

For Immediate Release

# Odyssey Partners with Janimation to Deliver Virtual Reality Experiences for Tourism

**DALLAS, Oct. 25, 2017 /PRWeb/ - Odyssey, the story studio, and Janimation, a leader in animation, CGI and virtual reality, have announced an exclusive partnership to bring virtual and mixed reality experiences to the tourism and hospitality industry. The partnership will focus on developing portable mixed reality solutions that combine virtual reality with physical environments, touching all four of the human sensory experiences, including sight, sound, taste and touch.**

**MIXED REALITY BRINGS CONSUMERS CLOSEST TO A REAL EXPERIENCE BY COMBINING INTERACTION WITH AND MANIPULATION OF BOTH THE PHYSICAL AND VIRTUAL ENVIRONMENT.**

The partnership's first experience is a mixed reality hot air balloon. Participants stand in a hot air balloon basket and interact with a virtual experience tailored for each client's needs, transporting riders to a destination of their choice, which could include the Grand Canyon, Niagara Falls or an Urban City. The physical environment augments the experience by elevating the balloon, allowing it to sway. Wind, temperature changes and scents complete the experience.



CEO of Odyssey Ryan Thompson said, “Virtual Reality equipment is close to becoming mainstream but VR isn’t enough. Introducing physical aspects into the experience - creating mixed reality - is truly the closest substitute for being there.”

Experiences will first be used for traveling trade shows and conference environments, allowing clients to take the experience to their audience wherever they are in the world. In this regard, the

experience becomes a substitute for expensive marketing events like media tours and FAM (familiarization) events.

Steve Gaçonner, founder and CCO of Janimation said, “For almost two decades, we have pushed experiential limits through animation, film, CGI and technology. Combining this experience with Hollywood-style set construction and effects is the logical next step in creating deeply immersive experiences.”

Learn more about Odyssey’s Virtual Reality capabilities by viewing our VR Reel:  
<https://vimeo.com/240557387>

## About Odyssey

We produce compelling content and stunning stories amplified through organic and paid content distribution channels. We entertain and educate but never interrupt or disrupt. We believe that all media is earned media and thus, are proudly and boldly not an ad agency but rather a studio with full production means to produce and deliver epic storytelling. We combine the principles of literature and journalism with emerging marketing engagement methods delivered on content rich platforms. Visit <http://MakeStoriesHuman.com>.

## About Janimation

Established in 1993, Janimation is a Dallas based, award winning, turnkey production studio with experience producing creative content for video marketing, live action production, feature films, video games, commercials and virtual reality. Janimation exists in order to empower their clients with the means to actualize their ideas to their fullest potential. Through creative content solutions and excellent service, their team of super-charged artists, directors, and producers deliver the highest quality storytelling for corporate, game, commercial, film & television and agency clients. Fans of Janimation can keep up with the studio on their social media channels including: [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#). Visit: [www.janimation.com](http://www.janimation.com)

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*SOURCE: Odyssey & Janimation*