

# Benchmarking

## Sortie En Mer (2014)

*Sortie En Mer* or *Drowning simulator* was an interactive short film promoting the use of life jackets on boats. The movie starts with two friends sailing across the sea. The main character (the user) is knocked into the sea and the friend fails to help. The user now has to scroll with the mouse to keep the character afloat. With time, the user gets tired of scrolling, like a person would in a drowning situation.

<https://www.theverge.com/2014/4/23/5642808/interactive-website-life-jacket-awareness-with-drowning-simulator>

## Hardcore Henry (2015)

Hardcore Henry was a first-person action movie. Directed by Ilya Naishuller it conveyed an image similar to a first-person-shooter game. This, very popular, type of game genre gives a first-person perspective centered on a gun and other weapon-based combat.

The movie gave the opportunity for the audience to play the main character along with the actor. An interesting factor was that the main character had no memory in the beginning of the movie, making it easier for the public to relate with the character and story.

<https://www.imdb.com/title/tt3072482/>

## Gift (2015)

*Gift* is a short film, Directed by Zsófia Zsemberi. It tells the story of a little girl that was adopted recently by a seemingly loving family. With time the family starts to get tired of the little girl abandoning her. In the end of the short the little girl turns out to be a dog, confronting the public with the reality of animal abuse and neglect.

<https://www.youtube.com/watch?v=JMs7dkdO4YY>

## Jaws on the Water (2018)

Alamo Drafthouse cinema had the idea of showing the film *Jaws* in a super interesting and immersive way. They used a beach water park in Texas as their cinema. The audience was floating in a tube in Lake Travis while the movie was being projected on a big screen. Even though most of us know or even seen the movie, this approach conveyed a totally different experience, making the audience experience the movie in a more realistic and immersive way.

<https://www.tripstodiscover.com/watch-jaws-while-floating-on-this-texas-lake/>