Beat: Sports

THE PARC DES PRINCES Opens Its Doors For IMMERSIVE AND INTERACTIVE EXPERIENCE

KICK-OFF ON 20 JULY 2019

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USPA NEWS - The Parc Des Princes opens its Doors to Supporters around the World for a Ground-Breaking Immersive and Interactive Eperience.... Kick-Off on 20 July 2019.... A Unique Opportunity to take a Behind-The-Scenes Look at the Parc des Princes, delve into the History of the Club, sit in the Dugout, visit the Dressing Rooms, and, thanks to the latest Virtual Reality Technologies, fly over the Parc des Princes and even save a Neymar Free-Kick or two.

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Paris Saint-Germain is launching a New Parc des Princes Experience that will give Supporters the Chance to discover the Lgendary Stadium and delve into the Club´s History in an Interactive and Immersive Way. Intent on becoming one of Paris´ Leading Tourist Attractions, the Parc des Princes has not welcomed Visitors since 2012, owing to its Complete Refurbishment between 2013 and 2016.... Representing a World First for a Football Club, the Experience is founded on the Latest Virtual Reality and Immersive Video Technologies and comprises Three Phases.

* Photo (L) Speakers at the Press Conference PSG EXPERIENCE :
Fabien ALLEGRE Chief Brand Diversification Officer at Paris Saint-Germain (PSG) and Elisha KARMITZ CEO MK2

To create "The PSG Experience", Paris Saint-Germain teamed up with the Cinema Group mk2. With its Extensive Expertise in the Field of Virtual Reality, mk2 entrusted this Unique Stadium Tour Project to its Subsidiary YWF, a Specialist in the Production and operating of Immersive Experiences.

1 - The PSG Stadium Tour : The Stadium Tour Reinvented

The Stadium Tour provides a Unique Insight into life at the Parc des Princes. As well as seeing what goes on Behind the Scenes, Visitors can look around the Executive Boxes, check out the Dressing Rooms, and even go pitchside and take a Seat in the Dugout. The Experience is enhanced by state-of-the-art Immersion Devices. The Institute for Research and Coordination in Acoustics/Music (IRCAM) has developed a 3D Sound Experience that will put Visitors in the Shoes of the Players and make them feel as if they are walking out on to the Pitch on Matchday.

2 - The History Room

The History Room offers a Wall of Trophies and an Immersive Video Experience that take Visitors on a Journey through the Club´s Greatest Moments, all of which are revealed in the Form of a Story told with the Aid of 12 4K Projectors, which combine to create Stunning Projections.

3 - PSG Arcade VR : A Whole new Football Club Experienc

The VR Arcade, situated on the First Floor of the Paris Saint-Germain Megastore opposite the Parc des Princes, is a 400m2 Area devoted to Virtual Reality Experiences, where Visitors can fly high above Paris and the Parc des Princes thanks to Birdly (an Exclusive First in France) pull on Gianluigi Buffon´s Gloves and save Free-Kicks from Neymar and Di Maria, relive the last Classico against Marseille in 360°, row on the Seine with the PSG Players, and play Sparc, a Futuristic Game that is a Mix of Sport and Virtual Reality.

Boasting Cutting-Edge Immersive Technologies (the very latest HP Reverb VR Headsets and a Flight Simulator) and equipped with

Arcade Games, the PSG VR Arcade is open to anyone above the age of six. Admission is free, though Visitors must pay to use Each Attraction. This Communal Space also has a Bar and an Area where Matches are screened Live.

Paris Saint-Germain Football Club is a French Professional Football Club based in Paris. Founded in 1970, the Club has Traditionally worn Red and Blue Kits. PSG has played its Home Matches in the 47,929-Capacity Parc des Princes in the 16th Arrondissement of Paris since 1974. The Club plays in the Highest Tier of French Football, Ligue 1. The State of Qatar, through its Shareholding Organization Qatar Sports Investments (QSI), has been the Club's Owner since 2011. The Takeover made Paris Saint-Germain the Richest Club in France and one of the Wealthiest in the World. Since the Buyout, PSG have spent over €1b on Player Transfers like Zlatan IbrahimoviÄ‡, Thiago Silva, Edinson Cavani, Neymar and Kylian Mbappé, and have dominated French Football, winning 20 National Titles. Despite this, the Champions League has proven to be a Trophy beyond their reach. PSG have never made it beyond the Champions League Quarterfinals since 2012, exiting the Competition at the last-16 Round in each of the last Three Seasons.

Source : THE PSG EXPERIENCE Presentation @ MK2 in Paris (France) on June 14, 2019

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