

SIGHT LINES

Press Release

SIGHT LINES ENTERTAINMENT EXTENDS THE FRONTIER OF THE PERFORMING ARTS WITH ASIA'S FIRST INTERACTIVE 360° DIGITAL THEATRE EXPERIENCE

The Singapore theatrical entertainment company teams up with award-winning playwright-director Chong Tze Chien and homegrown tech startup Xctuality for an unprecedented marriage of virtual reality streaming with the performing arts.

Singapore, 14 July 2020 - Imagine waltzing through Singapore's iconic Victoria Theatre, watching on as your favourite theatre stars get ready for the show and cosying into the best seats in the house from your device, wherever your location. Following the success of *Murder at Mandai Camp* (Singapore's first Zoom immersive live theatrical production), **Sight Lines Entertainment** and award-winning playwright-director **Chong Tze Chien** have teamed up with local e-ticketing and live-streaming startup **Xctuality** to present a momentous step forward for the performing arts. Together, they introduce an immersive experience combining **virtual reality (VR) and 360° streaming** with elements of a traditional stage, bringing our beloved productions online to new, international audiences.

"Moving forward, the big question is: does it make economic sense for theatre companies to invest in a stage production when safe distancing measures would ultimately reduce capacity and, in turn, their revenue? We sought to pioneer an alternative for the performing arts by engaging the latest technology to overcome current and future hurdles on an international scale," explains Derrick Chew, Executive Producer of Sight Lines Entertainment.

Live-streaming: The Stage of Tomorrow

Years of on-the-ground experience with renowned cultural events and festivals, such as the Slush Singapore, F1 Singapore Grand Prix, Streets Food Festival, and the upcoming National Day Parade 2020 have cemented Xctuality as the region's leading events management solutions provider. E-ticketing and smart event solutions aside, founders **Warren Woon and Adrian Oliveiro** offer an in-development live-streaming platform. The latter aims to be a brand new interactive "stage" for digital theatrical productions.

Current efforts to go digital have been admirable, with the bonus of garnering untapped audiences in a more accessible online space. Producers and audiences have, however, cited that the allure of the theatrical arts have sorely been missed, from its interactivity to the connection one would have when physically present at a production - a challenge that this new "stage" aims to overcome.

Incorporating Sight Lines Entertainment and Tze Chien's experience in traditional stage and digital storytelling, Xctuality is able to customise VR and 360° streaming with the option for choice-based narratives for producers. This allows theatre companies to transport audiences straight into the theatre and their fantastical productions with the tap of a button.

The team wants to draw audiences into an augmented theatrical experience, from the moment they enter the theatre to a talkback session with the director backstage. Not only will this cater to audiences purchasing tickets limited by new seating capacities, this will also include experiences that audiences attending the physical show might not have access to.

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For instance, virtual audiences attending a live performance at the Victoria Theatre can begin their journey in the courtyard, where they can admire its neoclassical architecture. Pre-show entertainment will include a live chat with the Front of House manager and other patrons, interactive displays relaying information on the production, and jumping backstage for a behind the scenes look. The performance will allow navigation to the best vantage points, such as from the stalls, mezzanine, on-stage, for a unique and immersive theatrical experience.

“We want to bring audiences straight into the performances in a visceral way, one that a typical 2-dimensional stream has not quite achieved. It’s not just about elevating the live-streaming experience, but creating an entirely new genre of entertainment,” explains Woon, co-Founder of Xtuality.

Extending the frontier of performing arts

This digital stage allows theatre companies to create new art-making processes and experiment with new theatrical experiences as the performing arts community evolves along with the technology. Besides the ability to customise VR and 360° views to each individual production, there’s also the option of implementing augmented reality in the future.

Theatre companies also then have the option to film productions in a blackbox or a studio with less economic strain, with the major bonus of a potentially unlimited audience, on top of filming live performances in a traditional theatre setting.

“As a team, we aim to encourage a new genre of theatre, a new genre of art and to encourage a new form of entertainment that will engage audiences that have otherwise been unable to connect with traditional theatre,” says Chong.

This three-way collaboration opens up the exploration and dissemination of local performing arts to an international audience. Not only will audiences potentially increase exponentially, this mode of presenting entertainment has already proven to have higher viewer retention and click throughs as compared to a traditional video (as proven by popular live streaming platforms). The growing tech also offers room for experimentation for greater immersion to hook audiences and lead to a greater appreciation for local, regional and international performing arts worldwide.

For Hi-Res Images, Biographies and Fact Sheet, please access the press kit [here](#).

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About Sight Lines Entertainment

Founded by Derrick Chew and Engie Ho, Sight Lines Entertainment is an imaginative and innovative theatrical entertainment company focusing on producing on-demand in-demand digital immersive theatrical experiences that excite, engage and entertain. They pride themselves as progressive, theatre-meets-tech makers, developing new audiences that have otherwise been unable to connect with traditional theatre as well as nurturing emerging artists and practitioners by providing a creative stage for them to produce quality work. Since 2012, they have produced acclaimed works including Edges the Musical, Everything but the Brain, Lord of the Flies, SmartyPants and the Swordfish, and Murder at Mandai Camp.

About Chong Tze Chien

Chong Tze Chien is a core member of The Finger Players and a Creative Director with Sight Lines Entertainment. The award-winning playwright-director has bagged numerous prestigious accolades, including the Young Artist Award by Singapore's National Arts Council and the Singapore Dramatist Award. His plays have been staged in Singapore, U.K., Budapest, Taiwan and Japan, as well as two collections of plays published by The Necessary Stage and Epigram Books. Chong also writes feature films, and for television channels, such as Channel 5, OKTO/Arts Central and Vasantham Central.

About Xctuality

Asia's leading events management solutions provider Xctuality was founded by Warren Woon and Adrian Oliveiro in 2018. The innovative duo have provided a suite of tools and services that range from ticketing and smart event solutions to tracking and analytics, and even a live streaming platform, for events like music festivals, conferences, and brand showcases. Notable event partners include Slush Singapore, F1 Singapore Grand Prix, Streats Food Festival, and National Day Parade 2020. The startup aims to bring niche entertainment to wider audiences with their proprietary virtual reality and 360° live streaming customisation.

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