

PREEVUE

Premium View From Seat Solution

preevue.com

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About Preevue.

Established in 2016, Preevue is a leading provider of LiDAR laser scanning and 3D visualisation in the theatre and live events industries, providing production consultancy and visualisation to some of the world's largest theatre productions and ticketing companies.

Trusted By

AMBASSADOR THEATRE GROUP

ROYAL SHAKESPEARE COMPANY

ROYAL NATIONAL THEATRE

LLOYD WEBBER THEATRES

MIRVISH THEATRES

THE WORLD EXPO

GLYNDEBOURNE OPERA HOUSE

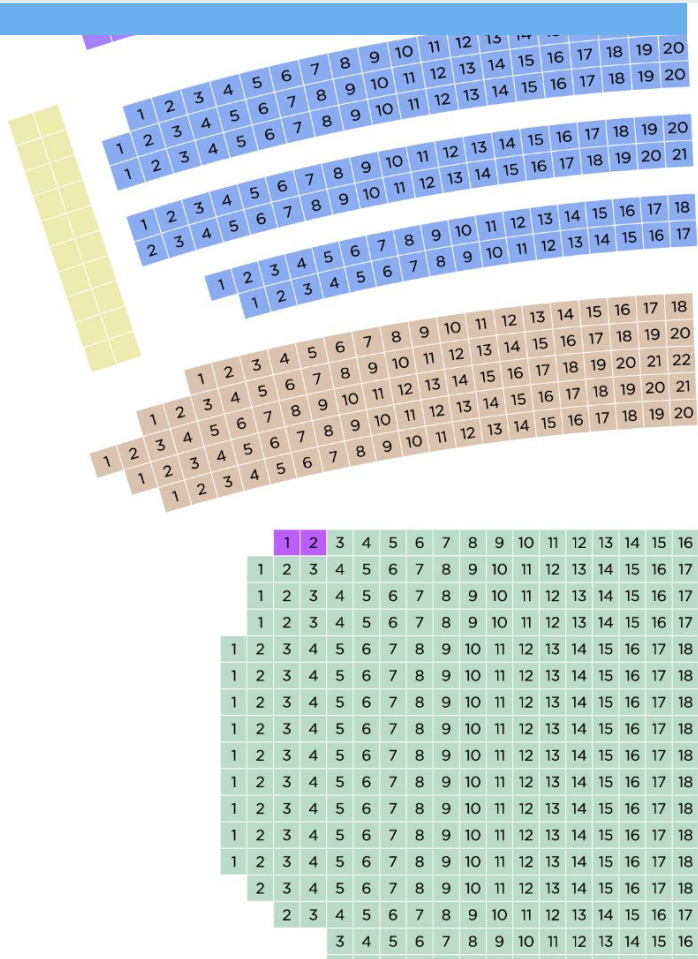
THE BARBICAN CENTRE

CHICHESTER FESTIVAL THEATRE

HARRY POTTER
AND THE CURSED CHILD

MOULIN ROUGE!
THE MUSICAL

BAT OUT OF HELL:
THE MUSICAL



The Problem.

Consumer behaviour has changed in recent years.

Nobody books a hotel without looking at photos.
Nobody reserves a restaurant without reading reviews.

When purchasing tickets for live events, audiences want to understand what they're getting for the cost of each seat.

More specifically, they want to know the view they're going to have.

If they can't find information on the ticketing site, they'll leave the website and look elsewhere.

The Crowdsourced ~~Solution~~ Problem.

Sites dedicated to sharing crowdsourced views from seats have become popular in recent years.

There are three main problems with these:

- As a venue ticketing provider, you have no control over quality of images crowdsourced by the public.
- There's no standardisation. Photos can badly misrepresent the view from each seat through different camera placement and different lenses.
- To find these images, customers leave your website, breaking the booking flow.



Same Seat , Different Phone Cameras

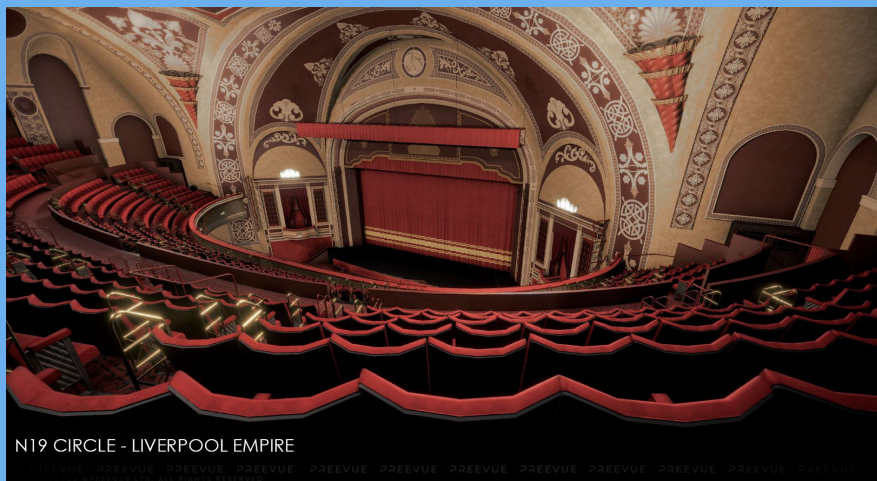


The Solution.

Standardised CGI views from every single seat.

Photorealistic and architecturally accurate.

Built from a 2mm-accurate LiDAR laser scan survey.



N19 CIRCLE - LIVERPOOL EMPIRE



B10 STALLS - PICCADILLY THEATRE, MOULIN ROUGE! THE MUSICAL



112 GRAND CIRCLE - LYCEUM THEATRE, THE LION KING

Tickets are not cheap.

It's harder to convince audiences to book tickets than ever before.

This is due to a number of factors, including increases in ticket costs and a drop in audience confidence due to the COVID-19 pandemic.

Views from seats give customers confidence of value-for-money when booking tickets.

\$123 USD

Average Broadway Ticket
Price 2018/2019

\$998 USD

Most Expensive Broadway
Ticket 2018/2019

Over 50% Conversion Increase

A leading musical which implemented our view from seat service found that customers who interacted with a view from seat were over 50% more likely to complete the booking than those who did not.

Step 1

On-Site LiDAR 3D Scan

We capture the full space in 3D, measuring billions of points in the space accurate to 2 millimetres.

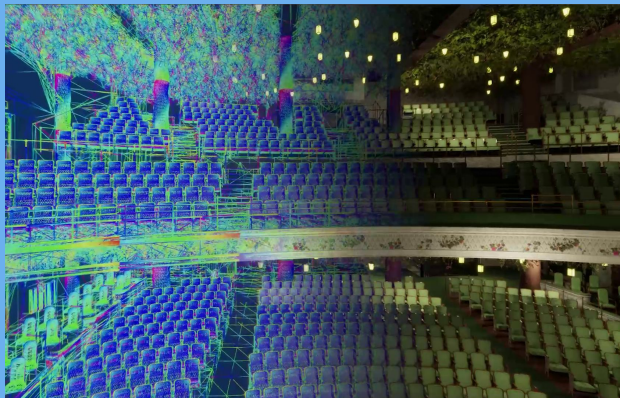
This is the quickest and most accurate way of surveying a venue and a typical venue takes 1 day to scan.



Step 2

3D Digital Twin Modelling

Next, we build a point cloud of the space from our LiDAR 3D scan and our in-house team of visualisation artists build a 3D Digital Twin of the space from the point cloud.



Step 3

Generating Images

With the 3D Digital Twin built, we then render high-resolution images of the views from all the seats.

This software-driven process ensures standardisation with all views.



Preevue's View From Seat Service

- ✓ Built from an on-site LiDAR laser scan survey accurate to 2 millimetres.
- ✓ Premium photorealistic visuals that we refresh annually to ensure up-to-date graphics.
- ✓ Images that seamlessly integrate with existing ticketing systems. No API and no changes to existing booking flow required.
- ✓ Easily re-render custom views for bespoke events, such as a new theatre production.
- ✓ Preevue has many years of experience visualising some of the world's most iconic live productions.

Alternative Services

- ✗ Built from potentially outdated and incorrect CAD plans, bringing all those inaccuracies into the views from seats.
- ✗ Unrealistic visuals that aren't updated and quickly look outdated as CGI graphics advance.
- ✗ Completely overhauls existing booking flow, with new software and API integration.
- ✗ Images of the event space are fixed and can't be changed or adjusted.
- ✗ Minimal or no experience in visualising productions and entertainment events.

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