

# THE VIEW

FROM THE SHARD

**The UK's highest Virtual Reality experience to launch at The View from The Shard**



*Test your nerve this summer 800ft above London with the attractions heart pounding, adrenaline filled VR experience's including the world's highest virtual Slide*

**London, 25 July,** The View from The Shard, the visitor attraction at the top of Western Europe's tallest building has introduced two new exhilarating Virtual Reality experiences on its open-air Skydeck, offering members of the public the opportunity to test their balance on Vertigo and ride The Slide at up to 100 miles per hour.

'The Slide' is a thrilling 360 virtual reality experience, produced by creative tech studio, Happy Finish. The hair-raising journey takes visitors on an extreme multi-sensory slide. The slide offers a toboggan style seat that moves in tandem with what the participant sees through their headset, creating the motion of the experience that allows for three degrees of movement. The Virtual Reality experience runs in tandem with the movement of the machine and can change the degrees of the rider's seat from up to 60 degrees in under a second, allowing for an additional level of presence through 60 degree drops as well as being shot straight over The Shard itself.

Happy Finish shot four high resolution 360-degree images from all four corners of the viewing platform, using a custom-made jib. Stitching these images together to produce a singular 360-degree image of London, this then went under extensive retouch and post production to produce the extremely detailed finished product. When donning the virtual headset, the visitor will feel like they are sitting in the real world due to the surroundings.

Rory Byrne, Client Director, at Happy Finish said, *"The View from The Shard asked us to build a thrilling addition to enhance their already spectacular view. By using virtual reality and our three degrees of movement motion platform we are able to give the visitors an experience like no other in London. An unparalleled view of the city during an exhilarating ride around The Shard at speeds of 100mph."*

The Slide itself travels around a high-end CGI replica of The Shard through a tunnel built from photoreal CGI textures in line with the overall aesthetic of the experience. Happy Finish have used

the Oculus CV1 Virtual Reality Headset for the experience. The device allows users to explore virtual worlds, giving 360 degrees of freedom for the viewer to take in their surroundings, as they would in real life.

In addition to The Slide, visitors can test their fear of heights with Vertigo created by INITION. The virtual challenge sees the building fall away as you are suspended up in the air, walking across The Shard's early infrastructure, balancing on scaffolding and the stripped back construction of Europe's tallest building.

Adrian Leu, CEO at INITION said, *"INITION has a long history of building incredibly immersive, multi-sensory virtual reality experiences so we are excited to introduce the new technology in one of London's most iconic landmarks. Working closely with the team from The View from The Shard enabled us to create a bespoke and breath-taking experience where visitors can explore the original building of The Shard in virtual reality - from construction on the 72nd floor, to the adventures of Romeo the fox."*

The moment the user enters the virtual space and physically steps forward, the floor and glass walls fall away revealing a great 360° panorama of London beneath their feet. The user is left on suspended girder and challenged to complete a number of tasks as instructed by the sites foreman. HTC VIVE™ headset and VIVE™ trackers are placed on the user's body to determine their position in the virtual space. The virtual tasks will challenge guests to balance at a height, navigate around the open-air construction and perform daring tasks. The addition of a safety jacket and harness, real-world sounds and wind fans in the installation all add to the Vertigo experience at The Shard.

Patrick Allen, CEO of The View from The Shard said, *"As the tallest attraction in the Europe, we are always looking for new ways to offer exciting and innovative experiences for our visitors. The consumer technology space has been an area we've been keen to explore for a while and we are excited to be working with the design companies behind the VR, Happy Finish and INITION, to introduce these two new immersive adventures to the attraction's visitors."*

The experiences are free with attraction tickets until 4<sup>th</sup> August. Tickets are available to book online at [www.theviewfromtheshard.com](http://www.theviewfromtheshard.com) and are priced from £25.95.

**ENDS**

**Photo Link:** <https://we.tl/ivTUt9IV8h>

#### **Notes to Editors**

- Suitable for ages 12+ further restrictions apply.
- In the event of heavy rain or storms, the VR experiences will be unavailable.
- A Virtual Reality experience can be unsuitable for people with certain ailments or conditions. A waiver outlining these conditions must be read and signed prior to using the experiences.
- The VR experiences are available daily from 10AM-10PM and are subject to queues. Early arrival is advised to avoid disappointment.
- A small additional charge for the two experiences will be in place from the 5<sup>th</sup> August.

### **About The View from The Shard**

The View from The Shard is a premium visitor attraction at the top of The Shard – the tallest building in Western Europe. Travelling skyward in high-speed lifts, this multi-sensory journey takes you 244m (800ft) above London, offering visitors spectacular 360 degree views over the UK's capital for over 40 miles.

For further information, please contact: Abby Kidd / Hayley Fletcher at **Diffusion PR**: [theviewfromtheshard@diffusionpr.com](mailto:theviewfromtheshard@diffusionpr.com) / 0207 291 023

### **About Happy Finish**

Happy Finish is a renowned global production studio and agency offering cross-platform creative production services. Happy Finish are pioneering world-leaders in creating commercial virtual reality (VR), augmented reality (AR) and mixed reality (MR) interactive content, along with Stills Retouching & CGI for leading global brands, agencies and creatives.

Happy Finish has one of the world's most impressive portfolios of commercial VR, AR and MR experiences. The company pair some of the world's most talented artists with developers working at the forefront of real-time graphics, allowing them to create immersive creative content that has never before been possible.

Find out more: <https://www.happyfinish.com/>

### **About INITION**

INITION is an award-winning creative innovation company with a finely tuned blend of technological and creative capabilities.

With a 16-year track record of seeking out and exploiting new technologies, the team are uniquely positioned to leverage futuristic technology to create multisensory experiences and installation-based activations. They work across different technologies, including virtual, augmented and mixed reality, AI, motion tracking systems and interactive displays.

Find out more: <https://www.inition.co.uk/>