

Elevate AR Story Pitches

Relaunchable Rocket

Summary

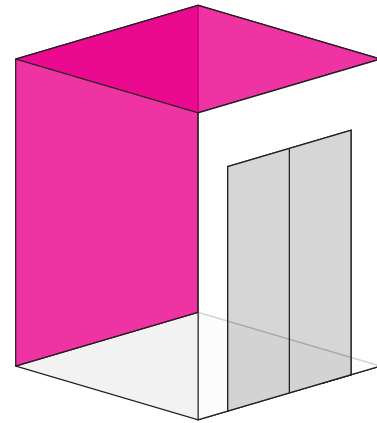
This experience allows the guest to explore the mechanics of relaunchable rockets — both their ascent and return — in a dramatic and visceral way.

Window Placement

This story uses the back wall and ceiling of the elevator as a “window”.

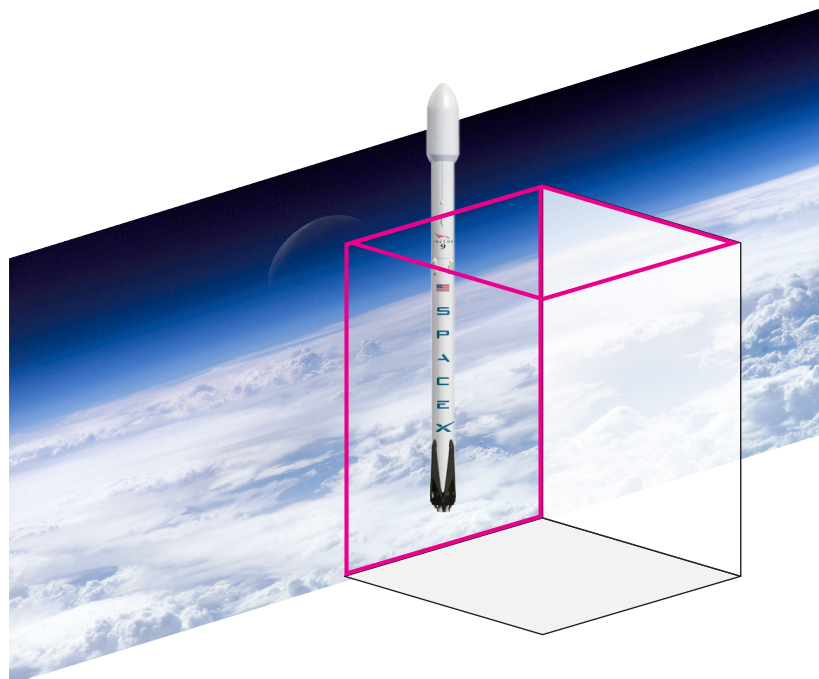
For most of the experience, the rocket remains “pinned” just outside of the window, so it travels with the elevator.

Beyond the rocket, the guest moves up and down through a 3D scene representing all the space between the surface of the earth and low earth orbit.



Elevate Mechanics

This experience begins on the ground floor and uses all available floors in a building, so it will be important to gather information about the total number of visitable floors during the experience’s onboarding. Best experience requires a building with at least 4 floors.



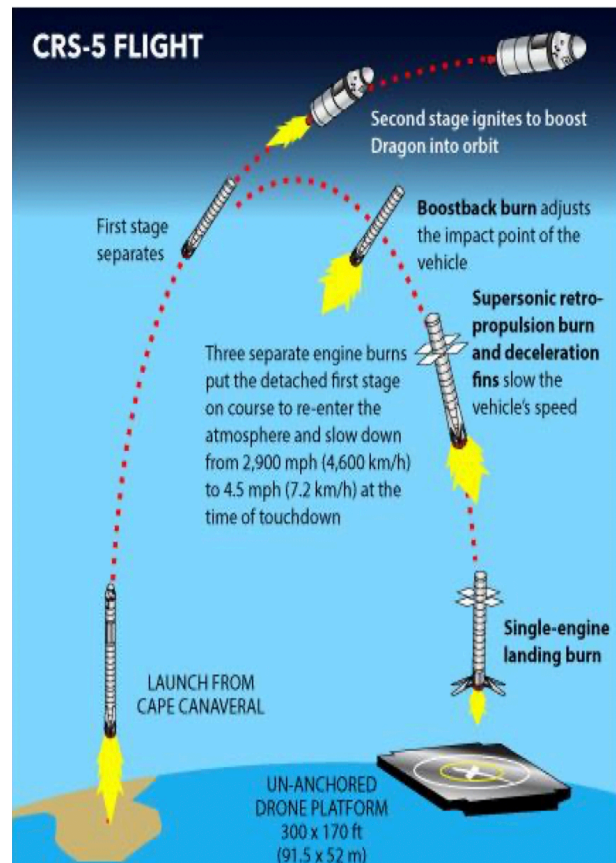
The experience consists of 5 parts, each with its own mechanics:

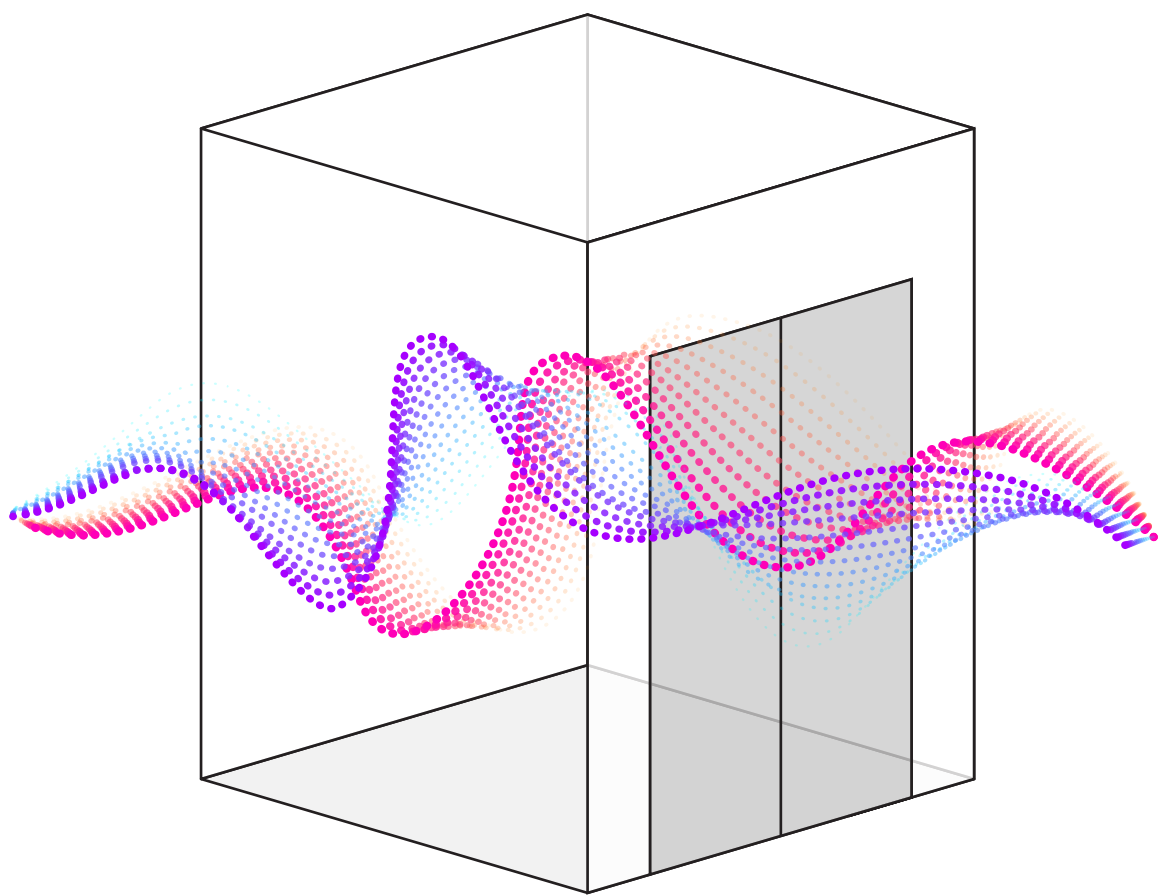
- **Introduction** (ground floor)
The ground floor introduces the concept of relaunched rockets and simulates the countdown and launch of a rocket, asking the guest to visit a floor most of the way up the building. The rocket and launchpad are presented at scale. The mood is thunderous and thrilling.
- **Ascent** (all floors above, until first visit to top floor)
The camera pulls back so the full rocket is viewable from the car. As the elevator moves up, it follows the rocket's journey toward orbit. Key moments along the way (e.g., separation of first stage) are keyed to specific floors, which are hinted on the phone or (ideally) on the elevator panel using AR. These floors feature audio and/or text narration (always pinned on the phone screen, not in AR space) about what the guest is seeing. Interim floors can be visited, but just "scrub the playhead" forward or backward to those tweened spots.
- **Orbit** (top floor)
When the player reaches the top floor, we arrive in orbit. The earth has fallen away and we are surrounded by space — the window temporarily expands to the side walls. No information is presented and everything falls silent for the first time. The mood is serene and reflective.
- **Descent** (all floors below, until return to ground floor)
Visiting the top floor also triggers a change in the logic. From this point on the guest takes a different journey, following the rocket down to its landing on a drone platform in the ocean. (A visit to the top floor always toggles the available story between Ascent and Descent.)
- **Closure** (ground floor)
Landing on the ground floor results in a successful landing of the rocket, and offers the guest a conclusion to the experience — though they may continue to reset or continue to explore if they wish.

Sample Logic

A sample logic script might look something like this, as played out in a 4-story building and an 11-story building:

- **Intro, Ground Floor 0%** (Floor 1; 1)
Welcome player; move them to Floor 1. Introduce them to the concept of why relaunched rockets are important. Open the window onto a faraway launchpad entering countdown. Ask them to push the button for **Floor 3 / Floor 8** on countdown. As elevator begins moving, simulate thunderous launch.
- **Unscripted Floors** (Floor 2; 2–7)
Rocket passes by unscripted floors. (If interrupted by another rider, the upward motion comes to rest as the car does, but fire animation & sound continue.)
- **Key, First-Stage Separation 75%** (Floor 3; 8)
As guest arrives, animation plays of first stage separating, with narration. Player is left to explore from this point on.
- **Orbit, Top Floor** (Floor 11)
SPACE!
- **Key, Boostback Burn 80%** (Floor 3; 9)
- **Key, Deceleration Fins 60%** (Floor 2; 7)
- **Key, Single-Engine Landing Burn 15%** (Floor 2 for 11-story building; combined with Closure for 4-story building)
- **Closure, Ground Floor** (Floor 1)





Technical Outline + Trailer
Story #2 - Big 100

Trailer: It looks like you got to the party a little early, that's okay- you can hang out here in the Moore building lobby. The decorations aren't all up, and the band isn't even here yet

Inspired by Sleep No More, a real time play across multiple rooms on a property.

Happy 100th is a journey through the Moore Apartment Building as you uncover why everyone in this building seems to know each other.

As a viewer you hop between storylines as you navigate the elevator up and down. There is re-visibility in this story and if you hangout long enough on each floor there are more details to notice. Relationships between the tenants and the birthday resident are intertwined, if you hangout long enough on each floor you can explore those details.

Summary: Residents at the Moore apartment complex are all planning to attend a resident's 100th birthday party. There will be toasts and speeches given to this birthday individual, and tenants are preparing what to say before they leave for the event. YOU are the voyeur, watching people as they prepare, and at the end will be asked, "What is a life well lived?"

The Window: This is a reverse side of a two way mirror looking into the apartments of different people in the same building. The mirror doesn't come with you > you move between mirror windows as you navigate floor to floor. There is a voyeuristic sense to this as you are the observer.

Different floors- trigger key elements in the story. The user would explain at the first floor, "Now, visit at least 5 floors in any order (repeats okay) before making your way back down to the party!"

There is potential for more floors and lore but for purposes of a trial story it is limited to 5.

Key Floors:

-Lobby (first floor): This is an apart building lobby decked out in balloons, decorations, and only a few peop

-Bathroom Mirror (next floor): A young woman enters the bathroom and looks at her reflection in the mirror while brushing her hair to pull up.

[Yells]"Mom!! I am getting ready and will bring down the balloons in a minute!" [sassily]
" *Birthday person* isn't in any hurry she's 100!!, I don't know why I'm being rushed!"

-Bedroom Mirror (next floor): Old man tightens his cufflinks and adjusts his collar, speaks out loud to himself: "I'm happy to present the one and only Moore apartments legend herself, starlight of the community, [*chokes up*]- I miss our friends. I know they'd love to make it this far.

-CCTV camera footage from hallway (next floor): An argument between a couple takes place, you can see their body language and hear [exasperated] "I know it's *Birthday person's* special day, but I can't take this anymore!! You always know how to ruin a happy moment! Nobody else matters, it's all about YOU!"

-Vanity Mirror (next floor): Very old woman powdering her face in the mirror, talking to herself. "

-Return to Lobby Birthday Party (back to first floor): Balloons are everywhere, a disco ball and the reflections of the disco ball bounce off all the walls in the elevator.

Once you have hit the key elements in the story, your return to the lobby will be a window into the birthday celebration. If you hangout you can hear the speeches from residents, and favorite memories shared.

Mitigations:

-We will need to guide the user and

-This is intended for an audience patient and curious. This story is best explored during off peak commuter hours if using a public elevator.

-Themes to explore: ageism, community, life is too short but equally so long

-Mirrors/ voyeuristic elements.

-Reversibility

Assets:

-CCTV camera footage-

NOTES FROM DASHA MEET 4.10:

Break down: going through this personal thing in my life: personal life is invading in on them on someone else's day. Ex. I'm only 32 but going through this I can't imagine making it to 100

-Bring in outside perspectives and real world components. This could be someone's worst day. There is a lovely opportunity to give perspective. Something may not always be what it seems. Some minor version of what's going on in their life.

Spectrum of emotions: sometimes people may overdrink so one person getting ready

Question: Who is turning 100? An upper floor opportunity and you could find them.
Does this person have their partner with them? Are they having a conversation with their person, are they no longer here and do they want their person there.

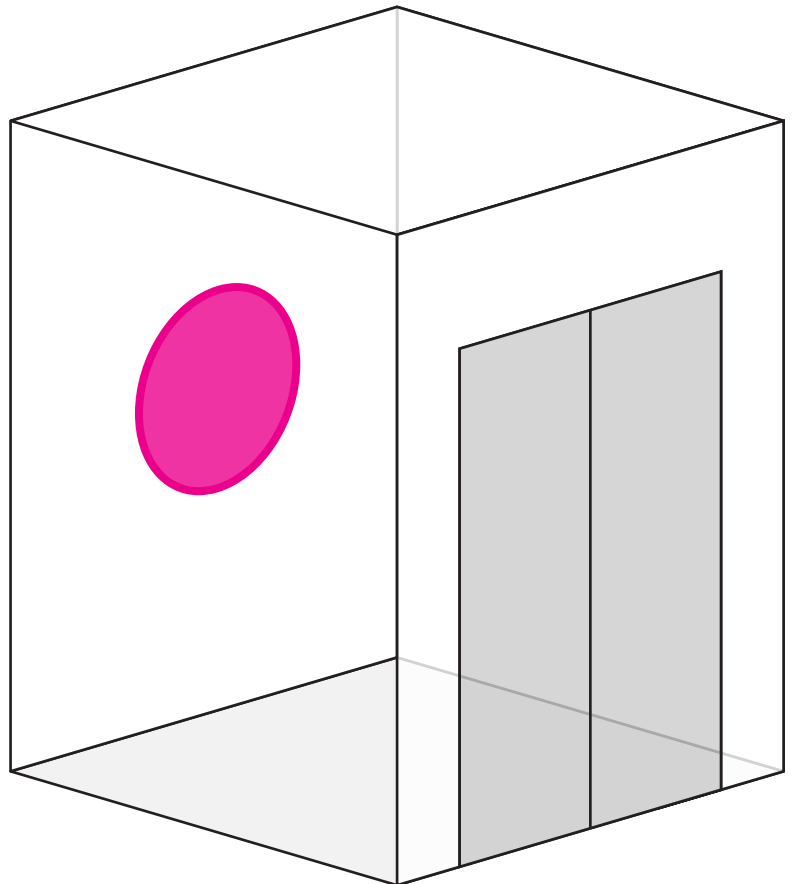
-Have a lovely moment with this person who made it to 100+.

-What are the ages of our attendees? Is there a child to show the range of ages that make up a community?

The mirror could be the person they are reaching to, What do you think is life well lived? I think I had one but I miss you. >> good finale of this complex.

We could break the 4th wall here. To not bring this into your personal space would be a missed opportunity. This could be a powerful moment and surprise. This person can be vague.

-5 different floors and you can repeat if you want/ need. How does this calibrate if the building is only 3 floors? Perhaps recognizing that the third floor is t



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Paper Birds

Summary

This experience allows the guest to make decisions that will impact the bird's livelihood based on how they approach their new position at a paper company.

Window Placement

This story uses the back wall of the elevator as a "window" looking into the experience

The background changes steadily as the guest ascends or descends, showing how more or less environmental destruction impacts the livelihood of the bird.

Elevate Mechanics

This experience begins on either the top or bottom floor (respectively), and utilizes all floors of the elevator. It will be important to capture how many floors are utilized in the onboarding experience. For an optimal experience, the building should have between 4-5 floors.

Each part of this experience contains its own mechanics, which are as follows:

GOING UP:

- Onboarding (before getting onto the elevator): The user (dressed as though they're going to an interview) picks up a bird that has fallen from the nest and returns it to their nest on the branches above
User enters the elevator and calibrates before continuing
- Ground Floor: The user is hired at a paper production plant (nailed the interview!) and begins working their way up the chain of command
- Next Floor: User attends business meetings in which there is praise for the increase in sales and production. Outside of the window we can see less trees than before, more smog maybe?
- Next Floor: During a meeting, the user looks out the window and sees how much smog is in the air, how much trash is on the ground, and how few trees there are.
- Top Floor: The CEO announces the User is the new CEO of the company and gives them a choice "Should we continue using trees for paper or switch to a paper alternative?"

GOING DOWN 1:

- The user selects

Key Happenings:

- On each floor, you can hear bird chirping in the background, slowly getting more and more croaky and less sing-songy (upon reaching the top floor the bird is barely audible, just

