

Tech innovation gives children in hospital a magical escape at Christmas

Submitted by: RAPP

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LONDON, 12th December, 2013: Children spending Christmas in hospital this year are being offered a magical experience to escape their daily routine and the disappointment of being away from home.

To help the children at Evelina London Children's Hospital, part of the Guys and St Thomas' NHS Foundation Trust, get through this time, London-based marketing agency RAPP has created a virtual adventure that will take them out of their hospital surroundings. The idea, conceived by RAPP creative team Matt Daymond and Mat Prime, means that children can be transported anywhere in the world, without even leaving the building.

Mat said: "Being stuck in hospital as a child is a daunting and emotional time. And it's especially tough at Christmas if they have to be away from their home and family."

RAPP has worked with Nottingham-based company Mission Room, to create an interactive and immersive experience, which will allow children to travel to wherever their hearts desire. Using 360-degree footage supplied by 360Cities.

To be transported on this exciting journey, the child enters a self-contained pod. They can search for Santa on the moon, head underwater to explore a colourful coral reef, take in beautiful landscapes from a hot air balloon and spot Santa on his sleigh. They can go up the Shard and see Santa flying over the Thames. They can even go back in time and see Dinosaurs.

To make it look like a true gift the pod has been wrapped up as a present, complete with a bow!

Matt added: "This is an amazing tech experience that transports children out of hospital in a rich visual journey of imagination."

The team at RAPP who worked with Matt and Mat were: design director, Adrian Whatman; designer, Mella McKeown; project manager Clare Park; and account director, Natalie Green. The film was edited and produced by Ketan Raval at Amoveo.

Nearly 100,000 children are treated at Evelina London each year. To find out more about their life-changing work, please visit togetherwecan.org.uk/evelina

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Editor's notes:

About RAPP

RAPP (www.RAPP.com) is the world's leading customer experience agency. The agency is driven by data, inspired by culture, and enabled by technology. RAPP believes in creating real-time, brand-building,

problem-solving, useful customer journeys across all channels that are measurable, trackable and accountable. RAPP continues to build on its heritage as a powerhouse in direct, relationship and loyalty marketing to deliver experiences that make brands, products and services richer. The multichannel network is comprised of more than 50 offices in 30 countries. RAPP is a part of Diversified Agency Services, a division of Omnicom Group Inc.

About Mission Room

Mission Room brings immersive experiences to the real world.

We surround you with 360° video, images & sound, allowing you to 'stand inside' a vast array of real and virtual locations.

With Mission Room you all see the big picture. You all understand the same issues, saving time, reducing risks and improving designs.

Our award winning technology is constantly being developed and is built on research carried out at The University of Nottingham.

For more information, contact Graham Brooks at info@missionroom.com

About 360 Cities

360Cities.net is the web's largest collection of stunning, geo-referenced panoramic photos, created by a network of thousands of expert panorama photographers from around the world. Through partnerships with Google Earth, Microsoft, Nokia Maps, and Flipboard, 360Cities.net content is introduced to a worldwide audience.

For more information, contact Steve Hercher at 360cities.net

About Evelina London Children's Hospital

Evelina London Children's Hospital is part of Guy's and St Thomas' NHS Foundation Trust, Guy's and St Thomas' Charity, Registered Charity No. 251983.

Evelina London Hospital treats children with all kinds of conditions. We are the UK's leading hospital for paediatric heart services as well as specialists in kidney transplants and dialysis, cleft lip surgery, metabolic conditions, allergy and neurology.

We treat children of all ages; from babies in the womb, through to young adulthood.

Every day, 300 children pass through our door. Our mission is to provide world-leading and care for each child and every family.

Our award-winning building was designed around the needs of children and their families: themed floors, a conservatory, rooms with views, sunlight and fresh air, make their hospital stay as comfortable as possible.

Our state-of-the-art facilities include an MRI scanner, kidney dialysis unit, three operating theatres and 140 in-patient beds.

Because Evelina London is on the same site at St Thomas' Hospital, there is a seamless transition for

children with on-going illness; treatment is in the same place, carried out by the excellent doctors and nurses who are familiar with their medical history.

Visit togetherwecan.org.uk/evelina