mobile application and the kiosk - and no kind of visual information is offered, about the space or the acquired seat.

In short, the online ticket sale is still an unappealing process, which by technological limitation, is not ready nor optimised, neither to provide a good experience, nor to conquer new users.

Immersive Box Office (IBO) is an answer to all these problems, while simultaneously innovating in a number of other areas. IBO is a global innovation that assures the best experience in the purchase of tickets, across all digital platforms.

IBO is without a doubt, the most recent and innovative ticket sales technology of the new digital era.



ABOUT US

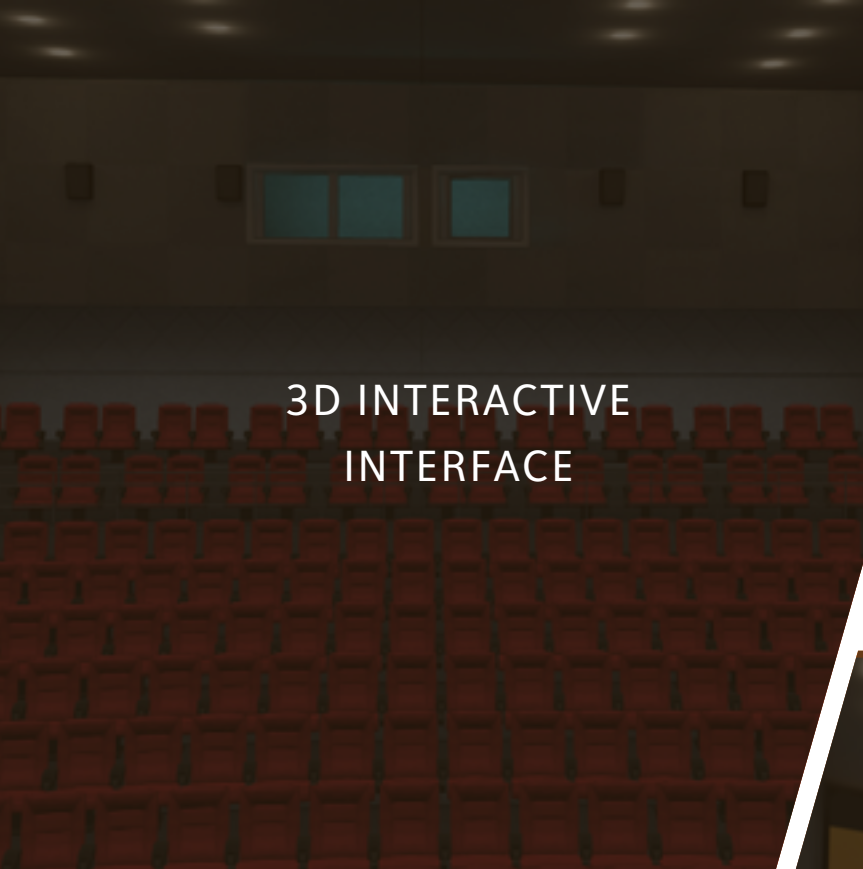
We are PUSH Interactive, a technological company venturing deep in the realms of digital interactive experiences, pushing the digital world to new limits. By combining our expertise in CGI, animation and post-production with a heavy software engineering competence, we deliver high quality interactive experiences which span the areas of the current trends of the digital world, moving effortlessly through Virtual Reality, the Web, Mobile and Context-Aware technologies.

PUSH ITR spawned from PUSH VFX, a Visual Effects company established in the Portuguese scene, with an impressive portfolio of high-quality post-production work, when PUSH VFX decided to integrate software engineering experts, that would give their rich visual work a new dimension: interaction.

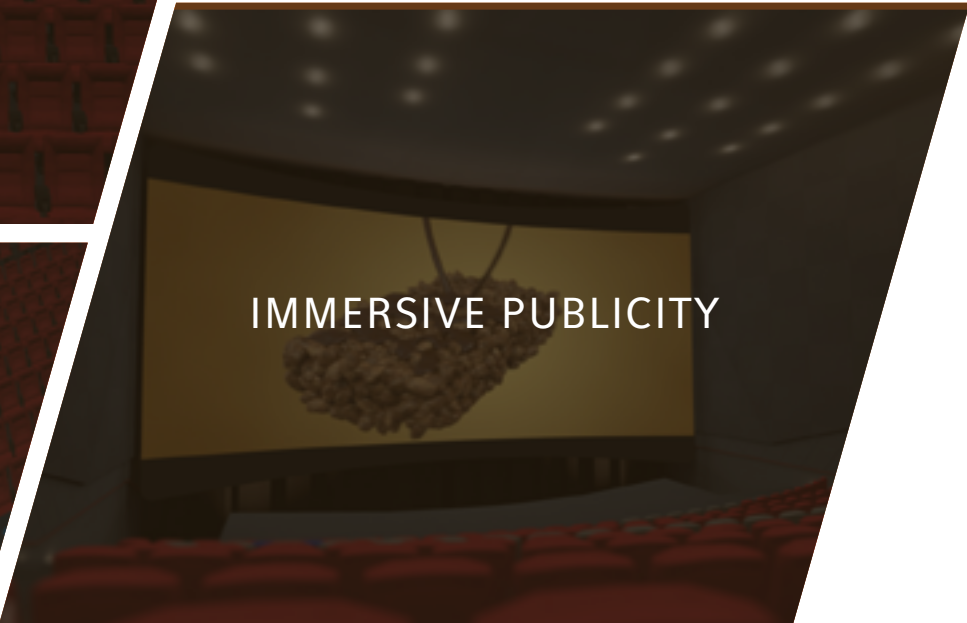
Our expert artists and programmers can bring your business into the new era of digital content, by developing captivating immersive interactive experiences that enhance the way you approach your clients. We care about quality, and that's why our products are made with a level of care and sensibility that shows and speaks by itself.



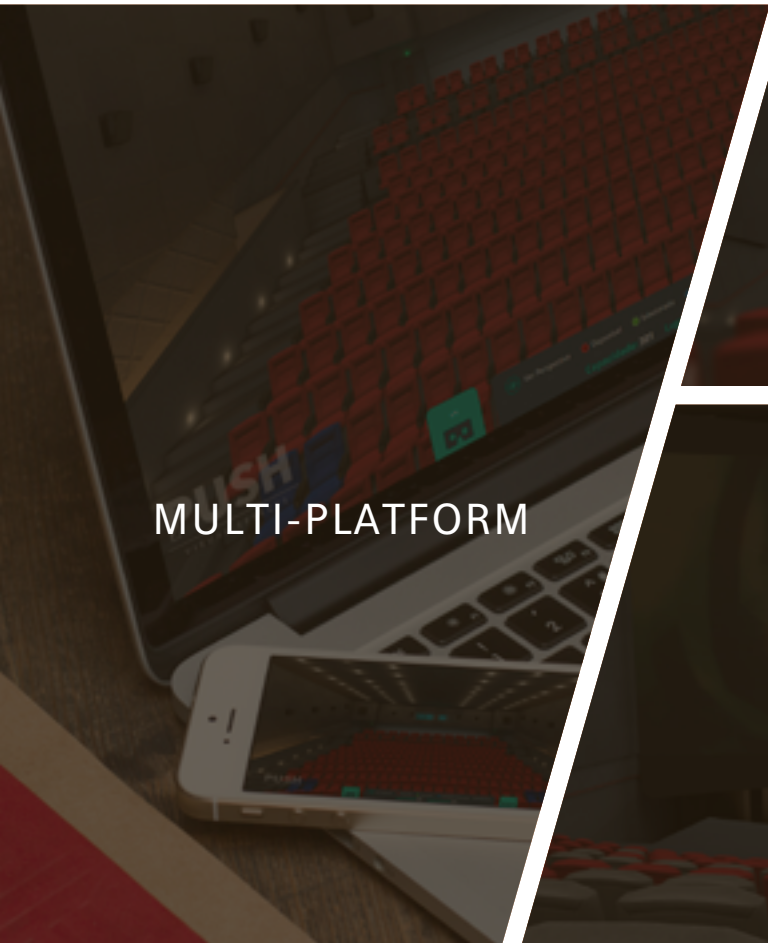
VR EXPERIENCE



3D INTERACTIVE
INTERFACE



IMMERSIVE PUBLICITY



MULTI-PLATFORM

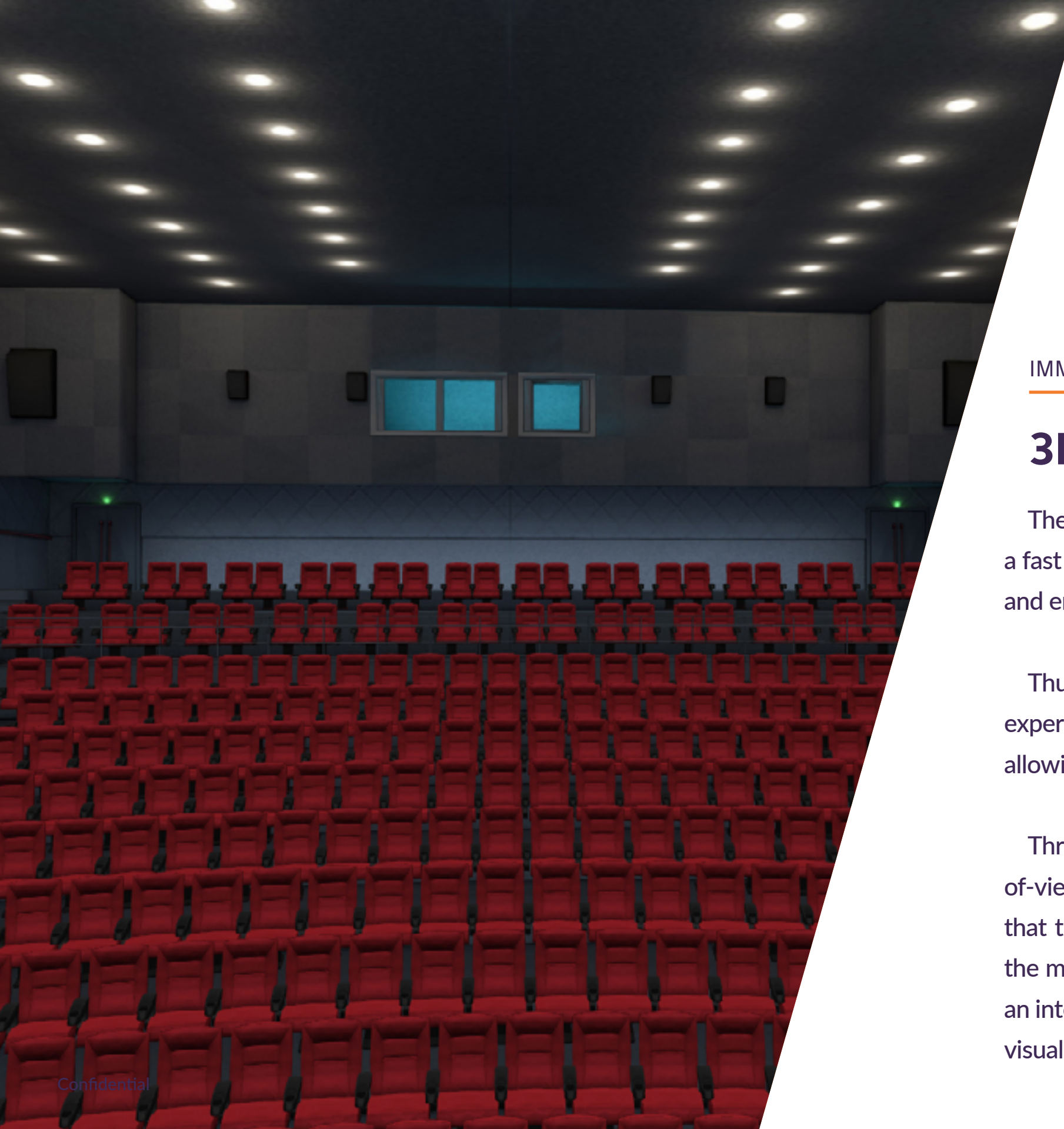


PUSH
VISUAL EFFECTS
INNOVATION

IMMERSIVE BOX OFFICE (IBO)

After several years of waiting, virtual reality begins to position itself as an emerging technology. 2016, being the year of the democratization of virtual reality, with several product launches from the great tech titans - Samsung, Sony, HTC - and with all the biggest software companies - Facebook and Google - announcing VR compatible products, leaves few doubts as to the future of this type of visualization.

IBO is an innovative ticket sales system, that transforms the purchase of tickets into an interactive and immersive experience. Through the most recent 3D technologies for the Web, IBO transports the buyer into a three-dimensional environment, appealing and engaging, turning the simple act of buying a ticket, into a virtual reality browsing experience. At the same time, IBO uniforms and simplifies the sales pipeline, through WebGL, a web-based technology, allowing for a multi-platform and compatible usage.



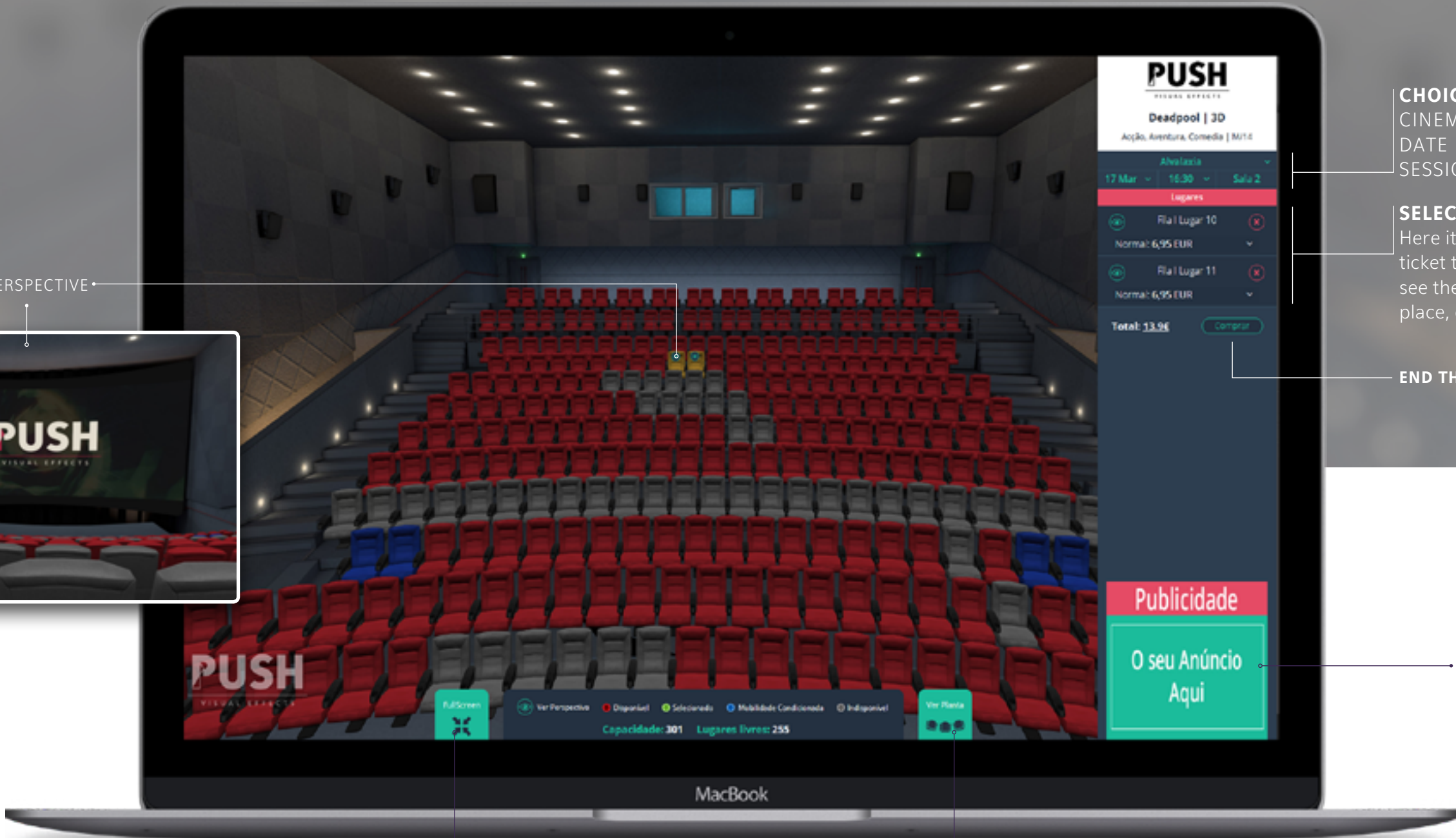
IMMERSIVE BOX OFFICE

3D INTERACTIVE INTERFACE

The main objective of IBO is to sell tickets. As such, IBO focuses on the achievement of a fast and fluid purchase experience for the buyer, while simultaneously being appealing and engaging, which can bring more users to the online ticket sales market.

Thus, IBO relies on a complete interface, of immediate access, and a single page experience, integrating all the necessary steps that are needed to buy a ticket, while also allowing a 3D visualization of the space, giving the user a general perspective of the room.

Through the dynamic selection of seats, the user has the possibility to see the point-of-view of his own selected seat. By presenting information in this way, we guarantee that the time spent purchasing the ticket is minimum, while at the same time offering the maximum amount of information about the purchase. On the other side, IBO offers an interactive experience which allows the users to explore a 3D environment, as well as visualizing content in an interactive and immersive way.



SEE PERSPECTIVE

CHOICE OF:
CINEMA
DATE
SESSION

SELECTED SEATS
Here it is possible to choose the ticket type for each selected place, see the perspective from that place, or remove the selection.

END THE PURCHASE

PUBLICITY

SEE BLUEPRINT

VR VISUALISATION IN MOBILE VERSION
FULLSCREEN IN DESKTOP VERSION



IMMERSIVE BOX OFFICE

VIRTUAL REALITY

One of the great innovations of IBO, is the support for VR through the browser. This technology is platform-independent and has the mobile version as a main target.

Even though the use of VR on Desktops is possible, the audience must own the necessary hardware to visualize IBO in VR, and the specific market for this is not very relevant.

On the other side, in the mobile version, the only hardware needed is a Smartphone and a kit of VR glasses.

The VR experience of IBO allows the buyer to explore the 3D space, in an immersive way, as if he were really inside the room. In this way, he will have a very faithful visualization of the space he's buying and be able to directly visualize his seat.



GOOGLE CARDBOARD

The democratization of VR technology owes a lot to Google Cardboard, a virtual reality kit developed by Google. Because they are made out of cardboard and based on an open source license, it is possible to produce them at a very low price.



IMMERSIVE BOX OFFICE

MULTI-PLATFORM

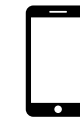
Unlike the existing systems, IBO is a multi-platform web-application that really is a platform-independent system running on desktops, tablets, smartphones and kiosks.

However, in order to profit from the specifications of each system, IBO adapts itself automatically to each system, adapting the graphics engine to the device, as well as the navigation system, selection of seats, etc. As well as the application being able to run on every kind of system, there is also the option of having it as a native App for mobile devices.



DESKTOP (WEB)

The desktop version is the most complete and immersive. Without limitations in screen size or processing capabilities, this version offers the best 3D visualization quality. The navigation is controlled by the mouse, and selection requires a simple click. Potentially, this version will support virtual reality hardware, designed for desktops like the Oculus Rift or the HTC Vive.



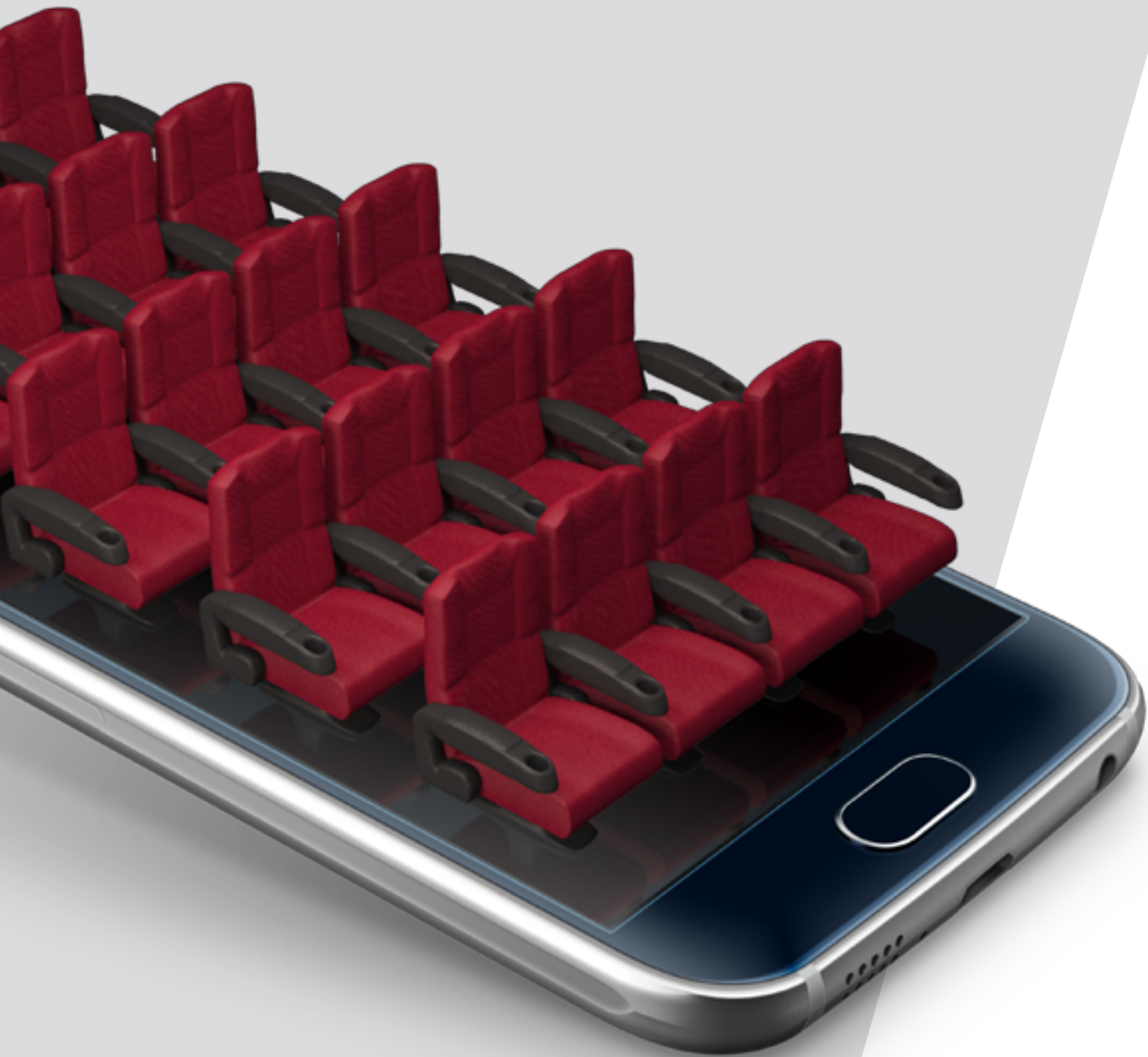
MOBILE (WEB) / APP

On the mobile version, the limitations are different, being that because of the small screen size and lower processing power, optimizations are necessary, which take a toll on the visual quality of the experience. However, the mobile version also allows for a new freedom in interaction, with three different ways of interacting with IBO: VR mode, gyroscope, or traditionally, using the fingers on the screen. This trial is done automatically, when the software detects the presence of a gyroscope on a smartphone, but the VR mode is an option for the user to choose.



KIOSKS

This version, similarly to the desktop version, differs only in the selection method, due to the touchscreen. Navigation is controlled by drag, and selection requires touch.



IMMERSIVE BOX OFFICE

IMMERSIVE PUBLICITY

In addition to the traditional banner space, present in the page's static layout, one of IBO's functionalities is the presence of publicity on the cinema screen. In this way, the user can have a much more immersive visualization experience, very much like being in the cinema. This way of presenting publicity and ads, can be showed after the purchase, or linked to other actions, for instance when the user tries to see the perspective from the seat he just selected.

However, after the user is immersed in a 3D environment, it is possible to sell publicity space with very innovative characteristics, transporting the user to new virtual worlds, creating characters that interact with the user, or simpler events like making something bounce off the screen into his presence. The possibilities for creating new immersive experiences, are endless.



IMMERSIVE BOX OFFICE

INNOVATION

The online ticket sales systems have been stagnant for several years. Limited by the available technology, the 2D representation of space, while effective, still has many shortcomings, limiting the amount of information available to the user.

IBO is innovative in several ways, be it from the practical user experience point-of-view, as from the conceptual perspective. IBO represents a paradigm change in the purchase of online tickets, asserting itself as the first ever global platform for ticket sales with support for Virtual Reality, in a three-dimensional and interactive environment.



MULTI-PLATFORM

WebGL technology; standardization of the online sales system, app and kiosks.



VR EXPERIENCE

'Point-of-view' of the selected seat ; immersive experience, available to all.



INTERACTIVE UI

3D visualization of the space; simplification of ticket sales; fast and intuitive purchase experience.



IMMERSIVE PUBLICITY

Exploring new ways of selling publicity.



INNOVATION

New ticket sales paradigm.

THE TECHNOLOGY

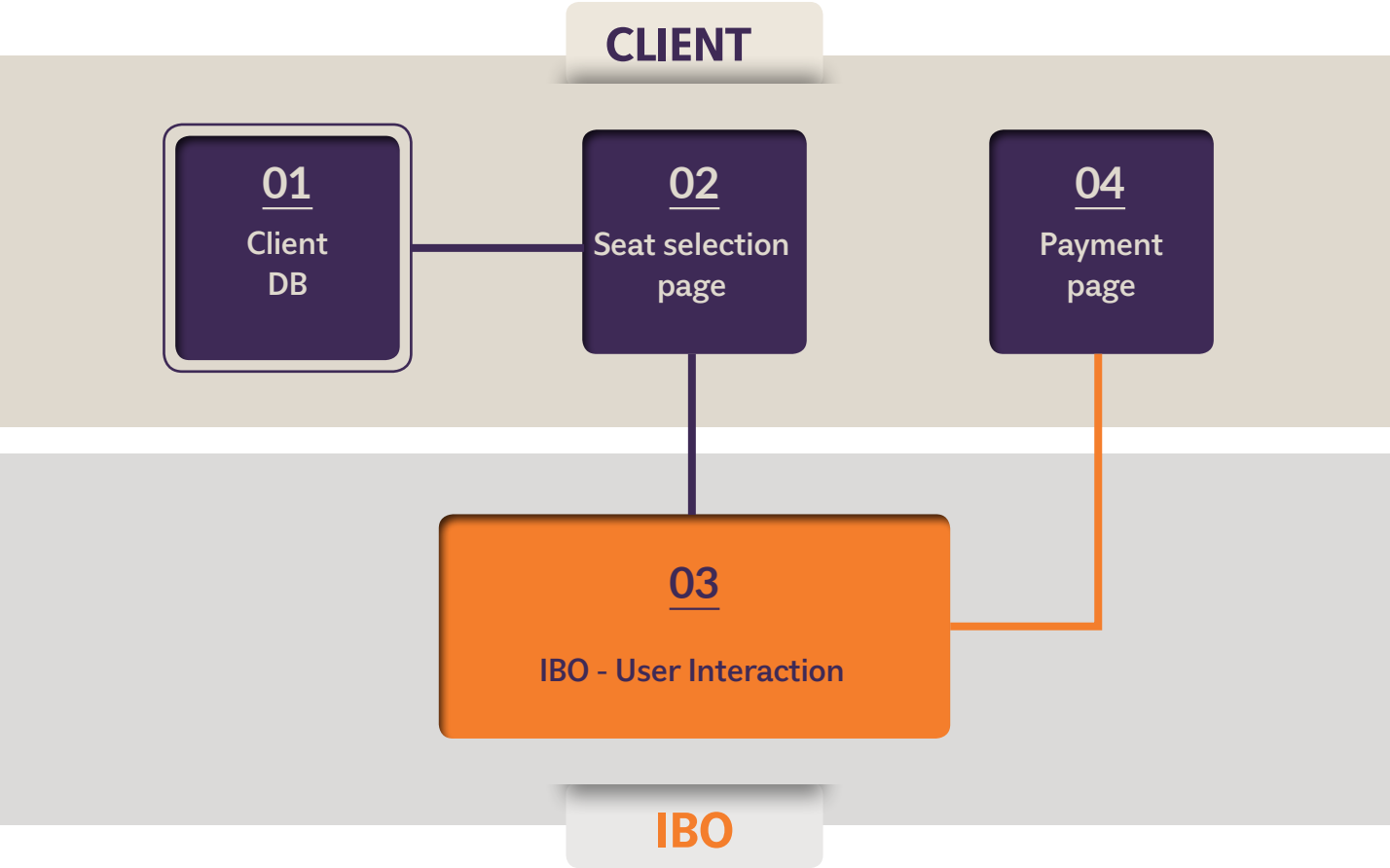
WebGL is a javascript API that allows the rendering of three-dimensional graphics in real-time, interactively, without the need for any external plug-in to the browser. By basing our product on a web-based technology, we enjoy the possibility of having our system easily implemented across multiple platforms.



THE TECHNOLOGY

INTEGRATION AND SECURITY

Because IBO is a web-app, we've prepared it for a simple integration into the client's own web-page. IBO is a Javascript object that receives parameters in a dynamic way, being that it can be tailored to interact with any interface. For a safer integration, IBO does not need access to the client's databases, being that the client is the one to invoke the object with a parameter which represents his data-model - in any popular format, JSON, XML or even simple text - so that IBO takes care of the 3D representation of the room, and outputs the selection of chairs made by the user, in any of the formats referred above. IBO can be integrated in fullscreen format, or in an existing HTML canvas. The fact that IBO does not deal with external connections, allows your service to maintain its safety, without any additonal costs.





THE TECHNOLOGY

COMPATIBILITY

The WebGL technology, although recent, is supported by all the popular browsers, as we can see in the graphic on the right, only Opera Mini (Mobile) does not support this technology as of today, but represents less than 5% of the sample.

However, although, the application theoretically runs on almost any smartphone, not all of them meet the minimum requirements to run the IBO in a satisfactory way, usually due to processing limitations. Another essential requirement to run the software in VR mode and have a good experience, is that the phone must have a gyroscope.

We are still undergoing compatibility studies, benchmarks, and minimum requirement research, but it is safe to say at the moment, that IBO works on smartphones with market prices below 120€.

		Current Version (Feb. 2016)						
Browser desktop	IE	✗ 8	9	✗ 10	✓ 11			
	Edge				✓ 13	✓ 14		
	Firefox			✓ 43	✓ 44	✓ 45	✓ 46	✓ 47
	Chrome	✓ 45	✓ 46	✓ 47	✓ 48	✓ 49	✓ 50	✓ 51
	Safari				✓ 9	✓ 9.1		
	Opera				✓ 34	✓ 35	✓ 36	
Browser mobile	IOS Safari				✓ 8.4	✓ 9.2	✓ 9.3	
	Opera Mini				✗ 8			
	Android Browser	✗ 4.3	✗ 4.4	✗ 4.4.4	✓ 47			
	Chrome Android				✓ 47			

CONCLUSION

IBO is an innovative and ambitious product that answers needs, solves problems, and improves the ticket purchase experience, offering more information to the buyer, comparatively to any other ticket sales system, turning out to be innovative in every single aspect: interaction, virtual reality, publicity, etc.

Other possible applications for IBO are: sports stadiums, events, auditoriums, concert halls, etc.

Future improvements: social network integration, movie trailer visualization.

“Innovation distinguishes between a leader and a follower.”

-Steve Jobs



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