

INTERACTIVITY

## ACCIONA WINDFARM VR EXPERIENCE

Pamplona, **Spain**

CYAN created an immersive VR experience for ACCIONA, to be presented at the AWEA 2016, in New Orleans (Louisiana, USA) - the biggest wind power conference in North America.

For the very first time, the public could explore a VR wind farm, in detail. The visitors could go inside the wind turbine tower, get an elevator up to the nacelle enclosure, look around its interior, learn how a wind turbine engine works, and then go outside the nacelle for a majestic view of the landscape from the very top of the windmill.

2016

ACCIONA PRODUCCIONES Y DISEÑO

CyAn

# ACCIONA WINDFARM

VR EXPERIENCE

Pamplona, **Spain**

■ Windfarm

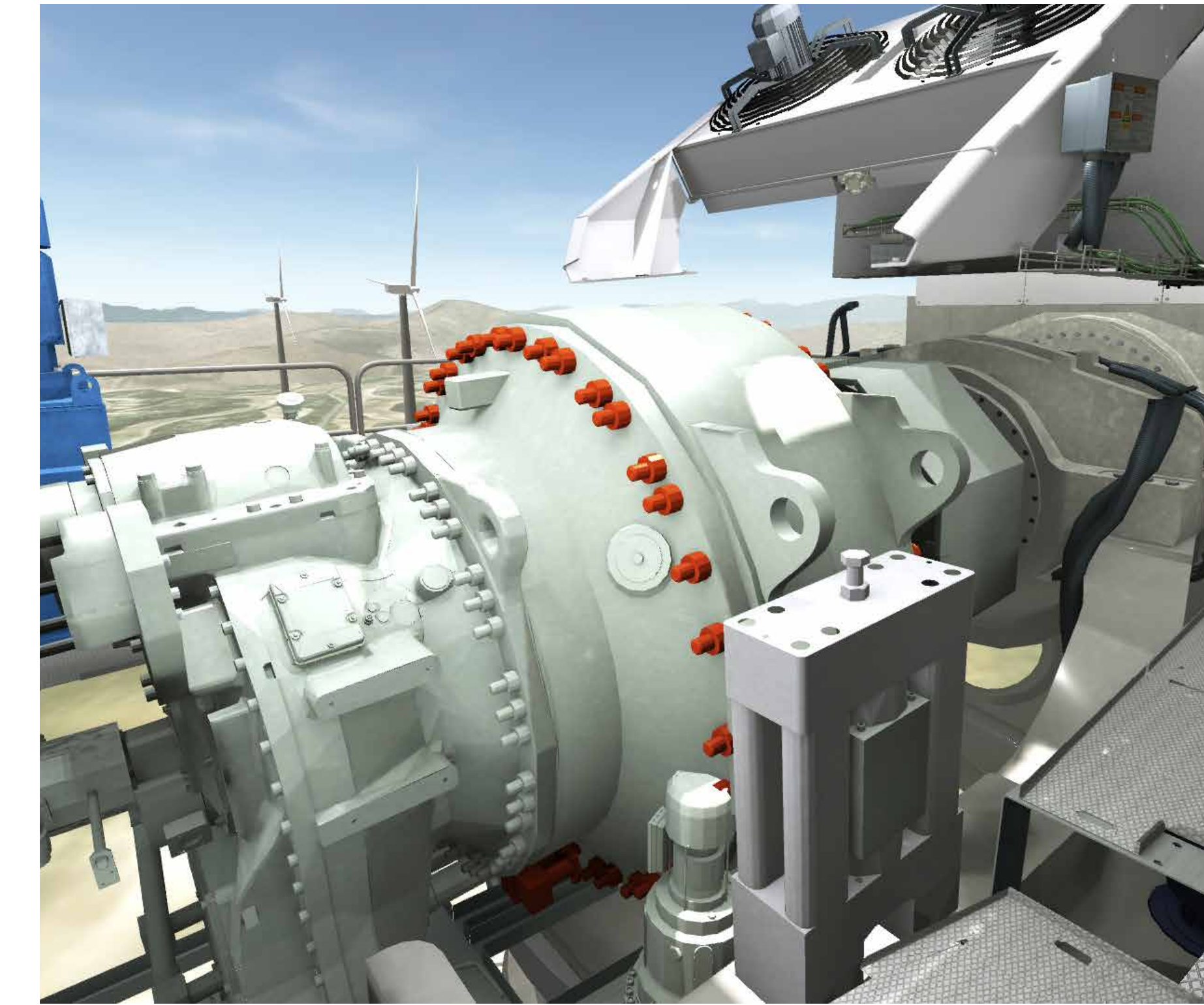
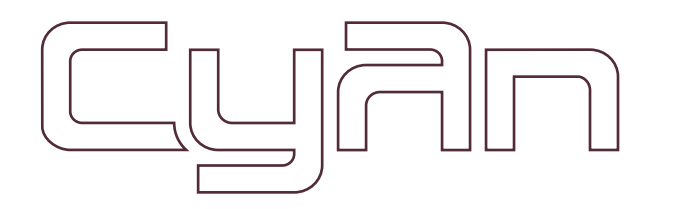
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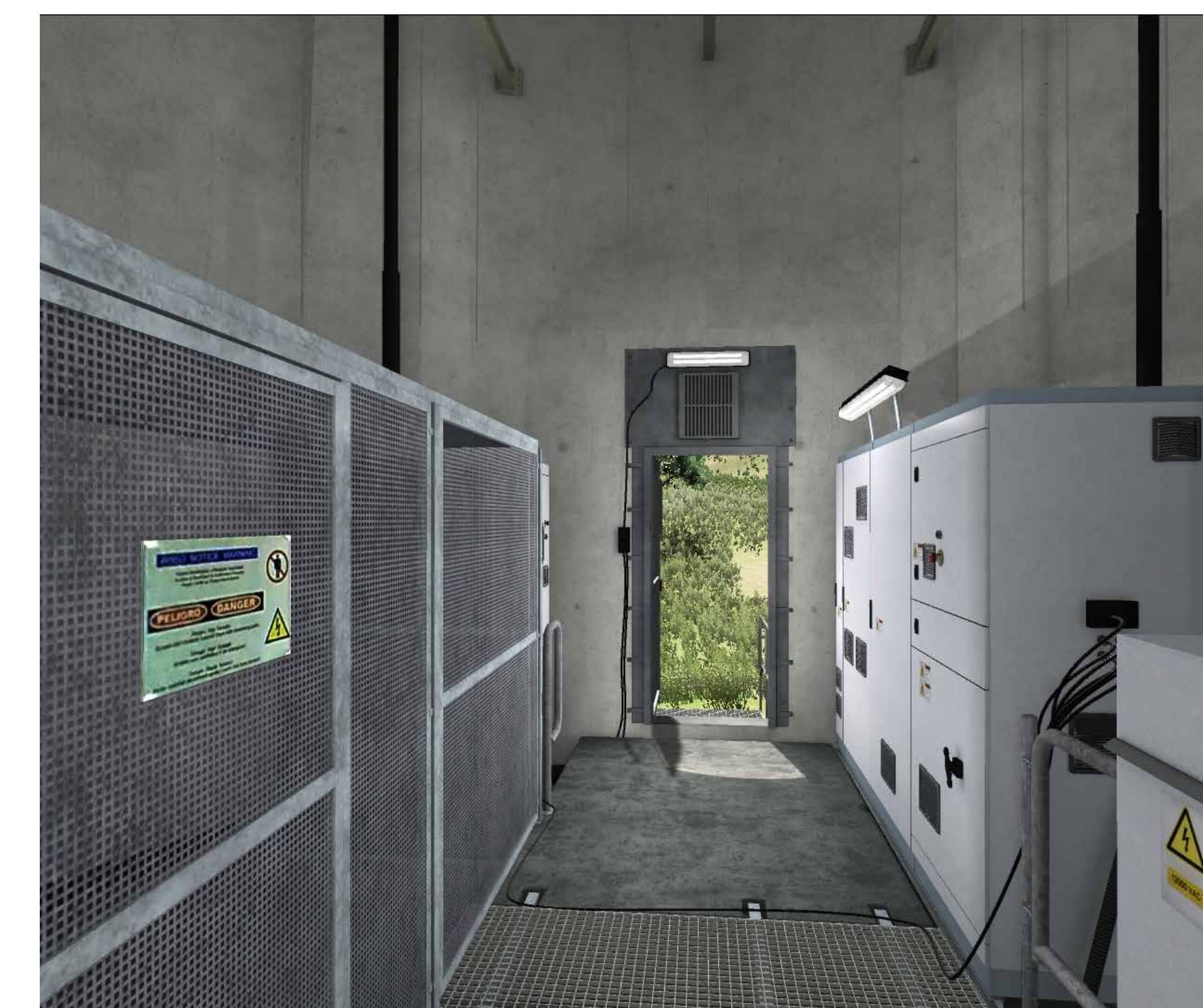
# ACCIONA WINDFARM VR EXPERIENCE

Pamplona, Spain



- PRODUCTION
- POST PRODUCTION
- SOUNDTRACK
- ART DIRECTION
- USER EXPERIENCE
- USER INTERFACE

- ARCHITECTURAL VISUALIZATION
- CG ANIMATION / VFX
- PBR MATERIAL / SHADERS
- DEVELOPMENT
- VR / AR
- GAMIFICATION
- SITE-SPECIFIC EXPERIENCE



Developed by our VR department, this experience was designed for a variety of devices (HTC Vive, Oculus and Cardboard). The users can see and feel the sensation of being in the pristine countryside, and can walk around using two joystick-type controllers.

We were aiming for a familiar, cinematic experience and made extensive use of a voice-over that accompanies the user at all times, in either Spanish or English.