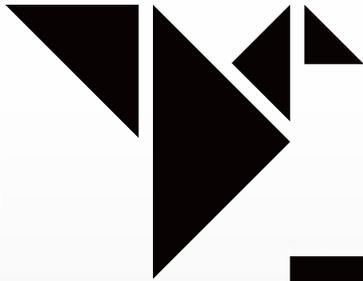




CINEMA

PRESENTS



Birdly®



SOMNIACS^{SA}



The Ultimate Dream of Flying

For millennia, humans have longed to fly like a bird, to take to the sky, arms outstretched, with the power and innate grace of the avian masters. While human biomechanics will never allow for the facility of unfettered flight, today's **virtual reality (VR)**, coupled with robotics and simulation technology, can deliver an experience like never before... fulfilling our ultimate dream of flying like a bird.

Spectacular First Person VR Experience



Dedicated to Developing and Delivering World Class Full-Body VR Experiences Based on Swiss Design and Technical Perfection



Introducing: Birdly®

Unlike a common flight simulator that requires a joystick, mouse and/or numerous buttons, Birdly® operators command their full-body VR flight experience instinctively with arms and hands – movements correlated to the flapping of wings and manipulation of primary feathers for speed, altitude and navigation. Each input is reflected in the virtual flight processor and returned as physical feedback through nick, roll and heave movements.

Visually immersed through a head-mounted VR display, fliers are enveloped in a high-resolution virtual landscape charged with interactive zones and entertaining surprises. The result of Birdly's® precise sensory-motor coupling – including headwind simulation, 3D audio, and visual impact – is an exhilaration that is simply breathtaking...



Birdly® Buzz

In addition to tremendous media attention, Birdly® generates huge, attendance-driving demand, proven to draw a crowd – and generate ticket revenue. In an age of social media, pioneering VR like Birdly® is certain to create a sharable, Instagrammable, tweetable buzz! Word of mouth and social impact is enormous, creating terrific awareness in the community.





"Birdly® is hands-down the best VR experience yet."

THE VERGE

"It's a calming, meditative experience. Immersive and exciting, Birdly® is the kind of VR experience that turns skeptics into true believers..."

YAHOO! TECH

"For two minutes, I lived the dream of flight. And it was convincing enough that I was annoyed to have to use my own feet to walk four blocks to my next SXSW appointment."



"It's one of the most awesome and intuitive VR experiences we've ever had...the sensation is incredible."

GIZMODO

"If you ever get the chance to experience Birdly®, don't pass it up!"



"...the Birdly® experience is beautiful and extremely vivid. It is also the first one in which I felt like my whole body had been transported into the world I was in at that moment."

WIRED

"Many of us have at some point in our lives dreamt of flying...Birdly® is the closest I've ever come to feeling that way...To say Birdly® is convincing is to shortchange its effect."

THE WALL STREET JOURNAL

"As I tilt my wings down, the wind rushes my face and I feel that unmistakable drop in my stomach. I glance to my right, catching a glimpse of my brown feathers, as I can feel my arms tire."



Signature VR Content

From a bird's-eye view over the world's great cities and monuments, to a bee's-eye view of the inner workings of a combustion engine, to a pterosaur's-eye view of a Jurassic landscape – there is no bound to the interactive storytelling, both entertaining and educational, that Birdly® can deliver.

D3D Cinema offers customized VR content production for the Birdly® interactive platform. Signature content can include sponsor branding and 'micro-experiences' – fun little surprises for fliers to discover and explore. The sky's the limit!





Birdly® Serial Edition

The Birdly® Serial Edition is a user-friendly, low-maintenance, and reliable commercial VR package, incorporating Swiss precision design and German engineering. The unit integrates all technical components, from simulation actuators and sensors to high-performance PCUs, into a compact and elegant metal chassis.

Included Components & Services:

- Birdly® Serial Edition Body
- Head Mounted Display VR Unit
- Show Computer
- 3D Audio Headphones
- Operator Control App
- New York City Virtual Experience Software Pack
- 12/mo Warranty
- Installation, Training & 12/mo Service Agreement

Requirements:

- Floor Space Dimensions: 10'x 10'
- Supply Voltage: 110-220V ~ 50/60Hz
- Power Consumption: 1.5kVA

Optional Components & Services:

- Flight Case for relocating Birdly® to events
- Digital Signage and Public Viewing Monitor
- Flight Instruction Video & Queue Monitor
- Spare VR headsets
- Spare parts inventory
- Extended Warranty

Not Included

- Shipping
- Taxes (if applicable)

Lead Time: 10 weeks

Contact D3D Cinema for more information about Birdly® including demonstration inquiries, pricing, lease financing, and signature content production.

CONTACT INFORMATION:

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About D3D Cinema

D3D Cinema specializes in immersive cinema and VR experiences for museum, aquarium, zoo, science center and attractions industry clients worldwide, providing a unique partnership approach to experiential storytelling, hardware integration, and signature content production. Comprised of institutional cinema and immersive media specialists, D3D offers first-to-market technology, consultation, strategic planning, financing packages, installation, content production & distribution, operational support, and ongoing service. D3D is headquartered in Evanston, IL with offices in the greater Philadelphia and New York areas, and Ottawa, Canada.

D3D Cinema is the official reseller of Birdly® in North America for special attraction and public non-profit institutions (museums, zoos, aquaria, science centers, gardens, etc)

About Somniacs

Birdly® was born in 2013 as a Design Research project at the Zurich University of the Arts (ZHdK) in Switzerland. Early prototypes were demonstrated at high profile new media showcase events, such as the Sundance Film Festival and SXSW, garnering countless VR awards and media praise. SOMNIACS was founded to support the commercial rollout of Birdly® products as well as to develop next generation virtual reality, augmented reality, and interactive experiences. SOMNIACS remains closely linked to ZHdK, a collaboration that pushes the boundaries of creative production in the emerging field of VR/AR based on Swiss precision design and technical perfection.