## WALLACE & GROMIT

The Big Fix Up is a unique, first-of-its-kind creative technology venture, conceived with the aim of pushing the boundaries for cutting-edge mixed reality and immersive storytelling projects.

## THE ADVENTURE

In this first new W&G story in over a decade, Wallace creates a new company and invites people to help him on an adventure with lots of challenges. The adventure follows a 3 act narrative that evolves over days and adapts the story to real time events during 28 days. A stellar A-list cast includes Miriam Margolyes OBE



## THE MUST - MULTI USER STORYTELLING PLATFORM

To tell tour narrative right, we wanted to interact with the user according to specific months, weeks, days or even hours. But there were no enabling tools to help us design a real-time experience, so we built our own: The MUST (Multi-User-STorytelling), is the world's first platform for real-time experiences.

With it, we have a core narrative that is released in specific times through various forms of media: AR gameplay, CG animations, in character phone calls, comic strips, Extended Reality (XR) portals and more.



## TECHNOLOGY

To truly merge the real world with the digital, we used Unity's AR packages and visual positioning systems that allowed our characters to be spatially aware. Enabling them to hide under a coffee table or jump from a table to the ground.

The adventure also allowed users to interact with each other on Multiplayer mode, answer character phone calls and explore Extended Reality portals. For the story climax, we used an innovative new tool to 3D map an entire block of Bristol that allowed everyone to experience Wallace's hometown through an unprecedented immersive experience.



## A NEW COMPANY

The Big Fix Up story may have an end, but the project gave birth to a new company: Fictioneers. That now empowers any creator to develop their own Real Time augmented narratives for the movie and gaming industries.

**"A FIRST-OF- ITS-KIND EXPERIENCE" FOCUS** 

# **"NEXT GENERATION A.R. EFFECTS"**











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## "A CITY-SCALE A.R. EXPERIENCY" VARIETY

**"IT INTELLIGENTLY INTERACTS** WITH REAL-WORLD ENVIROMENTS" Hollywood





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## **"IT LET FANS STEP INSIDE THE WORLD OF** WALLACE AND GROMIT FOR THE FIRST TIME." BBC



# fictioneers









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