



Syfy Gives VR Experience *Eleven Eleven*™ Global Rollout

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Syfy is taking its new virtual-reality experience *Eleven Eleven* global with a world premiere at SXSW in Austin this month, and then a launch across Sky VR.

Eleven Eleven is an original science-fiction special created to live on virtual reality platforms with options available for tethered and mobile VR headsets as well as for augmented reality devices. Viewers can experience the content in several ways:

- in story mode, users see the world from the point of view of a main character, following him or her on a guided journey for a more traditional TV-like experience;
- in explore mode, users can detach from that character to roam freely about the world, follow ancillary characters and search for clues to uncover more of the story

- and in Goddess mode, users can shrink the world to see it from a birds'-eye view.

"With Eleven Eleven we are pioneering an innovative scripted format for science fiction content that blends the best of theatre, gaming and cinema to create unique VR and AR experiences," said Steve Patscheck, executive vice president, global programming at NBCUniversal International Networks, in a statement. "By creating an original piece of IP, Syfy was able to design specifically for VR and AR, all the while exploring how immersive technologies could heighten the thrill of storytelling."

The special is produced in association with visual effects studio Digital Domain.

Beyond being produced using VR and AR effects, the experience also incorporates a "spacial" score, attaching individual soundtracks to each character that change based on the user's position. The music comes from Bleeding Fingers, a custom-score production company co-founded by Hans Zimmer.

Eleven Eleven is written by Lucas Taylor with voice and motion capture directed by Keith Arem, who served as talent director on the Call of Duty video games.