

weAR
MIXED REALITY

THE FIRST
MIXED REALITY SHOW
FOR AR GLASSES

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1895 · The dawn of a new industry

In March 1895 the Lumière brothers presented their cinematographer to a small group of selected people. The machine was already invented before them, but had no commercial application, it was "just" an invention.

What the Lumière brought was the commercial vision, a way to use this invention so it would attract people's attention. The start of a prosperous story was to begin nine months after that initial presentation.

In December 1895 the Lumière brothers charged admission for a film projection for the first time in history. You know the rest of the story: the film industry has been one of the most prosperous industries of the 20th century.

2022 · The dawn of a new industry

Today we present THE new format, a format that will be applied to music, stage arts and new forms of entertainment yet to come (live and in the metaverse). All big stories have a start. We bring the spark to start this one.

Today, when Augmented Reality [AR] technology is in its infancy, when nobody else has figured out how to materialize an actual Mixed Reality show, we have ours ready.

It's 2022. It's the beginning of something big. Do you want to be part of history?



The Show

We have invited the Creative Director of Spain's most prestigious creative agency to a private performance of the show. At the end we asked her: How would you explain this experience to other people? Her reply: "I can't. They have to see it for themselves. It's not to be explained, it's to be experienced".

What we introduce with this show is a new format. From a 2022 perspective, we understand you would like to see an explanatory video. But there is no way the 2-dimensional video format can convey how you experience the visuals through the glasses. Those visuals are floating in the air between you and the artists on stage. A video cannot connect you with the feeling, only AR glasses can.

What is a Mixed Reality show?

A show where TWO layers of reality coexist. It's relevant to note that Mixed Reality has nothing to do with Virtual Reality. The big difference with Virtual Reality is that in Mixed Reality you are not pulled out from the world that surrounds you.

With Mixed Reality you will enjoy the musicians in front of you, their performance, their live transmission, the reactions of those around you AND a whole new layer of visuals floating in the space in front of you. It's a new world that comes to enhance and augment the world as you know it.

The first version of our show is designed for a 10-people audience, this fact provides the experience of a feeling of exclusivity and connects the spectators with the historic milestone they are living.

Why us?

You might be wondering why we have a Mixed Reality show before anyone else. The reason is a meticulously designed script based on a thorough knowledge of what pieces of this technology do work today. We've been resolutely focused on creating this show for the last 4 years and "it's not possible" was not a valid answer for us. A core team of 4 experts in Augmented Reality (2 creators and 2 software engineers) have been working hard for 4 years to be able to bring you the very first Mixed Reality show for AR glasses.

The Company

weAR Mixed Reality was founded by two individuals that come from the performing arts world. We understand art as a concept, with no barriers, labels or separation between predefined fields. For us, music, stage performance, movement... they are all the same. It's all one field. It's all expression. In June 2017 we found a new way to enhance our expression, to broaden how we can reach other human beings, a new tool to convey feelings, to touch and move. That tool is Augmented Reality. So, in September 2017 we enrolled in a master course on Virtual and Augmented Reality software creation tools, where we met two fellow engineers who have accompanied us along this journey.

The Team

Xana Bel and Emil Xauen are the minds behind the conception of the project. They started working together in New York city for 'Overground,' a contemporary dance company, Xana as a dancer and singer and Emil as a composer and sound designer.

Xana Bel • AR Expert · Creator · Singer · Composer · Dancer · Choreographer

Previous works:

She has performed, studied and lived in Switzerland, UK, USA and Spain.

Xana developed her early career as a contemporary dancer in New York city, performing in such prestigious venues as BAM.

Wikipedia: "BAM is a performing arts venue known as a center for progressive and avant-garde performance."

New York Theatre.com: "BAM is one of New York most important entertainment and arts venues."

Emil Xauen • AR Expert · Creator · Producer · Composer · Sound Designer

Previous works:

Emil was part of the 'Advanced Brain Technologies' team that developed 'inTime,' an audio and music-based product for brain development presented at the Rockefeller University in New York city.

Wikipedia: "Rockefeller is one of the most prestigious institutes for biomedical research in the world and the oldest such institute in the United States"

The government of the USA granted him the O1 visa. *"The O1 visa is intended for the individual who possesses extraordinary ability in the sciences, arts, education, [...] and has been recognized nationally or internationally for those achievements."*

When Xana and Emil envisioned their show and resolve they would devote the following years of their lives to taking it to fruition, they decided to move to Madrid, Spain in order to study a master course at U-tad [University of Technology and Digital Arts], the sole school at that moment offering the level of depth they were looking for in the Augmented Reality field.

The team grew at U-tad, when software engineer Adrián joined the crew and the goal.

Adrián González Herrera • AR Expert · Extended Reality Developer

Previous works:

Adrián has worked for the German government developing Virtual Reality tools to instruct engineers how to dismantle Nuclear Power Plants.

Later on, when the software core of the project was solid, Julen joined the team to enhance the visuals, the user experience and the environment detection. Remember: This is Mixed Reality.

Julen Salazar • AR Expert · Visual Effects Graphic Engineer · Motion Detection Expert

Previous works:

Kinect projects and interactive art installations for Rock in Rio, Mercedes Benz and Sony Xperia. Virtual Reality luxury building recreation and presentations in Europe and the Middle East.

Space requirements

This show has a minimum space requirement of 9 x 5 x 2.5 meters (length x width x height) that allows it to be hosted almost everywhere.

Two more essential points:

- a) we will provide the AR glasses and
- b) we will show the audience how to use them in the pre-show

Almost no one owns a pair of AR glasses today, so this is an additional attractive point of the experience, as for many people it will be the first time they try the glasses on, and more importantly, it will be the first time they experience the connection to the world through this device.

The Glasses

Our show uses a state-of-the-art AR glasses model, unobtrusive and comfortable to wear (nothing to do with graceless AR helmets like HoloLens). Our glasses election looks like sunglasses.

The Music

It is of relevance to say that this is a concert show with original music, composed and conceived as a whole with the rest of the experience and performed live.

The Experience

This show is perfect for modern-art galleries, museums, as a temporary exhibition and for exclusive private events. But overall, it's a unique experience; an artistic, technological and historic experience. One people will be talking about for years.

The same way they would share for years they had attended the very first cinema exhibition in HISTORY.



Audience Comments & Reactions to private shows

Curro Moral • World tours Production Manager of Miguel Bosé, Raphael, ...
and other Spaniard international artists

I'm seeing something my eyes haven't experienced before.
I have the feeling that the music and what I see in front of me is physically one.

DJ Ozetak • DJ en Madrid e Ibiza

These guys are using the technology of the future to create an atemporal show.
For me this work of art is already a classic.

Sonia Sánchez • Creative Director · Bassat Ogilvy - Creative Agency

I was there, present; I didn't want to pay attention to anything else.

Juan Coacci • Composer · Music Director of Raphael world tour

Mind Blowing. Very impressive. I haven't seen such a thing in my life.

Violeta • age ~ 20s

It's a liberating show. It makes you feel like you're in another dimension.
It brings a deeper layer to what you feel. It brings to reality the way something makes you feel.

Marcelo • ~ 40s

This show goes further than video mapping. It's completely immersive, it's entering another dimension.

Martin • ~ 20s

Unreal. Does this really exist? I could have stayed there for hours, I was completely immersed.

Alberto • ~ 50

This is a cathartic experience on an emotional level. It feels like it pierces through you.
I literally had goosebumps.

Paco • ~ 40s

I feel like I lived an experience in various planes simultaneously.

Daniel • ~ 40

It took me to another dimension. I feel like I've been reset. There is something therapeutic about it.

Sandra • ~ 20s

The experience of my life.



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