

# WILKINS AVENUE AR

## IMMERSIVE EXPERIENCES

**Press Release** - For release from September 19, 2024 - 8AM CEST

## Wilkins Avenue AR Unveils "Out There" – The First Immersive Musical on Apple Vision Pro & Meta Quest 3

Paris, France – September 19, 2024 – Today marks a monumental leap forward in Spatial Computing XR as Wilkins Avenue AR proudly announces the public launch of "Out There," the world's first immersive musical crafted specifically for the Apple Vision Pro & Meta Quest 3. This release underscores Wilkins Avenue AR's pioneering position at the forefront of immersive technology and family entertainment.



copyright : Wilkins Avenue AR

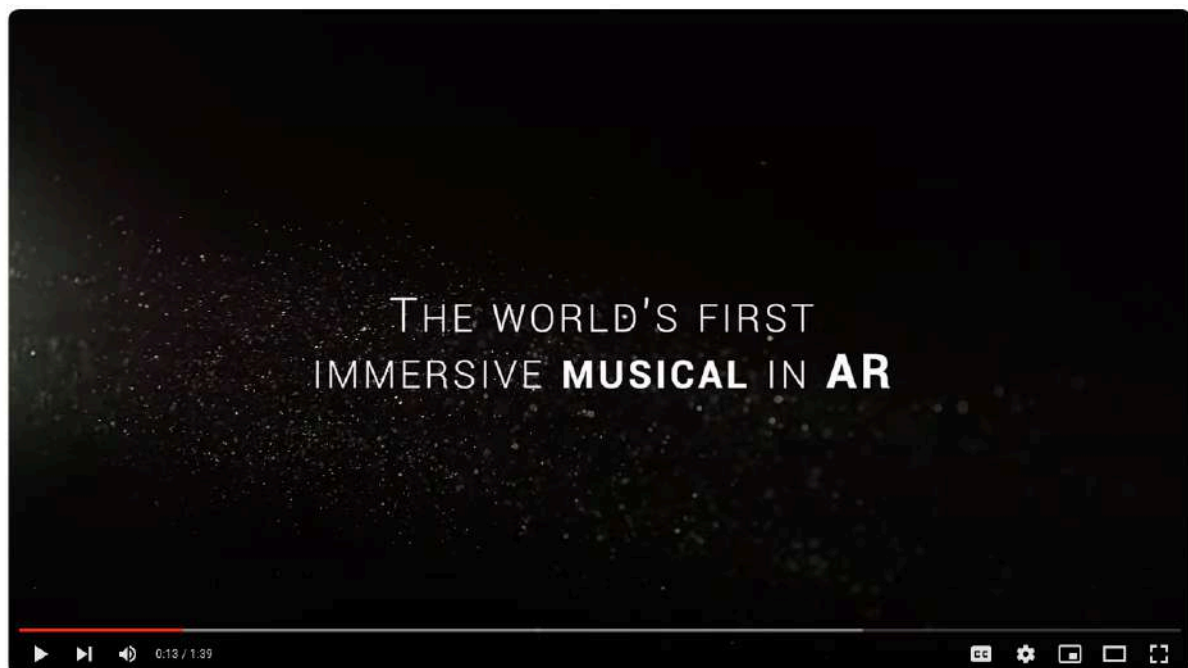
## Redefining Emotional Storytelling Through Advanced Technology

“Out There” revolutionizes how viewers experience entertainment. Unlike many current offerings on the Apple Vision Pro and Meta Quest 3, this musical places technology in service of storytelling, ensuring an emotionally resonant experience that captivates all ages.

**Featuring the exceptional talent of Grammy and Emmy-nominated artist Vanessa Williams, and created by Wilkins Avenue AR** in partnership with Pollen Music Group, “Out There” integrates cutting-edge technology with powerful narrative elements to create an unforgettable experience.

## Innovative Use of Spatial Audio and animation

One of the first productions to utilize real spatial audio in XR, “Out There” also incorporates an innovative mix of cutting-edge 3D animation and traditional Disney-style 2D animation. This unique combination creates a never-before-seen entertainment experience that engages both the ears and eyes. The pioneering use of sound envelops audiences in a multi-dimensional audio environment, while the visual fusion of animation styles brings a rich, textured depth to the storytelling, setting new benchmarks for immersive musical productions.



"Out There" on Apple Vision Pro - a musical XR experience by Wilkins Avenue AR

[Check the Video Demo](#)

## A Visionary Leap by Wilkins Avenue AR

**Thibault Mathieu, CEO and Founder of Wilkins Avenue AR**, shared his excitement about the launch:

*"We are thrilled to introduce 'Out There' to audiences around the world via Apple Vision Pro and Meta Quest 3. This project reflects our vision to redefine the future of immersive entertainment, making it more accessible and emotionally engaging. As we aim to be the Disney of Spatial Computing XR, our focus is to elevate the standards of XR content to create more magical and meaningful experiences."*

## Two Unique Experiences, One Vision

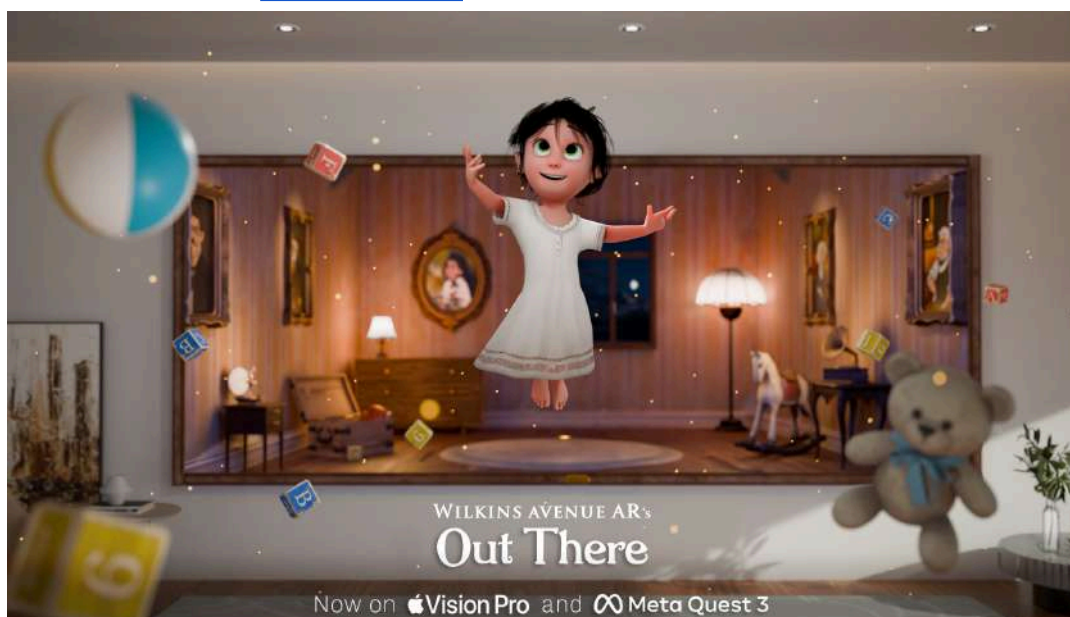
Wilkins Avenue AR has meticulously tailored "Out There" to **take full advantage of the distinctive strengths of both the Apple Vision Pro and Meta Quest 3**. Each version of the musical offers a unique approach to immersive storytelling, designed natively for its platform. The Meta Quest 3 version leverages the device's capability for movement, allowing users to step into the scene, moving around the room to interact with objects and characters and creating their own personalized musical mix. In contrast, the Apple Vision Pro version offers a magical portal into Liv's world, where interactive 3D elements progressively invade and transform the user's real-world environment into a beautifully enchanted, musical experience. These differing approaches highlight Wilkins Avenue AR's commitment to crafting distinct, **platform-native experiences**, making the best use of each device's incredible capabilities.

---

### Download "Out There" Now:

 **Vision Pro** - [Download Here](#)

 **Meta Quest 3** - [Download Here](#)



## About Wilkins Avenue AR

Wilkins Avenue AR is a leading Augmented Reality & Spatial Computing company, working with some of the greatest brands in the world, such as Lancôme, Cartier, L'Oreal and others.

We empower reality with digital imagination, captivating audiences' hearts with emotional experiences powered by cutting-edge technology.

At the crossroads of innovation and creativity, Wilkins Avenue AR redefines the realms of online and offline entertainment, continuously pushing the boundaries to create immersive experiences that set industry benchmarks around the world.

For more information, please visit : <https://wilkins-avenue.com>

## Press Contact:

Thibault Mathieu  
Creator and Producer  
Wilkins Avenue AR  
thibault@wilkins-avenue.com