



# Lady Gaga: Augmented Reality Experience

*4 February 2011*

# To get to The Monster Ball, follow the Glitter Way...

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*In advance of the televised concert, magazines will announce the companion online experience and provided a cut-out wristband\* which grants you access to the event.*

*In order for the Augmented Reality experience to work there needs to be some kind of unique marker which the engine can recognize and then begin the experience. In most cases this marker is printed on a blank sheet of paper or some kind of flat card. We love the idea of providing something wearable, like a glitter cuff. We will have to make sure the design of the wristband allows the mark to be flat and that the user assembles it in the correct manner to ensure maximum success.*

# Follow the Glitter Way: Treatment

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## *Opening*

*Our scene unfolds out of the wristband and the landscape is revealed. A glitter pathway leads to a door in the distance, and along the way there are magical objects which unlock exclusive content pieces.*

## *Welcome*

*Lady Gaga greets you and welcomes you to The Monster Ball: “How do we get to the ball? Why, simply follow the Glitter Way!” She then turns around you are suddenly in her place, walking down the glittery path. (This is the first action shot we’d need from her.)*

## *Down the Way*

*A few seconds of motion down the path to acclimate you.*

## *Object #1: Emma*

*Once you reach Emma, the crystal keytar, you are prompted to show your wristband. This unlocks the first piece of exclusive content.*

# Follow the Glitter Way: Treatment

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## *Object #2: Dance Sceptre*

*Our second object is Gaga's Sceptre. Again, you will be prompted to show your wristband to unlock another exclusive content piece.*

## *Object #3: Kiss*

*When you get to her words rendered in bright pink neon you will be prompted to blow her a kiss. When you do, a third content piece is unlocked.*

## *Grand Finale*

*At the end of path you will be directed through the doorway and greeted with the last and final gift, an exclusive video from Lady Gaga.*

# Here's how it can look

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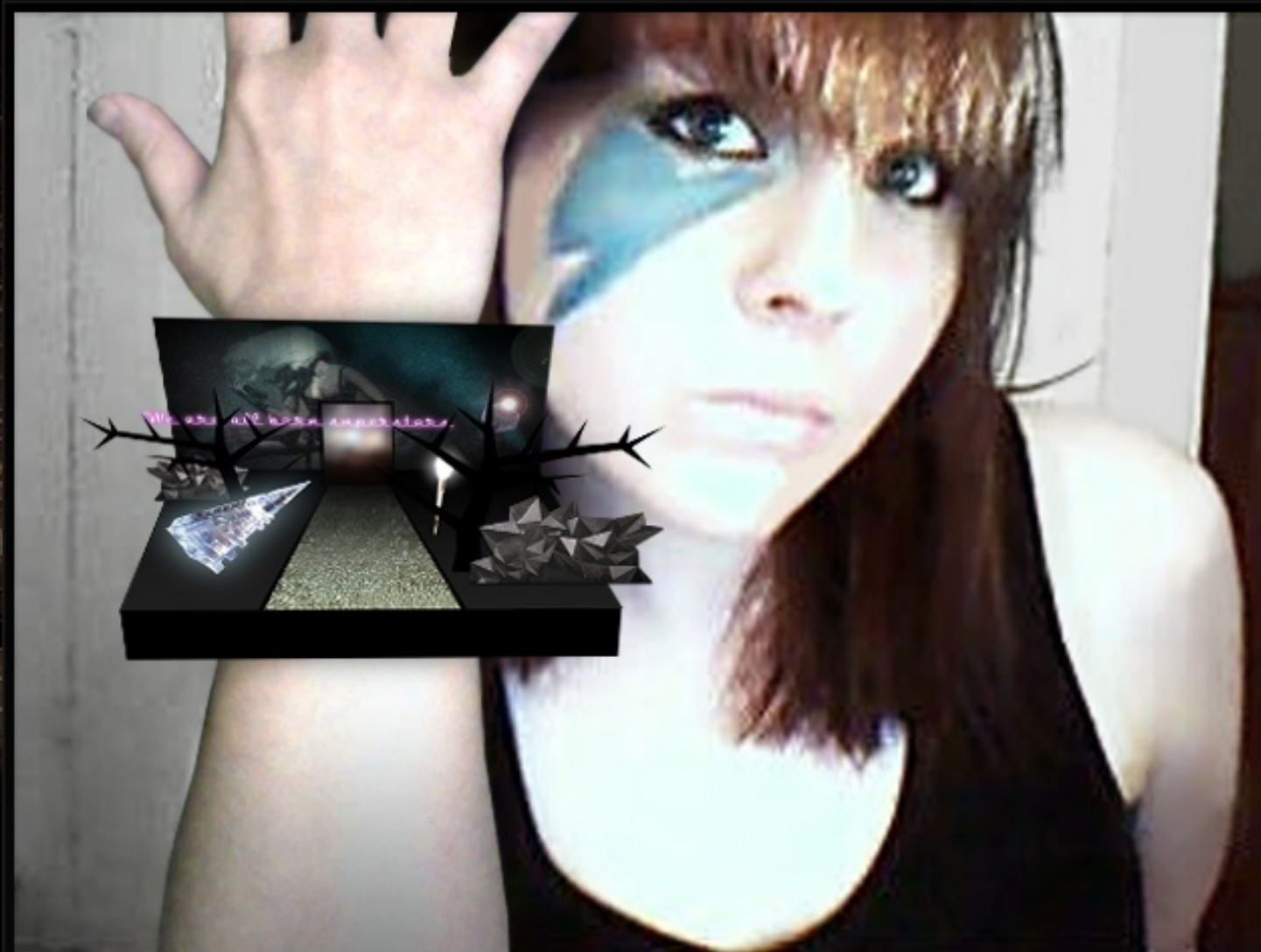
THE  
**MONSTER BALL**  
TOUR  
STARRING  
**LADY GAGA**



*Wristband Recognition*

*The user will be instructed to point the Wristband Pass at her webcam.*

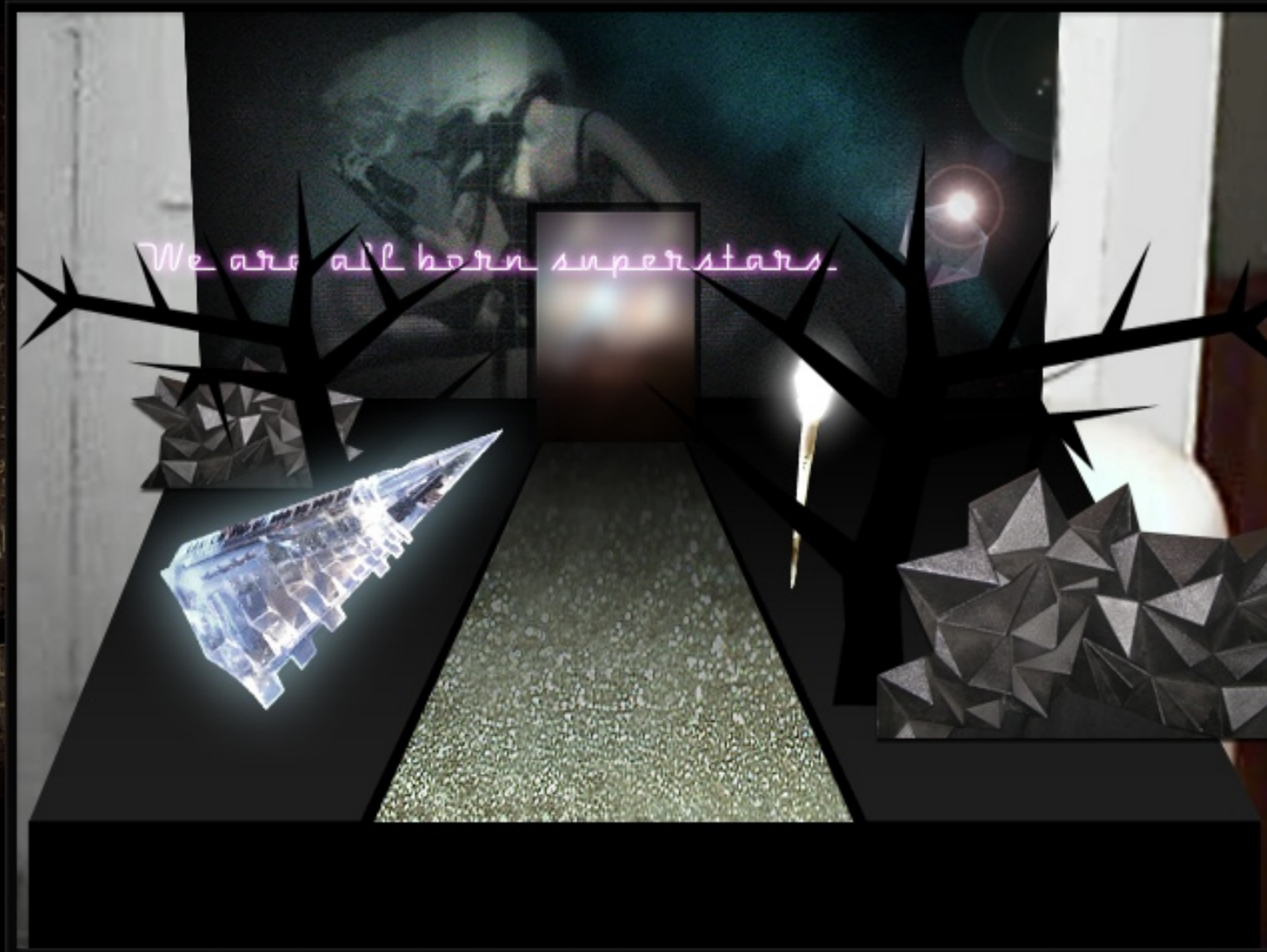
THE  
**MONSTER BALL**  
TOUR  
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*The Experience Begins*

*When the marker has been recognized, the augmented reality experience begins.*

THE  
**MONSTER BALL**  
TOUR  
STARRING  
**LADY GAGA**



*Environment Unfolding*

*The scene continues to build, taking over the entire width of the user's webcam window.*



THE  
**MONSTER BALL**  
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**LADY GAGA**



*Lady Gaga Welcome*

*Once the environment has been built, Lady Gaga appears to welcome the user to the experience.*

*She will directly address the user and invite her to walk down "Glitter Way" with her.*

*As Gaga turns around, the user assumes her POV and becomes Gaga, walking down the pathway.*

THE  
**MONSTER BALL**  
TOUR  
STARRING  
**LADY GAGA**



*Unlocking Exclusive  
Content Pieces*

*We will have a total of four pieces of exclusive content. Three of the smaller pieces will be located along the pathway, unlocked by individual objects. The fourth will be an exclusive video from Lady Gaga, located at the end of the experience.*

*For each of the three smaller pieces there will be a prompt for the user to show her wristband marker.*

THE  
**MONSTER BALL**  
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*Unlocking Exclusive  
Content Pieces*

*Once the marker has been  
recognized, the content piece  
becomes unlocked and available.  
The user will see a success message  
to know that she has done things  
correctly.*

THE  
**MONSTER BALL**  
TOUR  
STARRING  
**LADY GAGA**

*The Grand Finale*

*At the conclusion of the experience,  
the fourth piece of content becomes  
available. It will be an exclusive  
video from Lady Gaga.*

# the barbarian group

it's gonna be awesome.™