Immersive Theatre

Immersive worlds that expand time and place

Immersive theatre frees audiences to traverse places, characters and narratives and invites them to participate. Actors and audience are intermingled and spaces are designed for exploration to create a thrilling, sometimes intense, open-world experience.

Audiences that love immersive theatre place greater demands on actors and producers for ever increasing realism, intimacy and personalization. This increases the show’s costs and technology requirements and hence causes producers and funders to look for ways to scale performances to accommodate larger audiences to make recoupment of expenses faster.

Conducttr allows immersive performances that operate with greater audience intimacy and at greater scale.

It does this by allowing you to integrate the live performance with online digital participation to generate earlier buzz and by allowing you to automate & coordinate activities during and before the live event.

At the same time, Conducttr allows a broader repertoire of creative expression and independence by placing interactive storytelling technology into the hands of the director and producer.

Development

Conducttr’s collaborative authoring environment allows multiple creative people to work on the same experience in real time.

Use the Whiteboard to create storyboards, location maps and user journeys.

Use Conducttr’s Channel Planner to schedule events leading up to, during and after the live performance and gain a single comprehensive view of all that’s being published at what date & time across all channels - YouTube, Facebook, Twitter, blog posts and so on. Work across the timeline clicking to pencil or double-clicking to commit content for publication. All date & time events can also be viewed and adjusted using the Calendar.

Build a mailing list of email and mobile numbers, using either the solo sign-up form widget or simply invite the audience to email or text a character from the show. Conducttr can reply automatically with scripted interactions that you’ve created for audience participation on Twitter, Facebook, SMS & email.

Conducttr’s Beat Sheet provides a scene-by-scene breakdown of all your project’s interactivity with beats representing the audience actions and conditions needed to reply to them or to release the next piece of content or actor instructions.

Implementation

All logic and content for the experience is stored inside Conducttr. Send newsletters, invitations, Facebook updates and so on; create fictional websites in Wordpress, Tumblr, Blogger and save the URLs in Conducttr; easily generate QR codes for use on print materials or online; use Conducttr widgets to embed in-world registration forms.

If you need a custom mobile app, integrating with the Conducttr API (application programming interface) allows development and coding tasks to be separated from creative and production tasks. This means that experiences can continue to be play-tested, refined and improved during production without additional costs or delays associated with app development.

When you decide to re-run your performance, you can block-move the whole experience to a new start date or time.

Conducttr is able to interface to social media, email, SMS & phone calls, images, video, mobile apps and any physical computing devices such as iBeacons, NFC tags, lighting, sound and heating devices and wearables.

Key Benefits

- Scalable experiences
- Earlier buzz
- Faster cost recovery
- Managable
- Integrated across platforms
- Automation where desirable
- Quantifiable

Key Features

- Interactive online characters
- Coordination of actors
- Control and input from of physical devices
- Centralized management
- Audience database

Enabling actors with wearable technology, Conducttr can send actors improvisation cues triggered by collective audience actions or events unseen from the actor’s current location.

Management

Examine performance using a number of operational reports that mine data generated from every interaction in and out of your experience. Get a quick overview of new sign-ups, messages sent and received or detailed line-by-line interaction data.

Conducttr’s smart audience management algorithms unify audience records across social media, websites, SMS and elsewhere to give truly immersive experiences.

You can adjust any live project as needed – updating parameters, conditions or content and manually switching scenes on and off if the audience participates in unexpected ways.