

Filmtiki Beitrag

The Illuminatus! XR

[Fear and Loathing in VR, or how to make that thing with no money]

Using their successful project [The Illuminatus! TV/XR], Michelle will give valuable insights on the realities and pitfalls of low budget indie XR creation.

Michelle will speak about the realities of taking an idea from conversation to interactive VR/AR story. Highlighting key areas of our VR experience, she will prove insights into how Kallisti funded this project, acquired the rights to the original novel, and made a VR experience to showcase at festivals to reach industry professionals and audiences alike.

Über Michelle:

Michelle Olley, Marketing Exec at Kallisti, has worked as an editor, journalist, programmer and marketing executive in print, digital and broadcast media since 1987. Michelle has extensive experience in TV sales and marketing, having been Content Manager for the Content Distribution Team at Turner Broadcasting Europe for over 8 years, where she was responsible for the marketing/pitching of Adult Swim, Cartoon Network, truTV and CNN content to international clients from Netflix to Fox.