

AN OUT-OF-THIS-WORLD IMMERSIVE EXPERIENCE
COMES TO HOUSTON THIS DECEMBER



THE INFINITE

INSPIRED BY NASA'S MISSIONS



Felix & Paul
STUDIOS

PHI
*STUDIO

TIME
STUDIOS

A JOURNEY ACROSS DIMENSIONS

Join us for a 60-minute immersive virtual reality and augmented reality adventure to the International Space Station and back.

Direct from its world premiere in Montreal, this acclaimed experience launches its US tour in Space City this December for a very limited residency



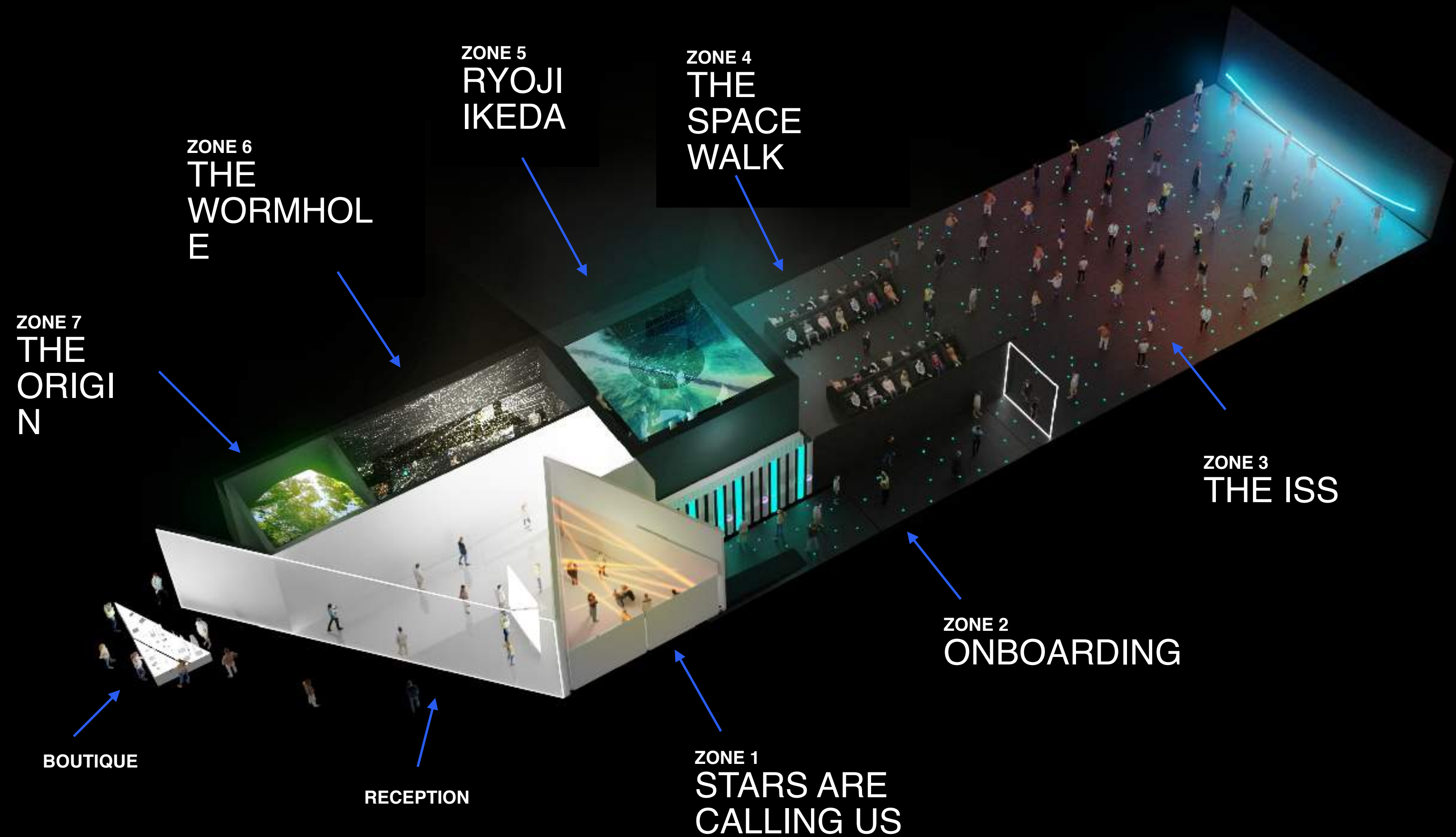
TABLE OF CONTENTS

4	The Project
9	Audiences
14	Opportunities
17	Creative Forces
20	The Experience

WHAT IS *THE INFINITE?*

THE INFINITE is a groundbreaking immersive installation that transports participants to the utmost frontier of human space exploration.

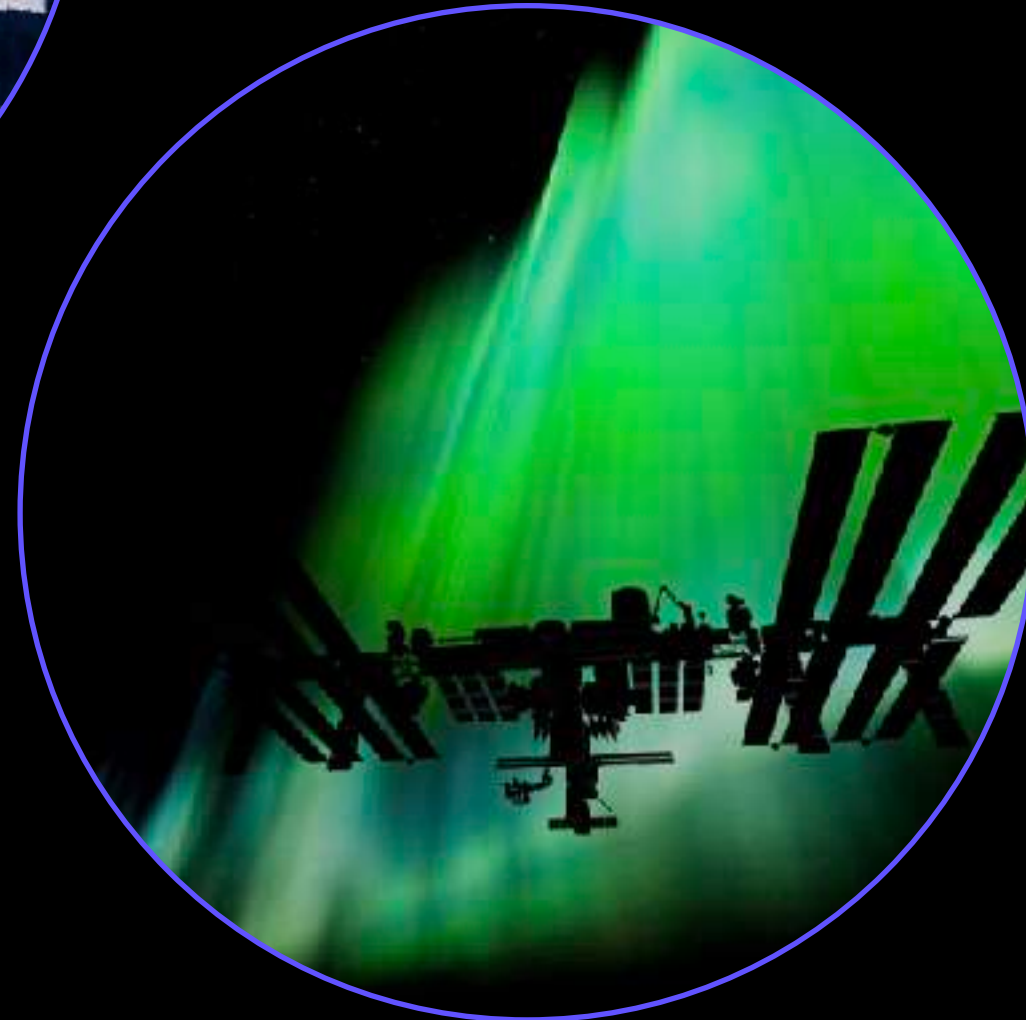
With exclusive VR footage and state-of-the-art immersion technologies, it will make the dream of going to Space a reality for audiences worldwide.



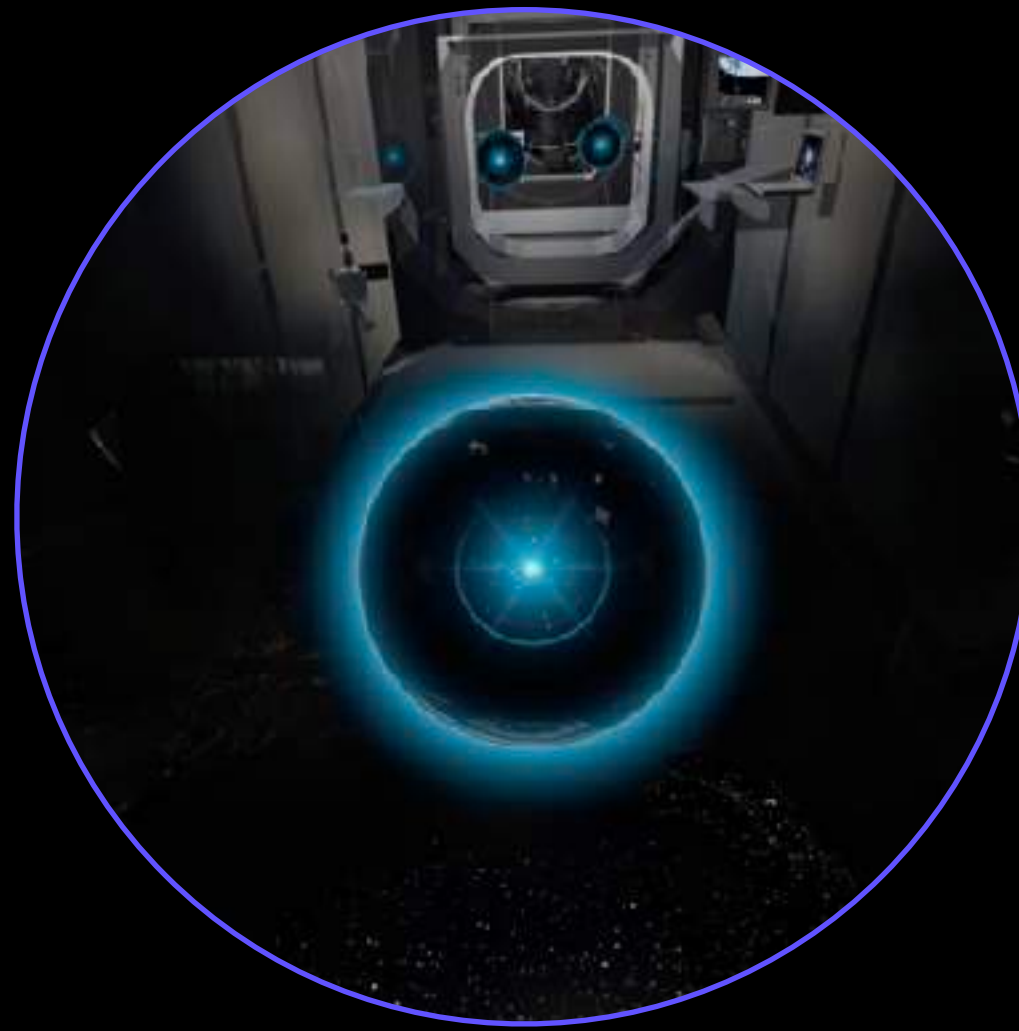
HIGHLIGHTS



Experience a multisensory simulation of liftoff.



Explore a life-sized 3-D modeled recreation of the International Space Station.



Enter a virtual reality journey aboard the International Space Station with the astronauts.

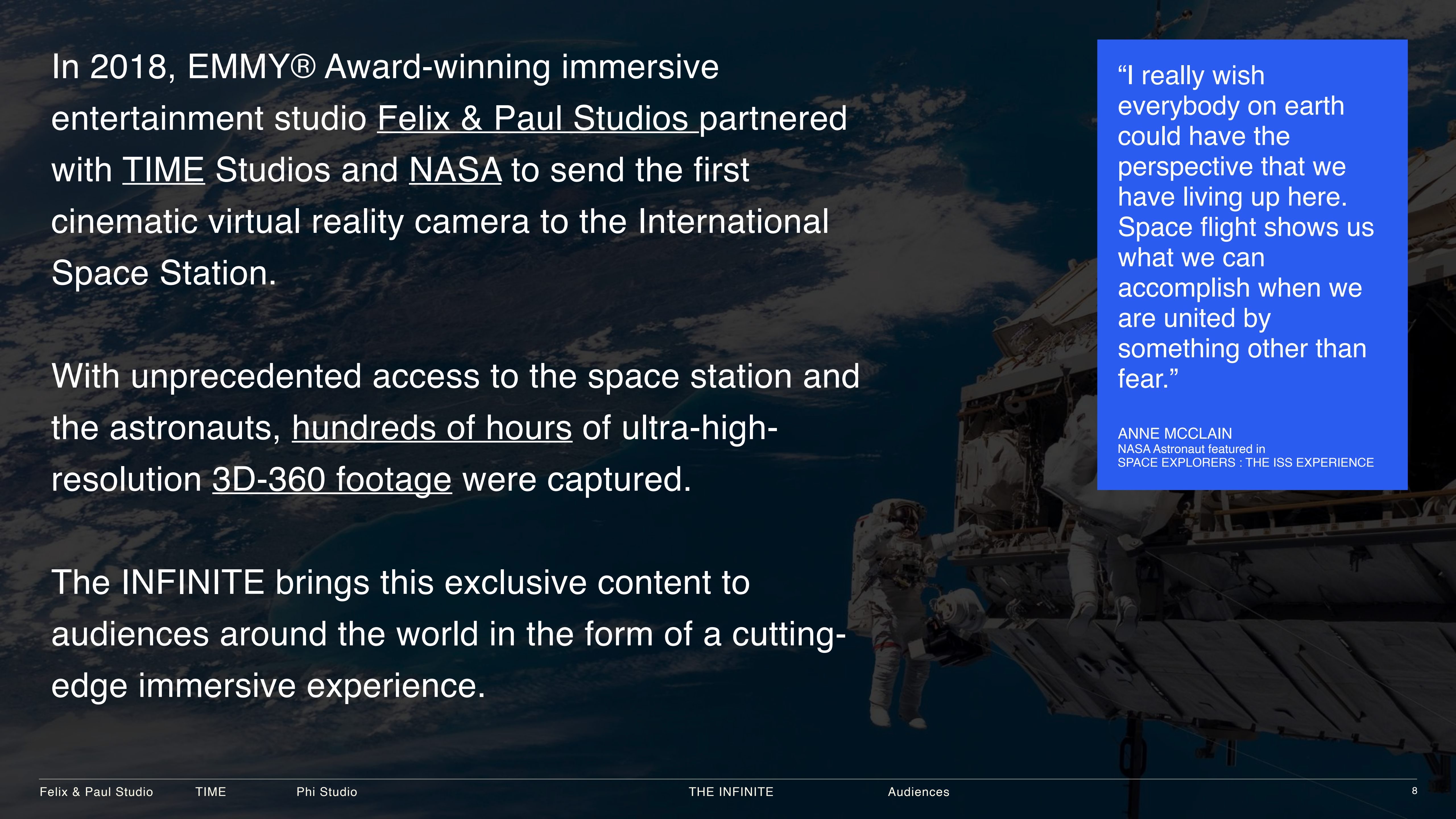


Encounter a mind-blowing view of the Earth in this unique cinematic virtual reality spacewalk.



Witness an exclusive installation from world renowned Japanese artist Ryoji Ikeda.

INSPIRED BY
THE BIGGEST MEDIA
PROJECT EVER
FILMED
IN SPACE



In 2018, EMMY® Award-winning immersive entertainment studio Felix & Paul Studios partnered with TIME Studios and NASA to send the first cinematic virtual reality camera to the International Space Station.

With unprecedented access to the space station and the astronauts, hundreds of hours of ultra-high-resolution 3D-360 footage were captured.

The INFINITE brings this exclusive content to audiences around the world in the form of a cutting-edge immersive experience.

“I really wish everybody on earth could have the perspective that we have living up here. Space flight shows us what we can accomplish when we are united by something other than fear.”

ANNE MCCLAIN
NASA Astronaut featured in
SPACE EXPLORERS : THE ISS EXPERIENCE

WHO WOULD LIKE THIS?

TARGET AUDIENCE

SPACE ENTHUSIASTS

Visitors who are interested in space discovery will be challenged and charmed by the elaborate and innovative content.

PASSIONATE AND CURIOUS ABOUT NEW TECHNOLOGIES

A large free-roaming area, the seamless transitions between the multiple layers of contents made possible by state-of-the-art immersive technologies will amaze and stimulate participants.

ART LOVERS

The 3D replica of the ISS, the poetic journey and stunning visuals will please art enthusiasts.

EXPERIENCE SEEKERS

People who enjoy movies, theatre, opera, etc. will love the magnificent scenography, poignant music and the hollywood-quality 3D videos making them feel like they are aboard the station.

FAMILIES

The design of the space and the avatars during the experience allow a family with children above 8 years old to pleasantly experience it together.

PEOPLE WITH DISABILITIES

The experience is available in its entirety to people in wheelchairs as well as the hearing impaired and those subject to motion sickness.



“As I got closer to the rocket, it was like I shed off different parts of my life. And you turn around and you wave for the last time and you're smiling. It is absolutely peaceful. It is the most rawly human you'll ever feel...”

ANNE MCCLAIN
NASA Astronaut featured in
SPACE EXPLORERS : THE ISS EXPERIENCE



ATTENDANCE & SATISFACTION



Almost sold out
since opening

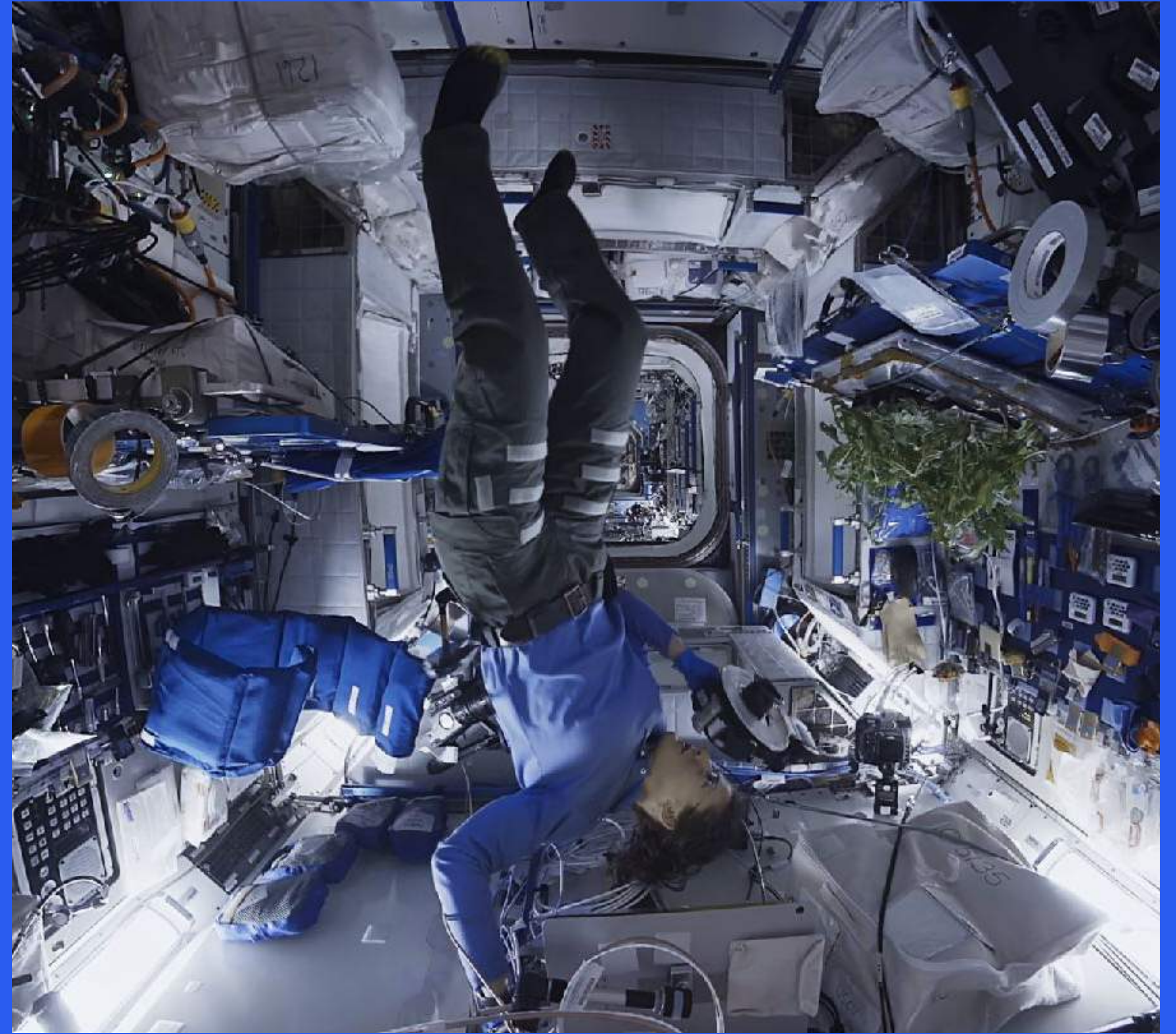
96% ATTENDANCE RATE



Excellent
satisfaction rate

86 % GIVE A SATISFACTION
RATE OF 8+ ON A 10 POINT
SCALE

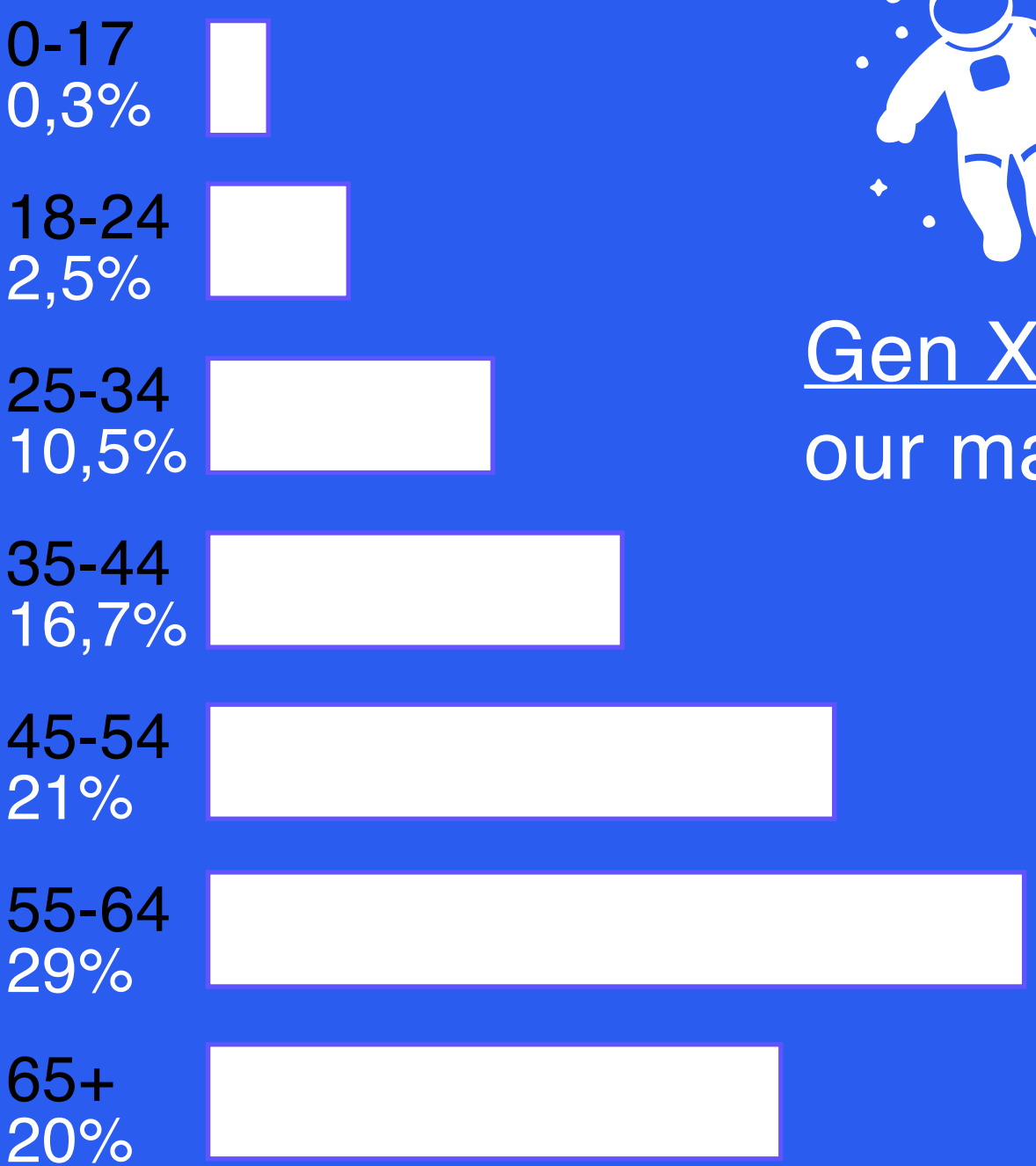
Net Promoter Score of 74



DEMOGRAPHICS & AUDIENCE

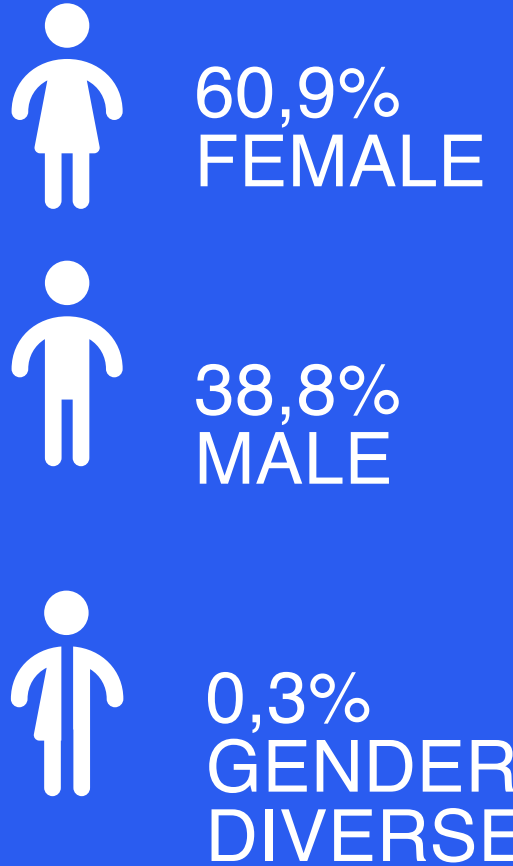
The INFINITE is a collective experience—made for all audiences regardless of their age or level of comfort with technology.

AGE



Gen X & Boomers are our main demographic

GENDER



INCOME



Majority of participants have a household income above \$100K



75% are university educated

WHAT THE MEDIA ARE SAYING

“ The Infinite, the ultimate immersive experience that brings visitors as close as most mere mortals will ever get to outer space.”

THE GAZETTE

“ It’s about connecting to one another through technology, through emotions, through artwork and design, and—perhaps most of all—through an unforgettable view from aboard the ISS that connects visitors with all humankind.”

TIME

“ Montrealers need not be envious of billionaires Jeff Bezos and Richard Branson. Their space trips took them up, respectively, 100 and 80 kilometres, and lasted less than 15 minutes.”

THE GAZETTE

“ It is so realistic. I felt that I was elbow to elbow with David St-Jacques.”

IHEART RADIO

OPPORTUNITIES

SPONSORSHIP

As a presenting partner, your company would be the one making this Journey possible for 150,000 participants in key markets and millions worldwide. Available benefits include:

ACCESS

Opportunity to host private events for teams, clients and partners before the exhibit's public opening and throughout its residency
Ticket bundles to offer during the exhibit's run in each market

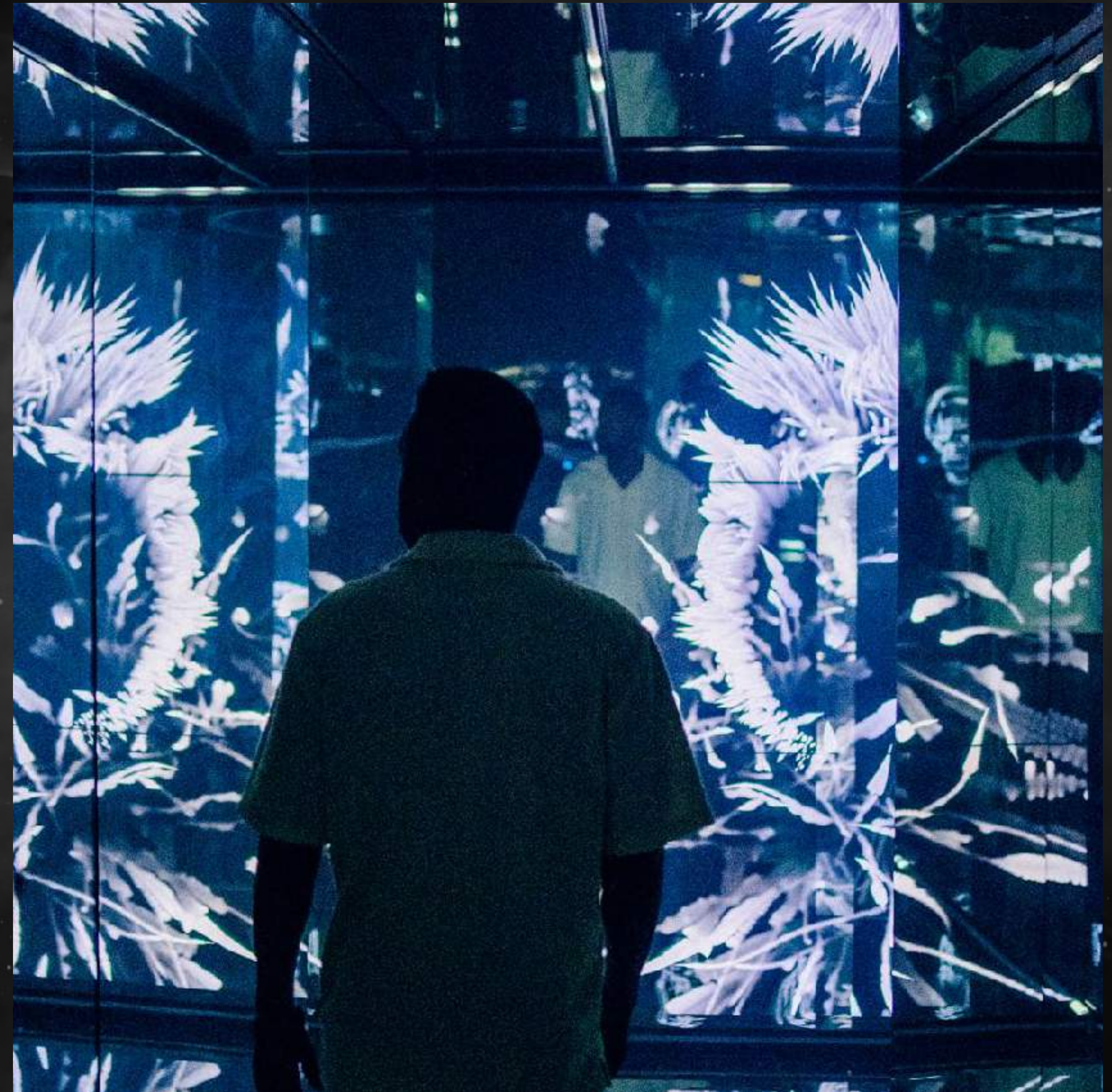
VISIBILITY

Naming rights as presenting sponsor of the exhibit either locally, nationally or worldwide.
Logo integration opportunities at various steps of the participant experience, online and onsite
Mention in all social media, content and PR campaigns

MARKETING & MEDIA

Possibility of brand activations & pop-up experiences within or adjacent to the exhibit space
Content collaborations to meaningfully align your brand and key values/ messages with the project
Opportunity to align with TIME's content & promotional efforts

...AND MORE!



GROUP EXPERIENCES

During its 4-month Houston run, The INFINITE will be able to host all sorts of corporate events, school groups and private events and celebrations.

VIP EVENTS

With a space adjacent to the exhibit with a capacity of up to 400 guests, including food & beverage services as well as staff, we have the ability to host memorable experiences

ASTRONAUTS

In collaboration with NASA, we will be hosting special evenings featuring astronauts who participated in the project and NASA's various space missions about the ISS

FLEXIBLE OFFERS

We work with our clients and partners to provide experiences tailored to their needs and objectives:

- Privatizations allowing groups to take over the space and have an exclusive experience for determined time slots
- Complimentary or discounted tickets for your guests to live the experience with their loved ones at their preferred moments



WHO'S BEHIND THIS?

PHI STUDIO EXHIBITION PRODUCER

PHI is a leading arts and culture organization that offers a panoramic perspective of radical ideas.

Positioned at the intersection of art and technology, Phi develops and presents collective experiences centered around social impact and audience interactivity. In the realm of contemporary media, Phi creates installations that travel the world, envisioning future generations and storytelling possibilities.

Phi collaborates with a growing number of prestigious cultural organizations to bring these works around the world, contributing to the renown of exceptional immersive creations on the international scene and serving as a catalyst for the promotion of arts & culture.



FELIX & PAUL STUDIOS CONTENT CREATOR

Felix & Paul Studios is an EMMY® Award-winning immersive entertainment studio, creating unparalleled virtual reality, augmented reality and mixed reality experiences for audiences worldwide.

The studio combines technological innovation with a unique, pioneering and in-depth approach to the new art of XR storytelling—creating groundbreaking original immersive experiences; awe-inspiring productions with existing franchises; and collaborations with world-renowned organizations, leaders and performers.

Felix & Paul Studios is the world's only full-spectrum immersive entertainment studio, showcasing end-to-end creative capabilities, technological know-how and proprietary tools all within one company.





WHAT DOES IT LOOK LIKE?

ZONE 1 THE STARS ARE CALLING

LIGHT AND SOUND

Visitors assemble in a room. A light and sound installation—as if something's happening outside the walls—begins. Unseen lights reveal a passage. A second door opens and visitors are invited to follow the light.



ZONE 2 ONBOARDING

THE ASCENSION

Visitors take possession of their VR headset. Their ascension to the ISS awaits.



ZONE 3 THE ISS

A LIFE-SIZE ISS TO EXPLORE

The experience features an entirely walkable 3D model of the International Space Station filled with exclusive virtual reality video content filmed with astronauts directly in space.

Depending on where the visitor is in the station, they might find themselves facing an astronaut reflecting on humanity's advancement, taking part in a science experiment, or even joining a crew meal in zero gravity.



ZONE 4

THE SPACE WALK

BECOME PART OF THE CREW

Ultimately, participants will venture outside the station on a breathtaking spacewalk alongside astronauts. This unique perspective will give them access to the “overview effect,” a mind-opening experience that has so far been exclusive to astronauts.

Participants will get to deeply feel that our home is but one planet, that boundaries and frontiers are human-made constructs, and that unity and innovation are paramount to our survival.



ZONE 5

RYOJI IKEDA

AN ORIGINAL DATA DRIVEN CREATION TO TRANSCEND THE BARRIERS OF SPACE AND TIME

Internationally renowned and Japan's leading electronic composer and visual artist Ryoji Ikeda is one of the few international artists working convincingly across visual and sonic media. He combines materials, physical phenomena, and mathematical notions to create world-acclaimed immersive live performances and installations.

Ikeda performs and exhibits worldwide at venues such as Museum of Contemporary Art Tokyo, Singapore Art Museum, Palazzo Grassi Venice, Park Avenue Armory New York, The Whitechapel Gallery London, The Barbican Centre, and Somerset House London, to name a few.



ZONE 6 THE WORMHOLE

RETURN TO EARTH

Visitors enter an "infinity room" corridor that includes video and sound, representing a return to Earth through a wormhole.



ZONE 7 THE ORIGIN

AWAKEN THE SENSES

Visitors are welcomed in a dark and lightly fragranced room, shaped like a truncated pyramid, where all of their senses are awakened.

