Osteoporosis (disease state + burden) to surgical simulation (treatment)

Merging design, storytelling and emotional appeal on advanced tech.
An immersive storytelling experience.
See it, know it, feel it, combat it.

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Scene 1 — Universe view

// Start with dark overlay on the viewport, simple instruction to guide viewer to swipe

      `<Invite viewer to operate a hand swipe movement>`

// Light & soft music starts, streaks of lights appear on the scene…. a globe revealed. (Opacity change, or emerge from the ground)

// 200 million fly in from indefinite distant — pause in the scene, then disappears

      Narration

          "Globally, 200 million people are affected by Osteoporosis."

                `<200 million>`

// Globe rotates slowly to Asia sky, highlighting China, Japan and Korea

// Rolling/flipping numbers moving fast from 2022 to 2030, the globe focusing on APAC region

      Narration

          "Asia Pacific is one of the most affected regions with 854 million over 60 years of age by 2030."

          `<854 million over 60 years of age>`

// A little figure running from the left to the right (across
the horizon)
// Figure reaches highest point of the globe while globe shift
towards the viewer's position, viewer's gaze zooms into the
hip area, transit into the bone pattern

Scene 2 — Inside the bone view

// Viewer is emersed in strong and healthy bone structure

 <30yrs: active male, bone density = +1, bone quality = high>

// 30-35yrs (age transition — open to suggestions, e.g.:
persistent projected shadow on the bone structure)
// Different video clips display in the porous structure of
the healthy bone, along with narrations. Spatial sounds along
with the clips.
(from age)

          Narration
          to be added

              <Clips of cycling or mountain biking>

           <Clips of swimming, or the shore, or ocean view>

               <Clips of bouldering or outdoor climbing>

// 35-55yrs age transition, with healthy bone pattern
degenerate & get thinner over years —

          Narration

                "Hectic work took over my life"

// 55yrs age transition —
// Thinner bone patterns, scene shake to mimic a fall

          Narration

                "I had a fall; it hurts a lot."

<Sound effects>

// Scene start to tremble and shake due to the sawing,
hammering and knocking to insert the implant

          Narration

                "I needed an implant on my hip"

                      <Sound effects>

// 56 — 68yrs age transition —
// Music start to slow down & drop the tones; bone continue to
degenerate till severe osteoporosis state where bone structure
becomes very thin…

          Narration

                "It hurts again"

  <68yrs: retiree, bone density = –2.5, bone quality = weak>

                "I needed an implant replacement due to severe
                Osteoporosis"

// Interaction point - request viewer to touch the bone
structure — bone breaks

                    <hand touch movement>

                    <Sound effects>

// Start to show the surgical video recording (full screen),
starting from showing implant barely holding the close to the
bone

          Narration

                "For the first time, I knew what was going on
                in my body"

// Shows the surgical planning process part of the video

          Narration

> "I knew exactly how they are going to fix me, free me of pain"

// Shows surgical simulation part of the video, while music plays –

Scene 3 – Universe view

// Scene transition out of the bone, back to the horizon & globe, with little figure walk from highest point of the globe towards the right of the viewport

> *Narration*
>
> > "With advanced technology and magical hands… I regain mobility and life"
> >
> > "But I am just one."

// Globe lights up with staggered light sources to indicate range of impact

> *Narration*
>
> > "Osteoporosis affects one in three women and one in five men over the age of 50 worldwide"
>
> <one in three women and one in five men>

// The globe move downward and fade out a little, display text on the starry sky

> <Together, we combat Osteoporosis>

// Invite viewer to interact by raising their hand or thumbs up or tap a button, to indicate "I'm in"

> *Narration*
> to be added
>
> <Invite viewer to operate hand gesture>

// The DPS red line appear in a drawing pattern, along with the
#KeepPeopleMoving

<Red line guides the #KeepPeopleMoving>

Narration:
"This is only one way that we can make a difference."

"More to come @The Experience Center."