



FUTURAMA

An Incredible view of Oslo with incredible new technologies

Hva

Futurama can be on the top floor floor of BG14B where everyone will be welcome. We like to think of this as the **world's greatest extended living room**. It will be an event, hospitality and lounge space where everything revolves around Information, Communication and Entertainment (ICE) combined with location-based info. Everyone will have access to the incredible views of Oslo and access to our incredible new extended technologies.

An important extended technology is **Augmented Reality (AR)** and this is the result of using technology to superimpose information — sounds, images and text — on the world we see by input such as graphics (marker-based AR) or GPS data (location-based AR). To experience AR you only need to point your phone or tablet to a marker or in the direction of a location. Please see the video for more information.

Futurama is targeting 4 main groups:



1. Tourists

Visiting Futurama will be the most easy and extended way for tourists to get an impression of the cultural and/or tourist activities in Oslo. Futurama makes it also possible for hoteliers to provide prospective guests the opportunity to take **a virtual tour** of the accommodation. This allows customers to visualize the layout and being able to see the hotel in this manner helps guests book with confidence, and increases their satisfaction by knowing exactly what their stay will hold.

2. Children

We will offer several **educational packages** for schoolgoing children where the focus is on topics that can be clarified with location-based knowledge. Outside school hours there will be several options for education and entertainment for **different** age groups. It will be possible to choose a theme after which you will be guided on a route through Futurama with the necessary interactive game and learning elements.

3. Oslo citizens

There is no better way to learn to know your own city than with our extended technology linked to location-based information. For example, it is quite possible to see the development and expansion of Oslo from the 11th century to the present.

4. Businesses

There are many opportunities for companies to make use of Futurama. For example it will be possible to oversee multiple architectural objects in Oslo or to link statistics to locations and areas. Futurama is also very suitable for networking and corporate events. We can develop customized themes for companies in the area of ICE (Information, Communication and Entertainment) and it is our mission **to create unique interactive experiences that will offer endless possibilities to both consumers and businesses.**





Cafe Futura and big screen AR

To recover from all the incredible experiences gained, there is the possibility to use a non-alcoholic beverage in **cafe Futura** with a view on our **big AR-screen installation** where you can place yourself in a landscape of Edvard Munch, to see the Viking ships leaving on one of their journeys or to walk in the streets of 14th century Oslo (see the video).

Big screen AR becomes very popular and it is guaranteed a **public trigger**. It will be easy to post a picture of yourself on social media what will delight the average visitor, which is also a good promotion for Futurama.

Hvem

Futurama will be produced and managed by Xtend AS (Oslo) if we win this contest. We just finished three projects with the **Museum of Cultural History** to test and evaluate the use of new interactive ways for the visitors to experience artefacts in the **new Viking Age Museum** (2025). In September I wrote a report with recommendations for the new museum and we also did some user-tests with children between 9 and 13 years.



Hvorfor

Futurama is the perfect way to give everyone access to the incredible views of Oslo and this makes it, together with the use of incredible new extended technologies, an unforgettable experience and a very large cultural enrichment for the city of Oslo.

AR will be an integral part of our daily lives

"I do think that a significant portion of the population of developed countries, and eventually all countries, will have AR experiences every day, almost like eating three meals a day. It will become that much a part of you. It will happen in a big way, and we will wonder when it does, how we ever lived without it. Like we wonder how we lived without our phone today."

Tim Cook. Apple CEO

Worldwide, location and marker-based AR systems are being integrated into existing and newly developed information and communication systems. It is only a **matter of time** before XR technologies are fully integrated into our daily lives. With Futurama we now have the perfect opportunity to take this step into the future and it is guaranteed to be a great success under my experienced leadership.

Oslo, October 15th 2019

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Watch here the video online:
<https://vimeo.com/xtend/futurama>