

Monte-Carlo Société des Bains de Mer proposes total immersion in its universe with a unique augmented reality experience



The Société des Bains de Mer group is launching its first augmented reality experience for IBTM World 2015 in Barcelona.

The immersive video presents Monte-Carlo Bay Hotel & Resort from the angle of business tourism. This new tool, equipped with the latest cutting-edge technology, is quick and easy to use and is in the form of a 3D mask. A flat digital screen is placed a few centimetres from the eyes, while sensors detect head movements, which adjusts the image projected on the screen in real-time. With it, organisers of meetings and conventions can stroll through Monte-Carlo Bay Hotel & Resort, on a guided tour given by Alice GENTILS, Sales Director of the Group, and experience the Hotel as if they were actually there.

A real tour was filmed and recorded in all directions at the same time. For the real-life effect views, the Group chose to use the Panocam3D technological solution, the quality of which is undeniable, associated with a Samsung Gear headset. The device has several cameras, which allow 360° as well as top to bottom movement, followed by a process called *stitching*, which

consists in stitching together the views shot with the different cameras to produce a single 360° panoramic film.

“This first augmented reality film shows us the extraordinary possibilities of this new tool, which is certain to appeal to players in the world of tourism in future months and years... We are proud to be among the pioneers and to offer our customers this type of experience. Other films will follow... », comments Alice GENTILS, Sales Director of Monte-Carlo Société des Bains de Mer.

A pioneer of innovation and modernity, Société des Bains de Mer is creating a unique experience of total immersion in its universe for the purpose of interactive and optimal business tourism.

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About Monte-Carlo Société des Bains de Mer

Monte-Carlo Société des Bains de Mer delivers a unique experience combining luxury, well-being and gastronomy and offers its customers a world-unique resort: 4 hotels (Hôtel de Paris, Hôtel Hermitage, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort), 45 banqueting and conference rooms for up to 950 people, 33 restaurants, 4 of them gathering a total of 6 stars in prestigious Michelin Guide, and 4 casinos, including the mythical Casino de Monte-Carlo. Monte-Carlo Société des Bains de Mer is a hub of night-life, with an amazing choice of bars and concert rooms. The Group, which is a talent scout and committed supporter of artistic creation, programs musical events with daring artistic choices at the Sporting Summer Festival, at the Monte-Carlo Jazz Festival, at La Rascasse or at the Buddha Bar. Its Jimmy’s disco has been one of the most famous in Europe for over 40 years.