

THE DREAM MACHINE

The Full Concept

The Idea:

What if we could create an interactive attraction that combines wellness with entertainment?

An immersive, multi-sensory experience that lets guests create the stories, learn about and interact with their dreams, influencing sleep patterns and sleep durations. Giving guests the ability to experience a version of their dreams when they are awake and the ability to bring others along to share in that experience.

The Why:

Insufficient sleep has an estimated economic impact of more than \$411 billion each year in the United States alone. If we can give guests the understanding of their dreams and sleep patterns, giving them the ability to get a good night's sleep.

- 55% of nurses say they experience insomnia.
- Drowsy driving is responsible for more than 6,000 fatal car crashes in the US.
- One study estimates the annual cost of workplace errors and accidents linked to insomnia at \$31.1 billion

The Science:

The ancient Sumerians in Mesopotamia have left evidence of dream interpretation dating back to at least 3100 BC in Mesopotamia.

The Dream Machine draws upon several fascinating technologies to create its immersive dream experience.

- **Target Dream Incubation (TDI):** Developed by MIT's Media Lab, TDI combines an app with a wearable sleep-tracking sensor device called ***Dormio***.
 - ***Dormio*** wristband tracks the earliest sleep stage *hypnagogia* where individuals can still hear audio while they dream.
 - The device tracks data such as brainwave patterns, heart rate and skin conductance.
 - The headgear can deliver audio cues based on incoming physiological data at precise times in sleep cycle to influence dream content.
- **MRI:** Japanese scientists have transformed MRI machine to a dream reading device unveiling visual imagery.
 - **Electroencephalography (EEG)** capture brain activity and create a neural mapping.
 - The neural network model identifies individual patterns related to memories, emotions and preferences.
 - Dream profile created based on neural mapping, factoring in emotional triggers, memories, significant life events or recurring dreams.

- **Ai dream interpreters:** Real-time ai learning algorithms power dream related words into data, identifies body reaction patterns, detects recurring themes and examines emotions.
 - *Deepdream* algorithm creates its own dreamscape of billions of images, shapes and visual noise.
 - *Dynamic dream generation is the generation of ai generated dreamscapes using user dream profiles together with deepdream's image generation.*

The Dream Machine combines neuroscience, sleep tracking, Ai, and creative algorithms to unlock the hidden landscapes of our subconscious.

The Guest Experience:

Visitors enter through the *Dreamers Deluge*, where they are enveloped by the machine's moving cogs, surreal graphics, dramatic lighting, soothing scents, and calming music, all designed to prepare them for their dream journey. In the pre-show area, a friendly Holo-host hologram guide introduces guests to the concept of the *Dream Machine* and outlines the steps to begin their adventure.

Guests step onto the cloud platform and approach a Holo-host kiosk to sign in, like an interactive CLEAR kiosk. They perform a neural eye scan, input dream cues, sync their app, activate a *Dormio* wristband, and receive their VR *DreamVision* goggles. Ahead lies the *Dream Chamber*, with its steampunk-inspired riveted metal shell, rotating cogs, visual light shows, and a pulsing light vortex, inviting guests to embark on their dream journey.

The Dream Chamber:

Guests enter the *DreamVortex*, a transition tunnel with pulsating lights, and emerge into the *Dream Chamber*, filled with meditative sounds, floral scents, and surreal swirling lighting. The chamber's faceted mirrored circular walls create an illusion of infinite space. Guests choose a REMpod and recline comfortably in the form-fitted seats, which can accommodate up to two people.

The GPS-guided, trackless REMpods feature temperature-controlled motion seats and on-board audio that prepares guests for their *NimbusNap*. They experience soothing sleep sounds, heated seats, and immersive visuals through their VR headsets. After this tranquil interlude, guests continue their journey through the next *DreamVortex*.

The REMScape Room:

The REMScape is a dimly lit room enclosed by black velvet theatrical curtains. A cool breeze flows across the space as guests slowly move in a circular path, gradually entering a state of hypnagogic sleep. While they circle the room, their biometrics are captured and analyzed. Once this process is complete, guests proceed through the next *DreamVortex*.

The Reverie Recreator:

In *Reverie Recreator*, we use each guest's dream profile and Dynamic Dream Generation to create an AI-generated dreamscape. This dreamscape weaves subtle narrative threads connected to the guest's life experiences or selected narratives, crafting a cohesive visual dream journey through *DeepDream*. The REMpod serves as the vehicle for this Dream Voyage, seamlessly blending VR visuals with dream-like states and transcending the boundary between reality and dreams

The Awakening Room:

Through the *DreamVortex* the REMpod slowly moves into and around the awakening room as the guest gradually awakens. Here the VR *DreamVision* is filled with an ai dream projection that eventually brightens, bringing visitors back to awareness and into the next *DreamVortex* to the unload area. Here the REMpod is docked. Guests remove their VR goggles and enter the portal to the next room.

The Creator Room:

Upon entering the *Creator Room*, guests are immediately immersed in stunning visuals. The tall chamber's ceiling transforms into a digital canvas, projecting dream visions of flying, underwater exploration, and time and space travel. The room features large, ornate Art Nouveau and steampunk architectural details, with visual dream portals built into the walls. Some of these portals include REMpod seats, allowing guests to experience their own or others' visual dream interpretations.

The Creator Room offers various areas for guests to sit and read books about dreams and their meanings, participate in dream discussions, or simply enjoy a latte while taking in dream visuals. Designed as a social space, it encourages interaction and frequent visits. Here, guests can digitally rewatch or share their dream experiences with others and consult with Dream Guides for further dream analysis. Guests will also learn how to tailor their dream visuals with trigger sounds or prepare for deeper, longer sleep.

This versatile space caters to both social groups and individual exploration. With amenities like a coffee bar and Wi-Fi, the Creator Room serves as a community hub, blending the atmospheres of a dream-focused library, café, and 4D theater.

Exit through the ElixR BAR (gift shop):

Step into the *ElixR BAR*, a whimsical haven within the Dream Machine experience. Here, you can savor a latte, indulge in a bong hit, or sip on a dreamy tea, each crafted to enhance your journey through the realm of dreams.

The bar's design draws inspiration from a steampunk submarine, creating a fantastical ambiance. Surrounding the room are towering bookcases, brimming with volumes on dreams, curiosities, and technological marvels. The walls are adorned with 'dream portals' of various sizes, offering glimpses into vivid, ethereal dreamscapes.

At the heart of the *ElixR BAR* stands a central round bar, encircled by numerous stools. This focal point features an intricate, machine-like contraption designed to concoct the bar's signature potions. the contraption whirs and hums, blending ingredients with precision and flair, creating drinks that are as much a visual spectacle as they are a sensory delight.

The creator room and coffee bar will introduce guests to products they can have at home. Every sleep assistance product for sale and delivery including clothing, mattresses, home sleep machines, music, scents, meditation and dream books, sleep FFE, sleep technology etc.

The Business Plan:

A scalable LBE experience with low operations, repeat visitor ship*, multi-city visitors, no ip costs, app interaction, subscription services and self-created visuals with ai.

Entry by APP or ticket scan.

Hologram hosts in queue and pre-show.

Cars are self-governing with GPS.

Dream technology is franchised to developers, update subscriptions.

Employees:

- 2-4 operations personnel would be required based on size of venue for safety and guest interaction.
- 1-3 Barista positions for ElixR BAR | Gift sales
- 1-2 tech service (on-call) employees for maintenance and service requests.
- *Dream guides* can be sub-consultants for in-person consults along with on-line in app.

Concept A: Full LBE + ElixR BAR

Concept B: ElixR BAR + Creator Room standalone

Concept C: ElixR BAR

Not only *brick & mortar* attractions but a 'subscription service' that interacts at home with an app, proprietary bracelet and *DreamVision* goggles with one-on-one ai dream analysis and other paid upgrade in-app services.

Sleep assist merchandise sales including sounds + music, scents, tactile products, beds, sleep ffe, clothing, electronics, headgear, sleep machines, books...

The libation bar + sleep focused retail + 4D theater as a stand-alone tie-in concept for mixologist drinks, coffee, international teas + sleep elixirs + THC elixirs and dispensary when applicable.

*Possible *medical treatment* status and insurance reimbursable.

Video link: <https://youtu.be/8FHIM67aGEw>