

# Immersion, Imagination & Innovation:

## *Media Immersion Matching the power of the Imagination to Innovate the Future*

Christopher Stapleton, MFA

@Simiosys

Real World Laboratory,

01 (407) 697.0381

CStapleton@Simiosys.com

### ABSTRACT

The application of immersion to awaken human potential through innovative experience design is dependent upon one's ability to spark the imagination. Our keynote speaker shares his journey of exploring how the diverse application of interactive entertainment techniques can define new innovations in life transformative simulations. Using the interplay of story, play and game, his design research showcases examples of how stimulating the imagination can enhance military training for the US Army, informal education for NASA, medical imaging for ER surgeons, teacher training in Urban classrooms, experiential marketing in shopping malls as well as cognitive rehabilitation in therapy clinics.

As technological advancements in simulation catch up with the science-fiction of our parents, what kind of creative leaps will our children will be making into a future where reality, virtuality and imagination work as one world? The future of immersive media will transfer from theme parks to our living rooms, and all new design paradigms will emerge to transform our homes into a school, museum, theme park, training facility, shopping center, as well as a medical and rehabilitation clinic. This talk presents a vision with all new challenges for the future.

### Categories and Subject Descriptors

I.6.6 [Simulation and Modeling]: Miscellaneous

### Keywords

Immersion, Media, Storytelling, Imagination, Experiential Media, Mixed Reality, Augmented Reality, Virtual Reality, Play Testing.

### BIOGRAPHY

Christopher Stapleton is an internationally recognized innovator of experience design integrating both art and science to capture, simulate and analyze human experience. His foundational experience and training on Broadway, in New York film and television led to producing and designing mega theme parks for global brands such as Universal Studios, Disney Imagineering, Nickelodeon Recreation, Sanrio, Resorts World Sentosa and the Wanda Group.

Permission to make digital or hard copies of part or all of this work for personal or classroom use is granted without fee provided that copies are not made or distributed for profit or commercial advantage, and that copies bear this notice and the full citation on the first page. Copyrights for third-party components of this work must be honored. For all other uses, contact the owner/author(s). Copyright is held by the author/owner(s).

*ImmersiveMe'14*, November 7, 2014, Orlando, Florida, USA.

Copyright © 2014 ACM 978-1-4503-3122-7/14/11...\$15.00.

<http://dx.doi.org/10.1145/2660579.2660580>



His creation of the University of Central Florida's Media Convergence Laboratory has prototyped many of the first real world applications of Mixed Reality for NASA, the National Science Foundation, US Department of Education and Defense. Currently, his creative innovation cooperative, Simiosys, is exploring new paradigms in the application of creative imagination to transform everyday life.

MFA & BFA New York University, Tisch School of the Arts (Design for Film and Theater) 1984.

### REFERENCES

1. Stapleton, C. B., and Hughes, C. E., 2006. Emerging Technologies of Augmented Reality: Interfaces & Design, *"Making Memories, Science Meets Fiction Creating Compelling Entertainment with Augmented Reality,"* IDEA Group Inc. Publishers.
2. Trowbridge, S., and Stapleton, C.B. *"Melting the Boundaries Between Fantasy and Reality,"* IEEE Computer Magazine. pp. 57-62, July 2009.
3. Stapleton, C.B., and Hughes, C.E. 2007. *"Seeing is Believing, The Alchemy of the Mind, Machine and Magic in Cultivating Radical Media Innovation,"* Computer Graphics and Applications, 2007
4. Stapleton, C.B., Hirumi, A., Mott, M. *"Mixing Realities and Disciplines in STEM Education,"* Proceedings of HCI Mixed Reality Program, Las Vegas NV, July, 2013
5. Stapleton, C.B., Davies, J., *"Imagination: The Third Reality of the Virtuality Continuum,"* Proceedings of ISMAR 2011, Basel Switzerland, October 25-29, 2011