

STAFF BRIEF

The Show:

TORUK – *The First Flight* is a live immersive multimedia spectacle that brings to the stage the breathtaking world of James Cameron's *AVATAR* like you have never seen it before. Cirque du Soleil applies its unique signature style to James Cameron's imaginary world and "makes the bond" between two kindred artistic visions that capture the imagination.

Narrated by a "Na'vi Storyteller" and populated by unforgettable characters, **TORUK – *The First Flight*** is a mythical tale set thousands of years before the events depicted in the film *AVATAR*, and before any humans ever set foot on Pandora.

When a natural catastrophe threatens to destroy the sacred Tree of Souls, Ralu and Entu, two Omaticaya boys on the brink of adulthood, fearlessly decide to take matters into their own hands. Upon learning that Toruk can help them save the Tree of Souls, they set out, together with their newfound friend Tsyah, on a quest high up in the Floating Mountains to find the mighty red and orange predator that rules the Pandoran sky. Prophecy is fulfilled when a pure soul rises among the clans to ride Toruk for the first time and save the Na'vi from a terrible fate.

The Application:

In an effort to bring audience members involvement to a whole new level, Cirque du Soleil will be launching a first-of-its-kind app for **TORUK – The First Flight**. The app will enhance the overall show experience and enable audience members to be a part of the action before, during and after the performance!

- Before spectators even enter the arena, they can download the TORUK mobile app to immerse themselves into the world of Pandora to learn more about the characters and mythical storyline inspired by James Cameron's movie "Avatar."
- Throughout the performance, the app will facilitate communication between the spectator and the show's visual effects behind the scenes, creating a personalized experience delivered directly to the mobile device based on their interaction with the app and location in the theatre.
- After the show, spectators can continue to engage with TORUK through interactive images, videos and content that extends their experience.

Staff Roles and Responsibilities:

Encourage guests to download the **TORUK – The First Flight** application by distributing flyers and explaining the added features. Application can be downloaded on the App Store (for iPhones) and Google Play (for Android).

FAQ:

Q: Why does the app need permission to use my microphone?

A: The TORUK app uses subtle audio cues to sync up the audience's phones for a beautiful visual. The app needs microphone permission to "listen" to these cues and sync up during the performance.

Q: Why do I need to input my seat number?

A: In order to create the visual effects around the arena, the app needs to locate where you are in relation to the stage. This will make your experience that much more unique.

Q: Why does the app use notifications?

A: At certain moments throughout the show you will receive notifications prompting you to open the app and be a part of the visual. Please allow notifications in order to participate!

Q: Does the app use cellular data?

A: The app uses a minimal amount of data for notifications (roughly the size of a text message). The audio syncing element uses no data whatsoever.

Q: What phone settings are best to use during the performance

A: Please turn your phone on silent during the performance, but keep it close so you don't miss the chance to participate when it comes time.

Q: Can I use the app even if I'm not attending a show?

A: Yes! Explore the world of Pandora and visit the Extras section and learn more about "TORUK - The First Flight"

