

SEVEN WEST MEDIA

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## MEDIA RELEASE

**The Bigger Picture Becomes a Virtual Reality with Seven West Media**

In an exclusive partnership, Seven West Media and the State Government are giving West Australians the opportunity to step inside and explore a range of major infrastructure projects through the immersive virtual reality experience, *BigPic360*.

The first activation, coinciding with the annual Channel Seven Telethon on October 17-18, utilises Oculus Rift™ technology to transport the public inside the new Perth Children's Hospital for a first-hand look.

Visitors will be able to trial the new technology for free from within the *BigPic360* bus. The bus will be parked on the external concourse of the Perth Convention and Exhibition Centre all Telethon weekend.

The innovative project is part of phase four of the Bigger Picture Major Projects campaign, a State Government initiative to keep the people of WA informed as Perth continues its transformation into a more vibrant and connected city. The *BigPic360* bus and Oculus Rift™ will deliver new information in new ways to a community that wants to be kept up to date on the changes.

"The project really demonstrates the group's unique ability to deliver innovation," said project lead Josh Krueger

"The Seven West Media team have driven the project from conceiving the initial concept, developing the virtual reality presentation, coordinating the site activation and providing marketing and editorial coverage."

Seven West Media has been engaged to create additional activations focusing on a range of Bigger Picture Major Projects, each of which will be rolled out in the near future.

Melissa Bowen, General Manager of Marketing at Seven West Media WA said it's a very exciting time to be in Perth with so many different projects underway.

"Seven West Media knows our audiences have a huge appetite for information about the changing face of our city so we are thrilled to partner with the State Government to provide a very real sneak peek inside key projects including the new Children's Hospital and Perth Stadium."

Adam Marshall, Managing Director WA at Carat Australia said the support from Seven West Media has been legendary.

"We have been extremely impressed with the depth of talent and resource the network has been able to deploy on this project. By integrating new technology across existing paid, owned and earned channels is media strategy and execution at its best.

"The new campaign has been very exciting to be a part of. Utilising new technology like Oculus Rift™ to show the people of WA how the State Government is investing in the future of our state is a

unique media first which truly demonstrates the old adage of the medium being part of the message.

“A campaign like this takes equal parts of inspiration, perspiration and courage for all parties involved. Our expectation is that we will create a special experience for our audience that will be truly disruptive and engaging,” Marshall concluded.

Roy Wright, Major Events for Seven West Media, said as far as live event experiences go, this activation will set the bar in terms of a visual experience for the general public.

“The opportunity to explore the new Children’s Hospital through virtual reality on a retrofitted bus you may have travelled to work on a week before, is truly something that should not be missed.

“I’d encourage everyone to come down and have a go in the *BicPic360* bus over the Telethon weekend, you may need your SmartRider to get there but it’s not needed in virtual reality.”

**Key project contributors:**

Josh Krueger - Project Manager - Seven West Media WA

Joel Hopson- VR Development - Seven West Media WA

Roy Wright - Site Activation - Seven West Media WA

Melissa Bowen - Marketing - Seven West Media WA

Adam Marshall - Media - Carat

James Burke - Media – Carat

Callie Bishop - Creative - Rare

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