



WELCOME TO THE PFIZERVERSE

THE FUTURE OF MEDICAL

12 / 22 / 2022



INTRODUCTION

When the team at Pfizer reached out to us for this project we knew exactly “why” an immersive experience should be the natural evolution of the FMD educational toolkit. We immediately set about our own research into the causes of Alopecia and wanted to know more about the Ritlecitinib story. After Zoic’s Discovery Phase with the Pfizer team, we walked away with great insight into the benefits of this treatment and a deep understanding of how this drug works to combat inflammation around the hair follicle.

What follows is the culmination of this research and our ideas on where Pfizer should head:

- Meet.
- Educate + Entertain (Edutain).
- Retain.
- Follow-Up.

The result will foster a better understanding of how this drug could benefit patients and an opportunity for continued engagement with their Pfizer FMD, building a stronger brand relationship through Edutainment.



CASE STUDY

In 2018, Zoic Labs was commissioned by the Department of Defense to study visualization of data through immersive, interactive storytelling experiences and its benefits to users through increased information retention. The study proved that when compared to a spreadsheet or slides, users were much more likely to remember key data points by “doing” rather than sitting passively.

[Learn More >](#)



DISCOVERY

The Discovery Phase was our first step with Pfizer. Using virtual whiteboarding, Zoic collaborated with a range of Pfizer stakeholders to brainstorm around key areas - Audience, Challenges, Key Takeaways, Product Lifecycle, and Technology.

Audience

HCPs - Dermatologists from a range of age groups, from residents & fellows to older MDs (40+). This audience is very visual and wishes to know more about the condition Alopecia Areata as well as understand Pfizer's drug - Ritlecitinib.

FMDs - Meet with HCPs in person at a variety of locations and have anything from a few minutes to several hours.

Challenges

Our discovery with Pfizer gave us a glimpse into the world of a FMD and the variety of challenges that they face. From technology challenges with VPN and Wifi access, to keeping someone's attention, these challenges helped shape our recommendation.

Key Takeaways

We want to communicate the following to our HCP audience - Ritlecitinib is a novel approach to treating Alopecia, create empathy with the patient (a cosmetic problem from a medical condition), stimulate conversation/follow-up with FMD, make Ritlecitinib simple to understand, create a "wow" factor so HCPs become evangelists about the experience.

Technology

We discussed two approaches - Augmented Reality and Virtual Reality. Both have their benefits, and we decided to begin our exploration with a VR experience designed for the Oculus Quest 2.

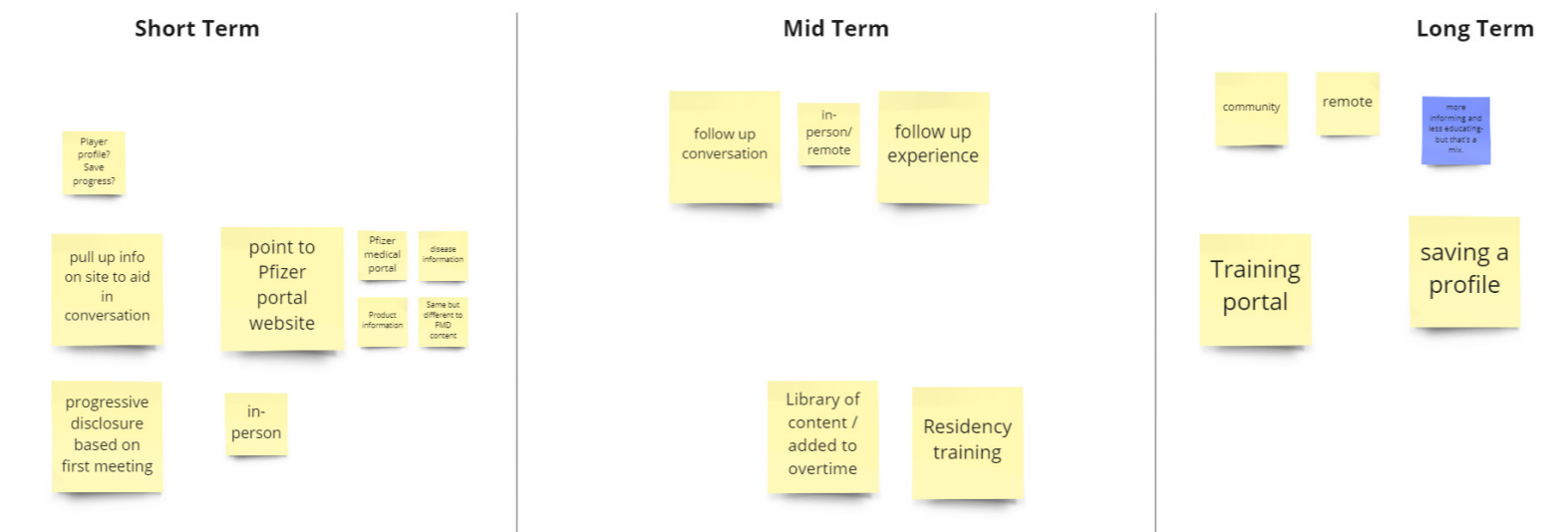
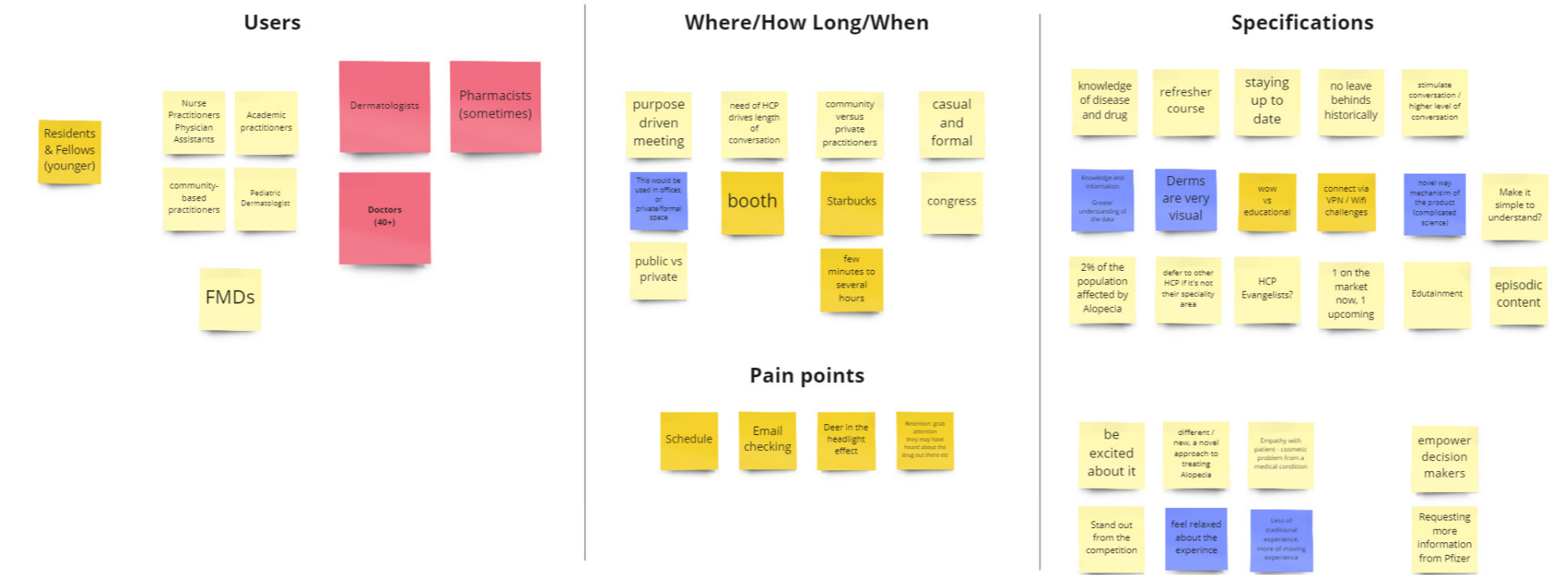
Product Lifecycle

Short term - Communicate information about the disease and Ritlecitinib through in-person single player gamification

Mid term - Create a multiplayer experience that can be used in-person or remotely

Long term - Create a global virtual community where people can come together to learn, discuss, and share ideas around healthcare.

Welcome to the Pfizerverse.





THERE'S ALWAYS ROOM FOR A STORY THAT CAN
TRANSPORT PEOPLE TO ANOTHER PLACE.

- J.K. ROWLING

THE CONCEPT

In elementary school we played the game “Oregon Trail.” To a person, no one remembers what was in the textbook but everyone remembers that we started in Missouri and there were many challenges along the way. Point being, we learned without studying. We played.

Doctors are intelligent people, and they know better than anyone that we learn by doing. Immersion is the “doing” way of grasping a concept, even at the atomic level. Gamifying this experience gives us a chance to play, to be entertained. During our first brainstorming session we had two camps: story and game features. Storytelling is the oldest way to impart knowledge but that material is best remembered through play. So, how do we educate, and entertain within a 10–15-minute window?

Drawing on our knowledge from previous experiences and gaming with our own kids, we began to chart a path that will not only transport the user to another world, but a world that they know intuitively as doctors. We want knowledge to be absorbed via tactile immersion at the cellular level and empathy gained toward their patients. We will make them feel empowered via the gaming experience which shows follicles being “attacked” and doctors will have the power in their hands to offer relief in the same way firefighters put out fires. The image of reduced inflammation by delivery of Ritlecitinib, will create a lasting memory to draw upon when they hear the word Alopecia.

...and now a sneak peek at where we are headed...

Click on picture if movie does not play upon page load.

NARRATIVE EXPERIENCE

Immersive, bright and full of visual interest, this experience will be a welcome break in the day for any doctor. This game celebrates the triumph of medicine, and through technology, a shared learning experience.

Heather, a Pfizer FMD, hands the headset to John, the dermatologist she is meeting with. He slips on the headset and is transported to a virtual waiting room. This is a simple yet elegant space at the intersection of technology and design. Ambient music, a cross between Bladerunner and the PlayStation home screen. The location is calm and not jarring. A heads-up display (HUD) shows two buttons, each with one option: Learn how Ritlecitinib works and Protect hair Follicles from cytotoxic cells.

Heather is watching on her iPad. She sees everything John sees. Prior to slipping on the headset, Heather and John were talking about possible treatments for his patients with Alopecia and how Ritlecitinib can offer relief. "Use your controller to point at the Learn how Ritlecitinib works button and pull the trigger when it is highlighted." She waits a beat and John activates the button.

John's HUD readout informs him "MAGNIFYING TO CELLULAR LEVEL". In the blink of an eye we are transported to a vibrant cellular world. Laid out before us is the undulating



greenish blue T-cell membrane. The bright blue TEC kinase, and different shades of green crystalline JAK1 and JAK3 proteins float past. Looking up we see the Hair follicle epithelial cell surface like a soft layer of fabric suspended impossibly across our sky. The T-cell membrane extends to the horizon, falling off out of focus to our gradient pastel background.

John turns his head and holds on one of the green crystals as it floats up. Tooltips activate and the text, "JAK1 activates intracellular signaling of pro-inflammatory cytokines." Cytotoxic T-cells begin emitting particles representing inflammatory signals. The hair follicle and environment begin to colorshift from the neutral background John has been sitting in to orange and red.

NARRATIVE EXPERIENCE (CONT'D)

Getting the hang of this, John locks onto the purple rocks docking with the JAK1 and Tec Kinase proteins. The environment begins to shift back to its cooling neutral state as the follicle is soothed.

Another tooltip pops up as the Ritlecitinib docs with each of them, “Dual-inhibition complete.”

Clicking the button, the HUD reappears and reads “RETURNING TO FOLLICLE LEVEL.”

Back “up top”, John is in the lobby again and with the HUD options from the beginning of the experience. “Are you ready to go kick some cytotoxic ass,” Heather asks.

“Let’s do it,” John says excitedly. He’s played Super Hot with his son and has been looking forward to this since Heather first mentioned she had a new Pfizer VR game to try along with an exciting Alopecia therapy.

John clicks the “Protect hair follicles from cytotoxic cells” and he is again transported to the cellular level. As the home screen HUD falls away it is replaced by a new HUD with a score and timer. All around John are hair follicles. The familiar green and blue cry-

stals of TEC kinase, JAK1 and JAK3 begin to populate the scene in greater numbers. These are the cytotoxic cells from the Education experience. “The T-cells are sending inflammatory signals to the hair follicles. Start shooting them with Ritlecitinib,” Heather says excitedly.

A follicle begins to turn red as the receptors inflame it. The background directly behind it begins to shift to a warmer orange. John starts to fire the Ritlecitinib. The first shot is a miss. “Damnit,” he says to himself. The colors intensify as John aims again. A direct hit! He aims and fires again, docking with the cytotoxic T-Cell. Two more direct hits. The signals are beginning to diminish. When four cytotoxic t-cells have been hit twice, the signals are inhibited. Both the follicles and environment begin to turn back to their neutral colors. The score in the top left registers the first score.



NARRATIVE EXPERIENCE (CONT'D)

The color has almost returned to normal behind the first follicle when hints of another follicle becoming inflamed begin to warm the edge of John's HUD. Seeing this on the iPad cast, Heather says, "John, behind you." The environment has begun to warm again.

Turning his head to look behind him, John says "I'm on it,"

Bam! Bam! Bam! More Ritlecitinib is docked with the cytotoxic T-cells. Before this follicle can be soothed, another warning begins to warm the other side of the HUD. John quickly looks for the next follicle in danger with Heather as his virtual scout. They continue until the timer runs out, the game ends and the HUD changes to our final scorecard.

Reading the message on the HUD scorecard, Heather says, "You dual-inhibited 20 cytotoxic T-cells and calmed 3 hair follicles. That was a good first go. Do you want to take another stab at it?"

The two buttons in the HUD below the scorecard give two more options to go back to the home screen or play again.

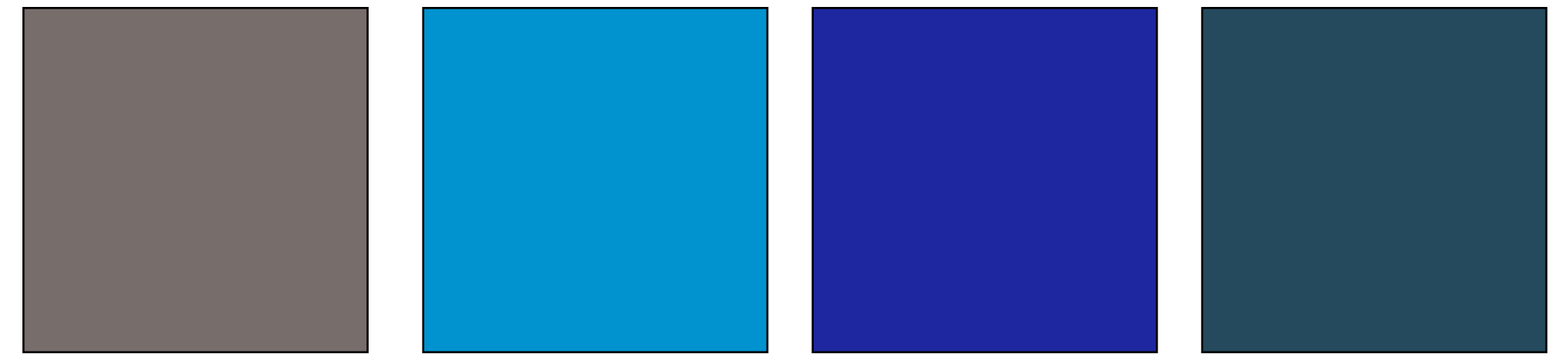
Taking the headset off, John says, "That was fun. Thanks for bringing it. Is there a website I can find out more information on Ritlecitinib?"



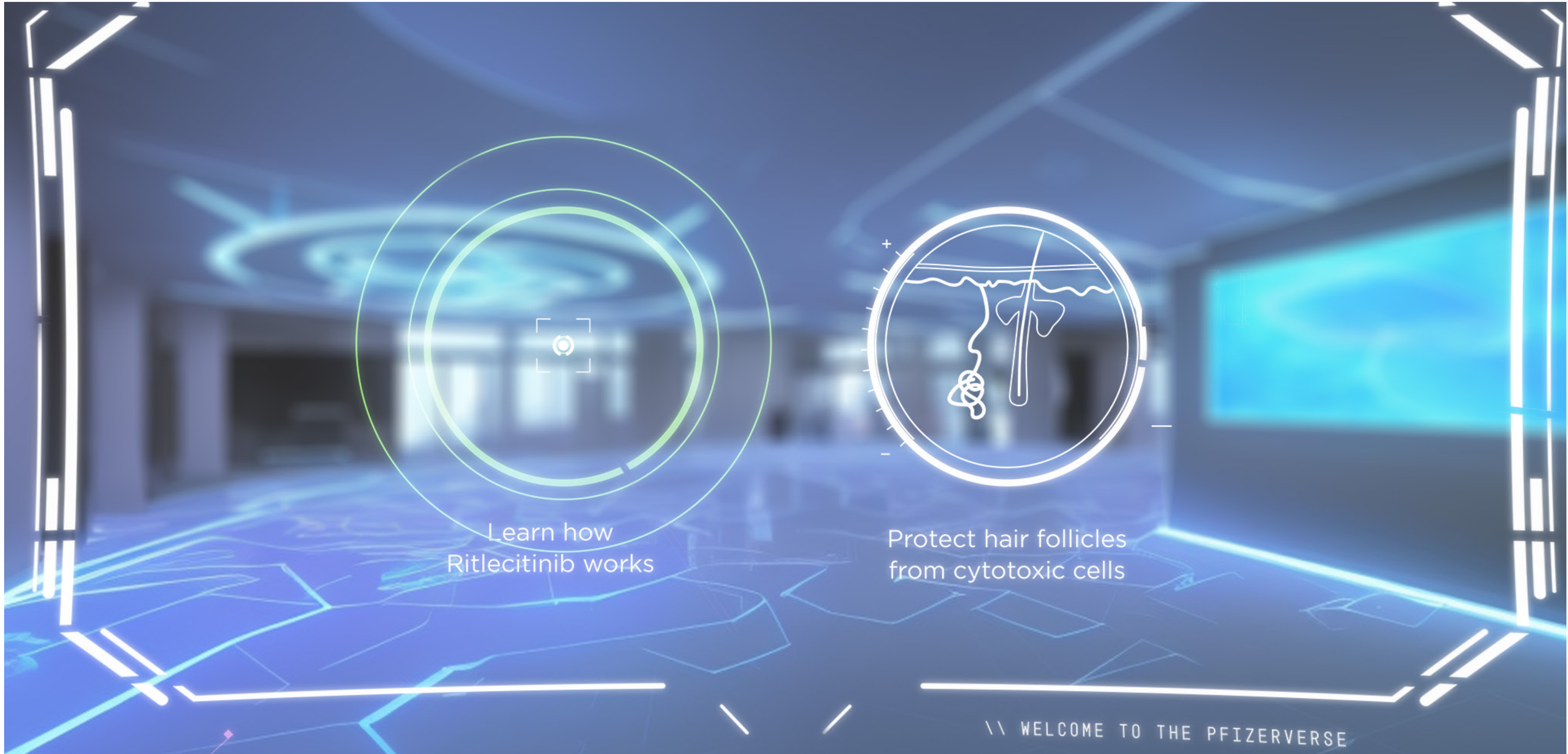
LOOK + FEEL

MOODBOARDS - LOBBY

The color palette sets the tone. The lobby has a cool Pfizer blue to ground us in the world and allow us to expand upon this universe in future iterations with global brand identification.



CONCEPT ART - LOBBY

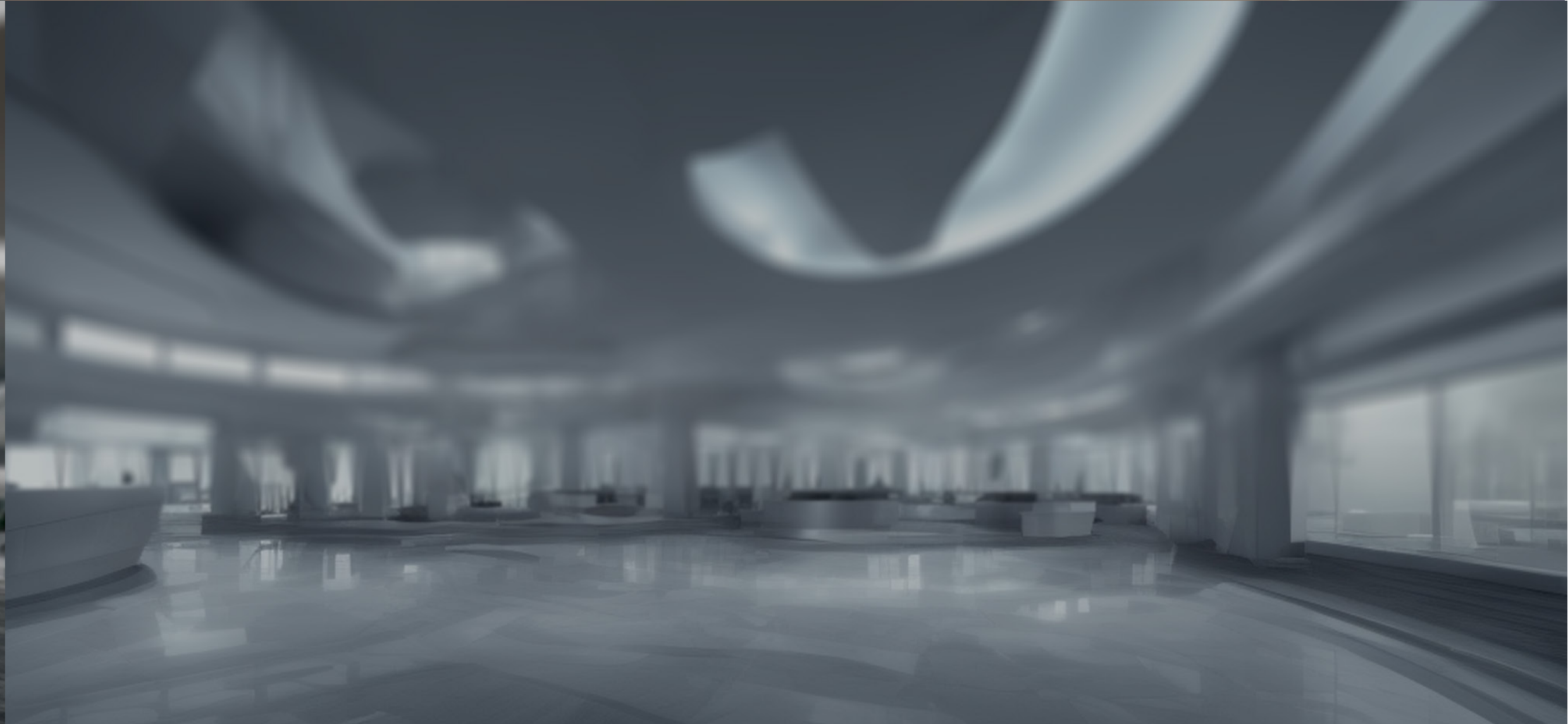
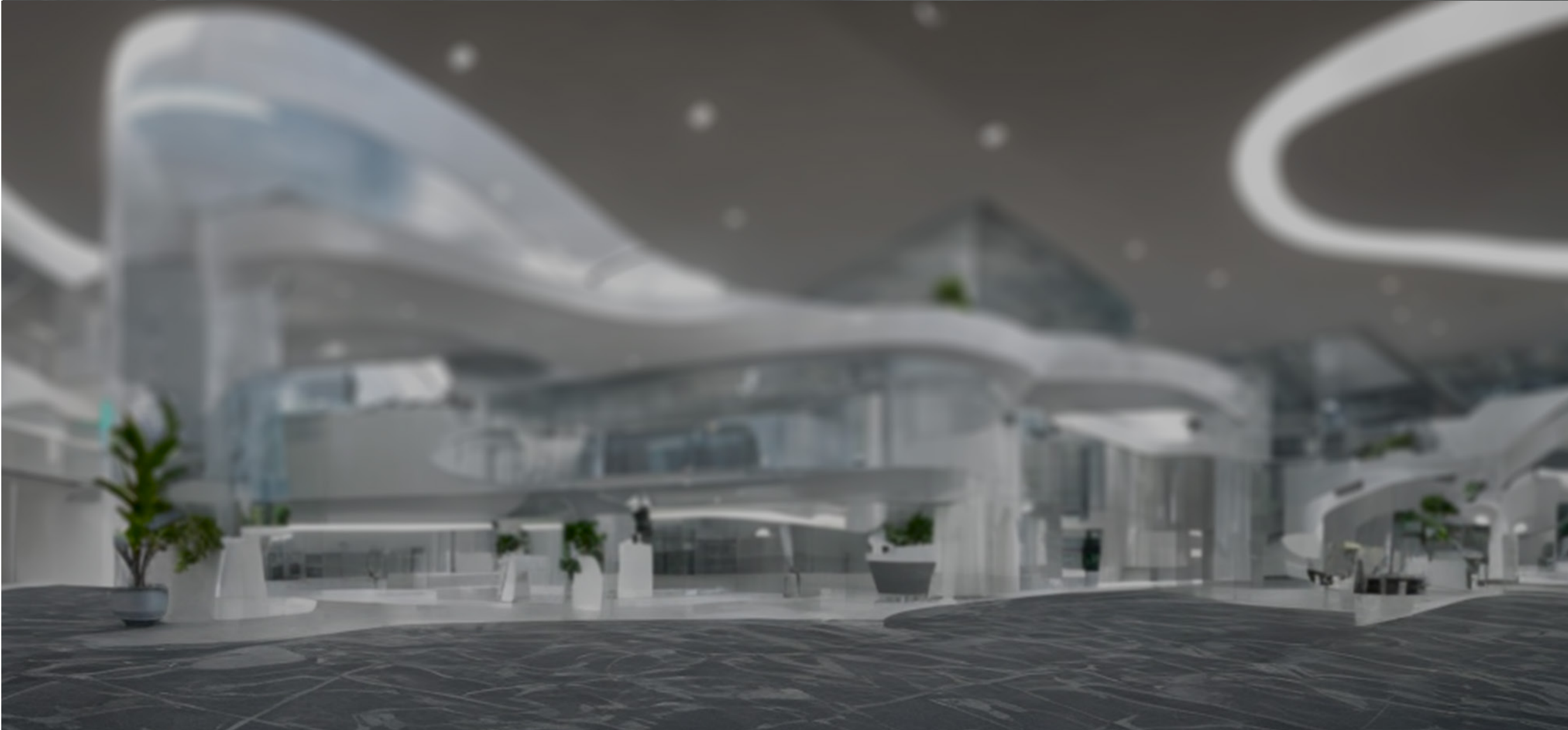


Learn how
Ritlecitinib works

Protect hair follicles
from cytotoxic cells

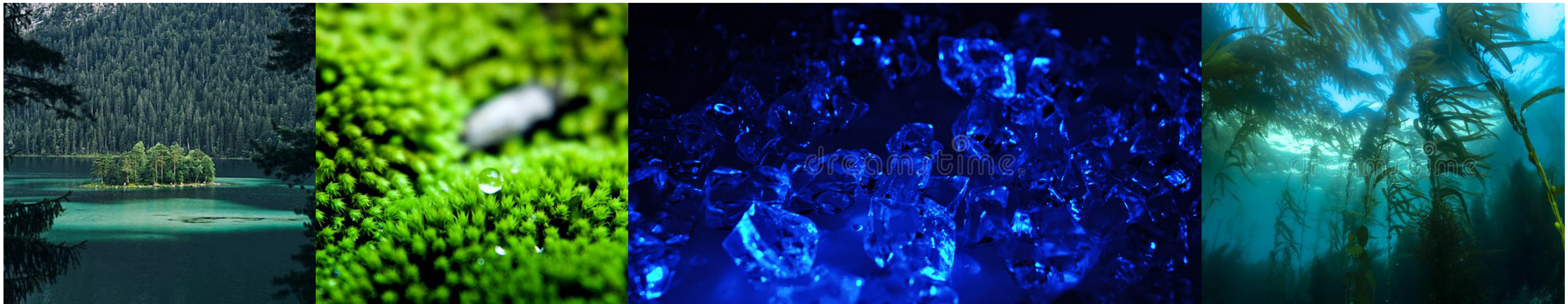
\\ WELCOME TO THE PFIZERVERSE

CONCEPT ART - LOBBY (CONT'D)

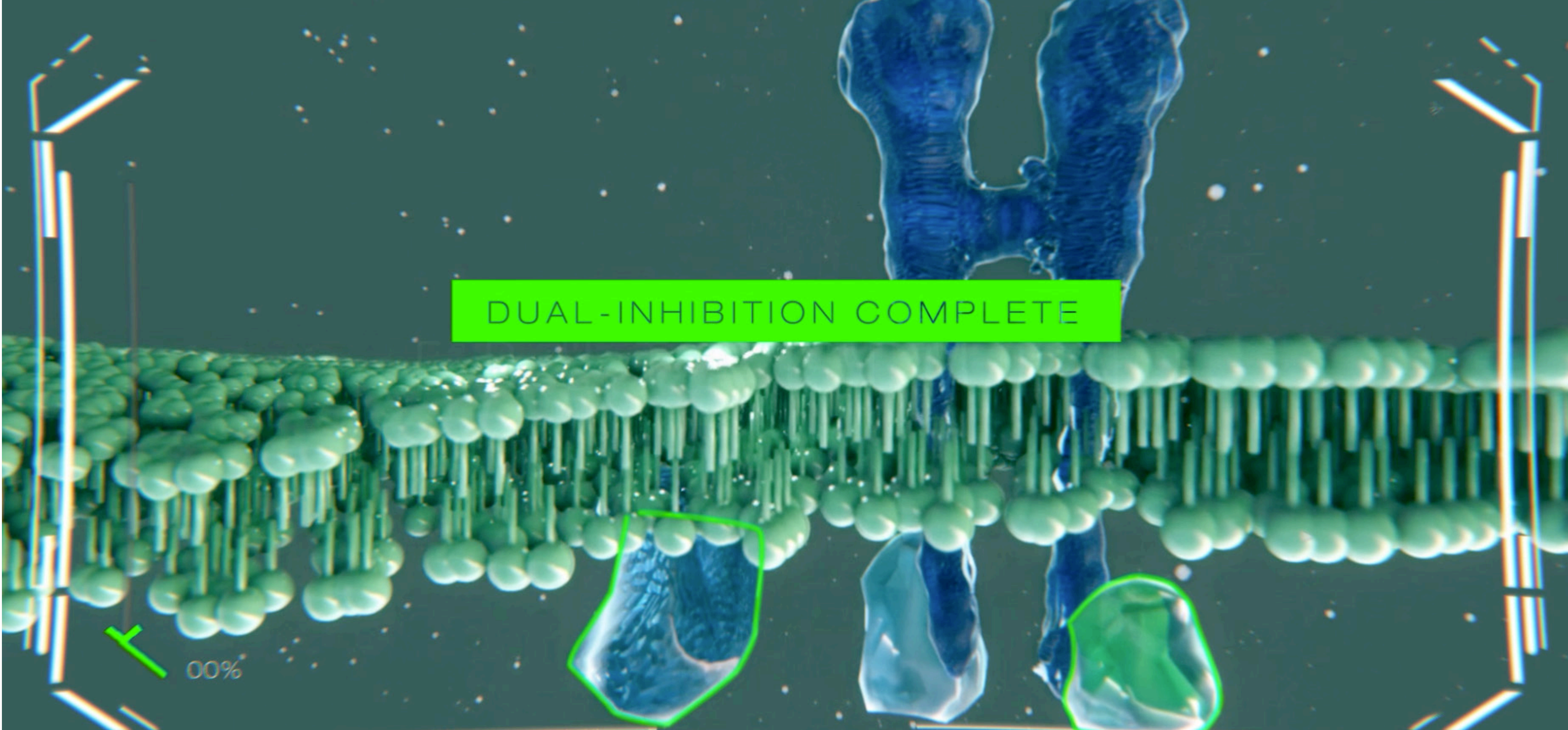


MOODBOARDS - EDUTAINMENT

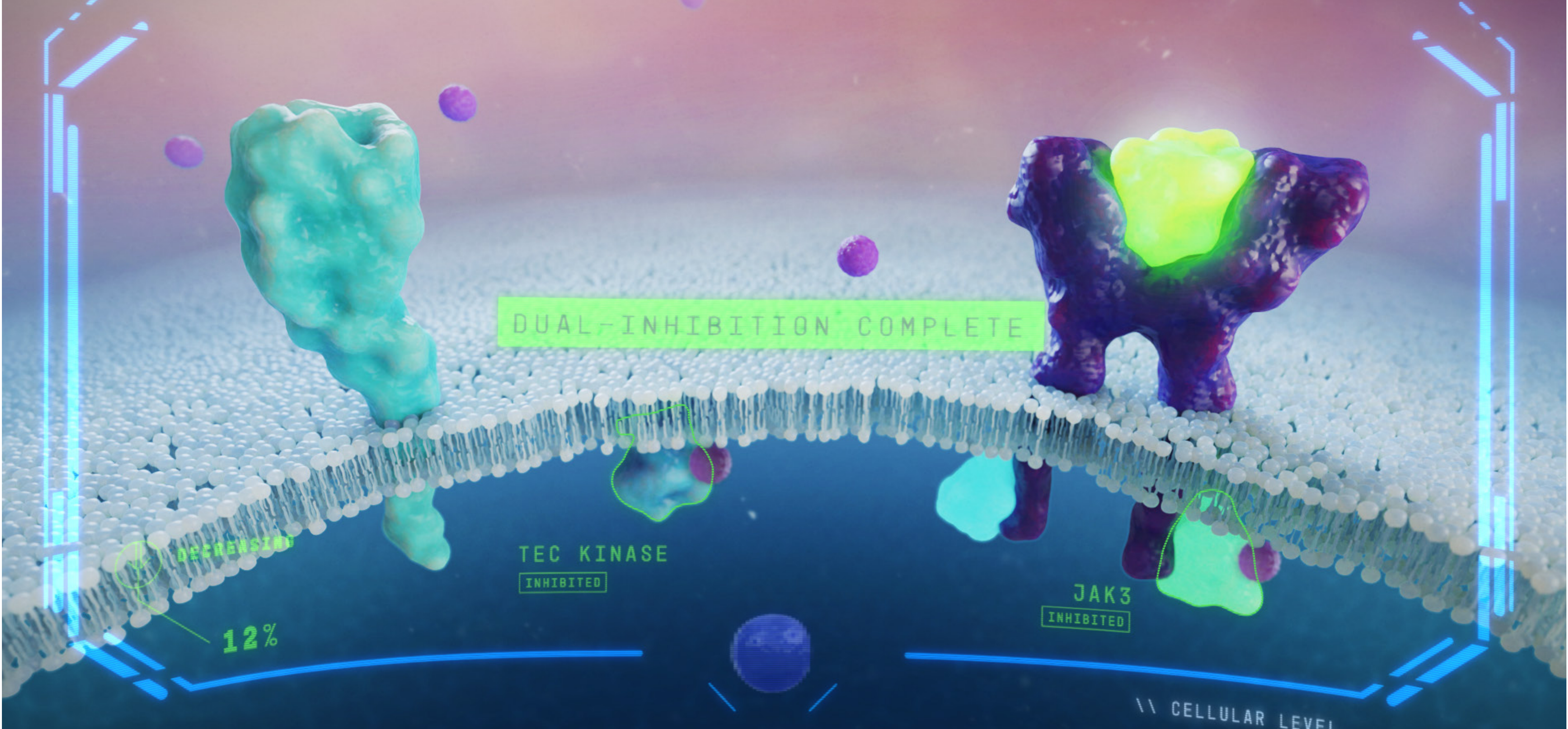
Diving into the experience we are immersed in a spectrum that is unique to Ritlecitinib. Taking our cues from nature, we leaned into emerald and deep sea brand colors.



CONCEPT ART - EDUTAINMENT



CONCEPT ART - GAME

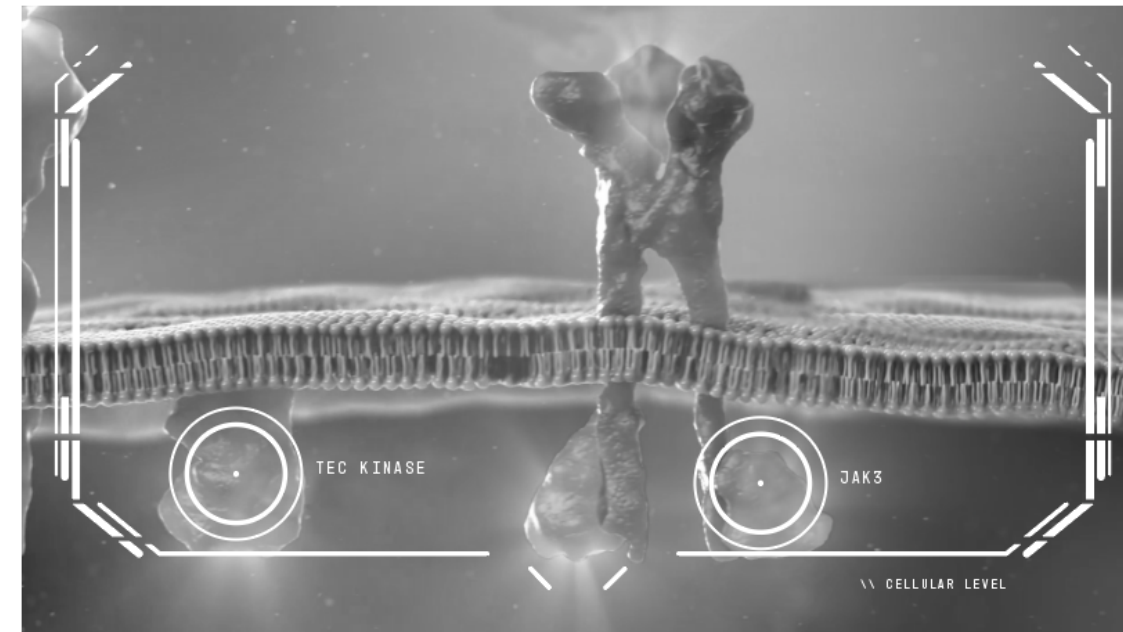


STORYBOARD: EDUTAINMENT

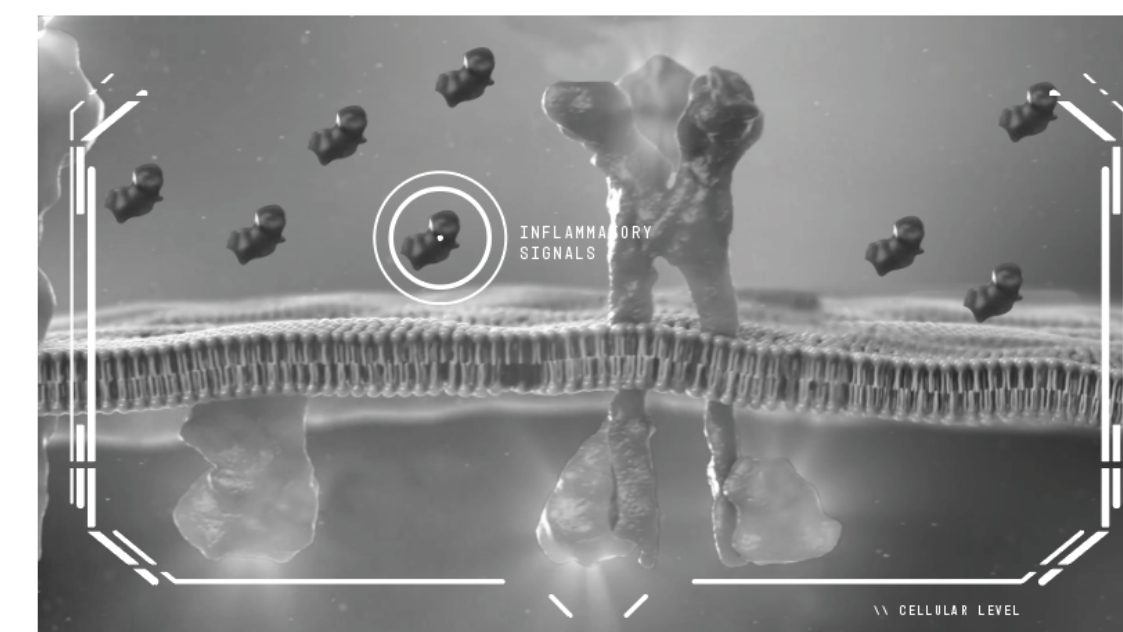
LEARNING ABOUT THE DISEASE



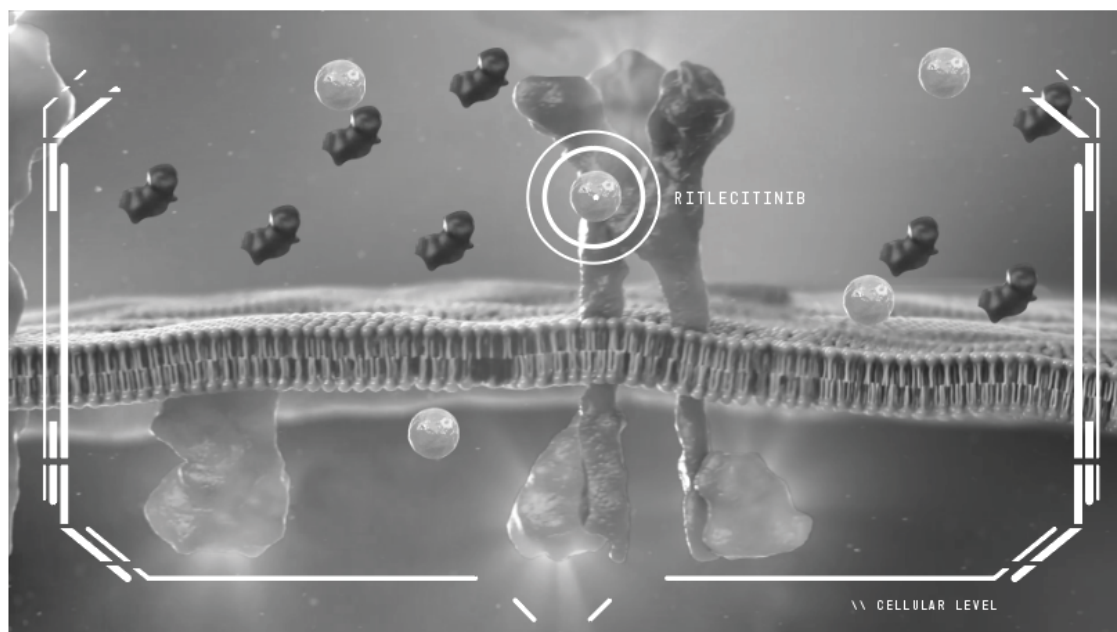
USER SELECTS EDUTAINMENT EXPERIENCE FROM TWO MENUS PRESENTED IN HUD



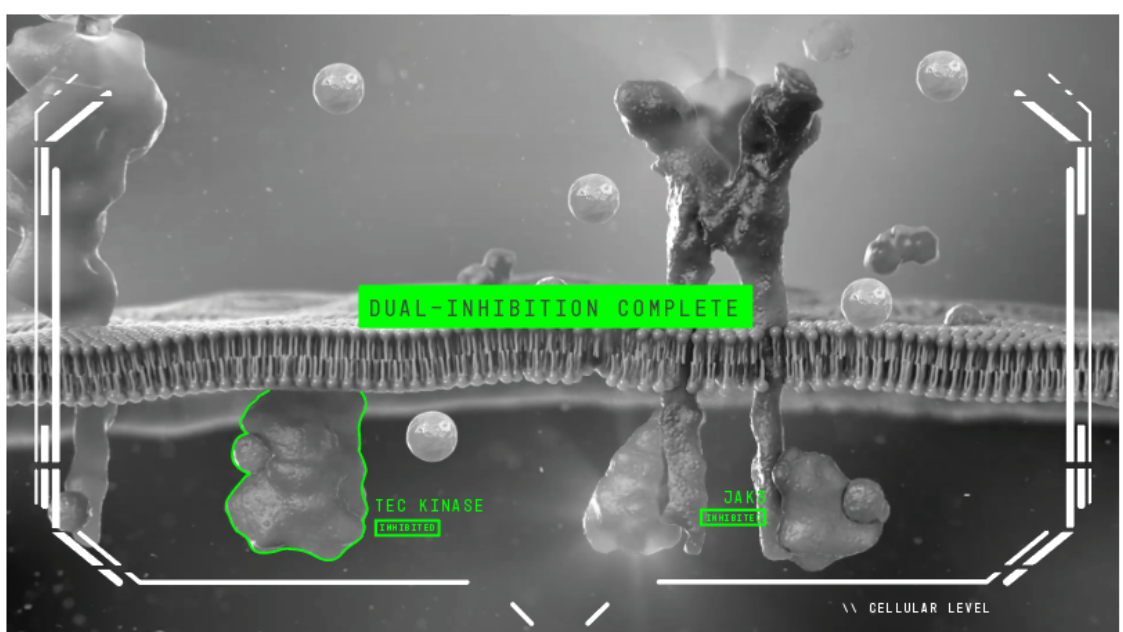
TRANSITION TO CELLULAR LEVEL WHERE USERS GAZE TRIGGERS TOOLTIPS ON THE TEC KINASE AND JAK3.



INFLAMMATORY SIGNALS DRIFT UP FROM T-CELL. USERS GAZE TRIGGERS TOOL TIP THAT IDENTIFIES THE INFLAMMATORY SIGNALS.



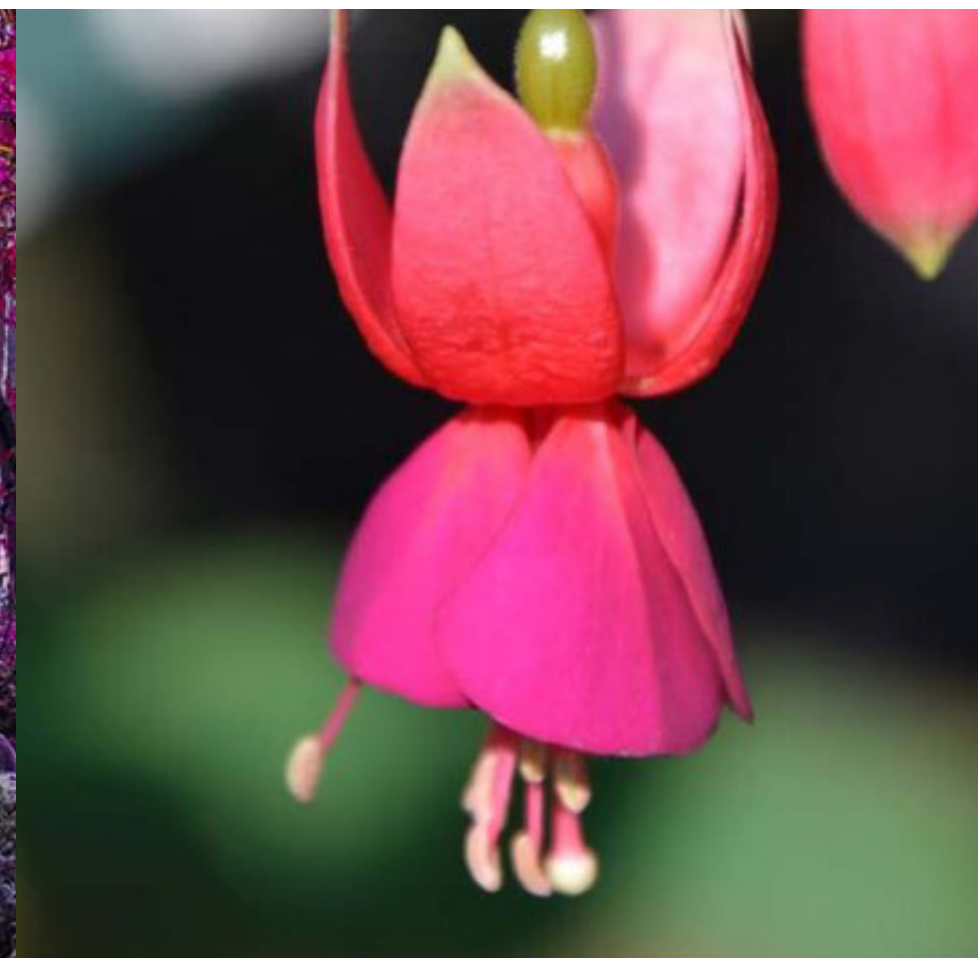
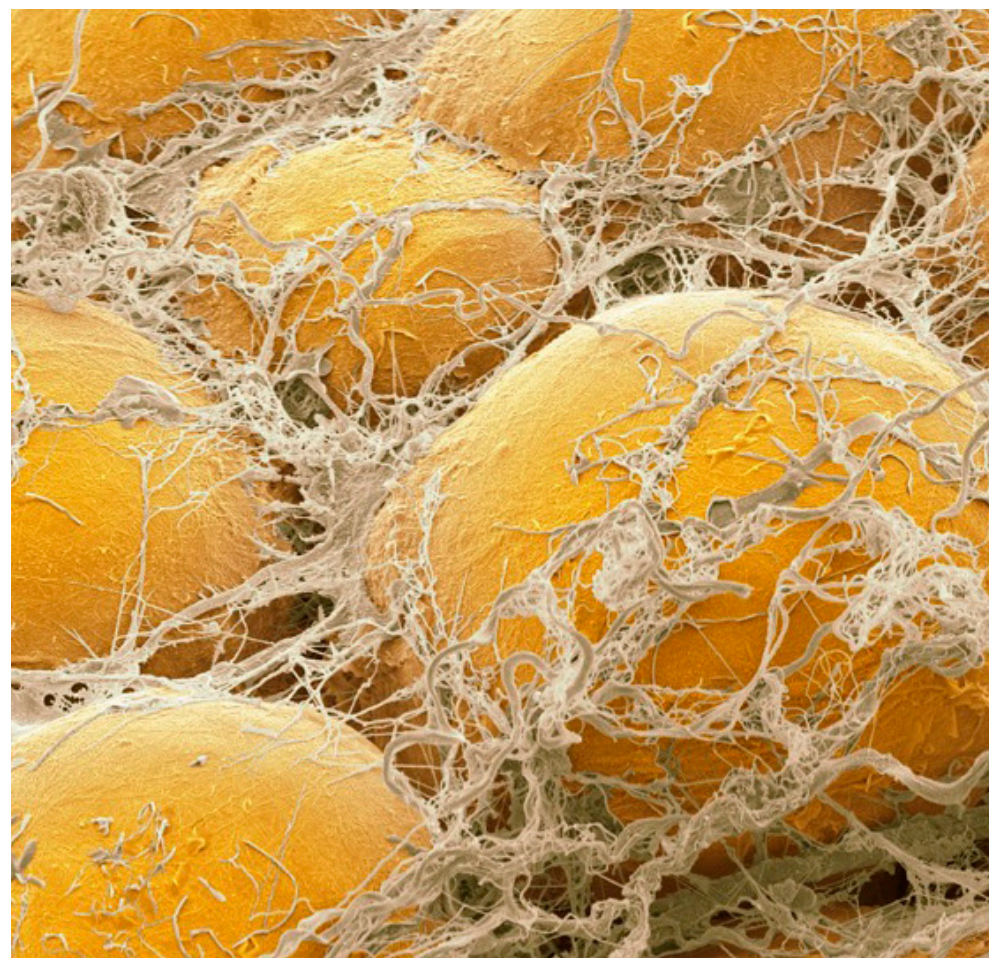
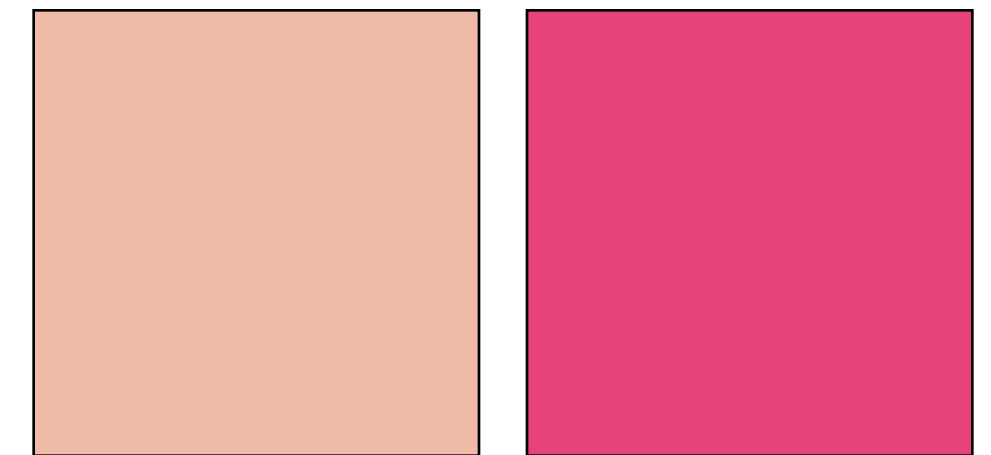
RITLECITINIB STARTS TO DRIFT DOWN TOWARD T-CELL. USERS GAZE TRIGGERS RITLECITINIB TOOLTIP.



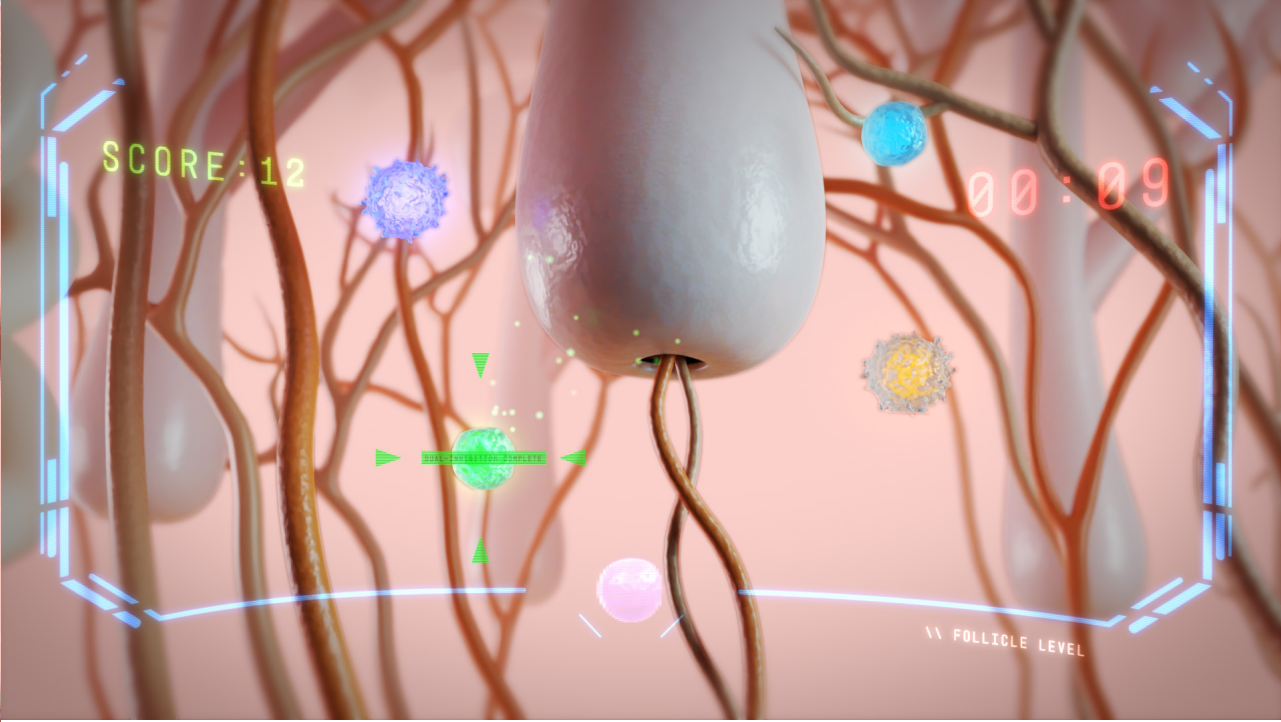
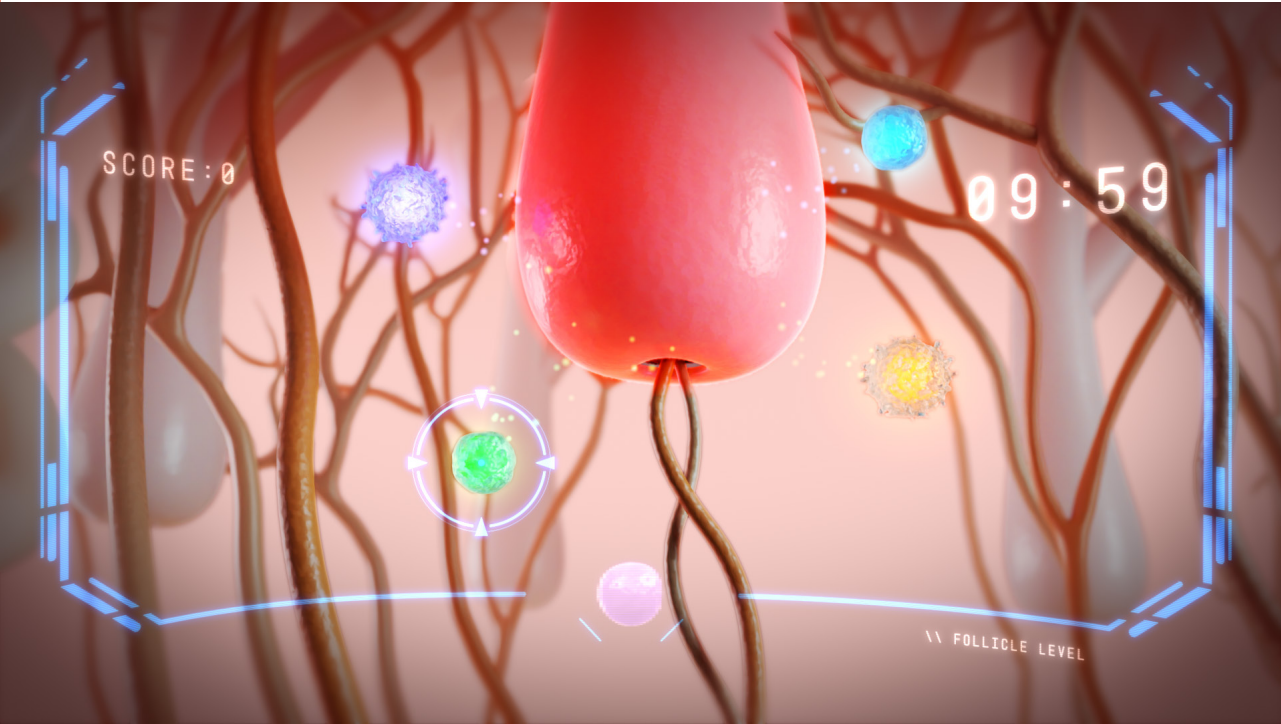
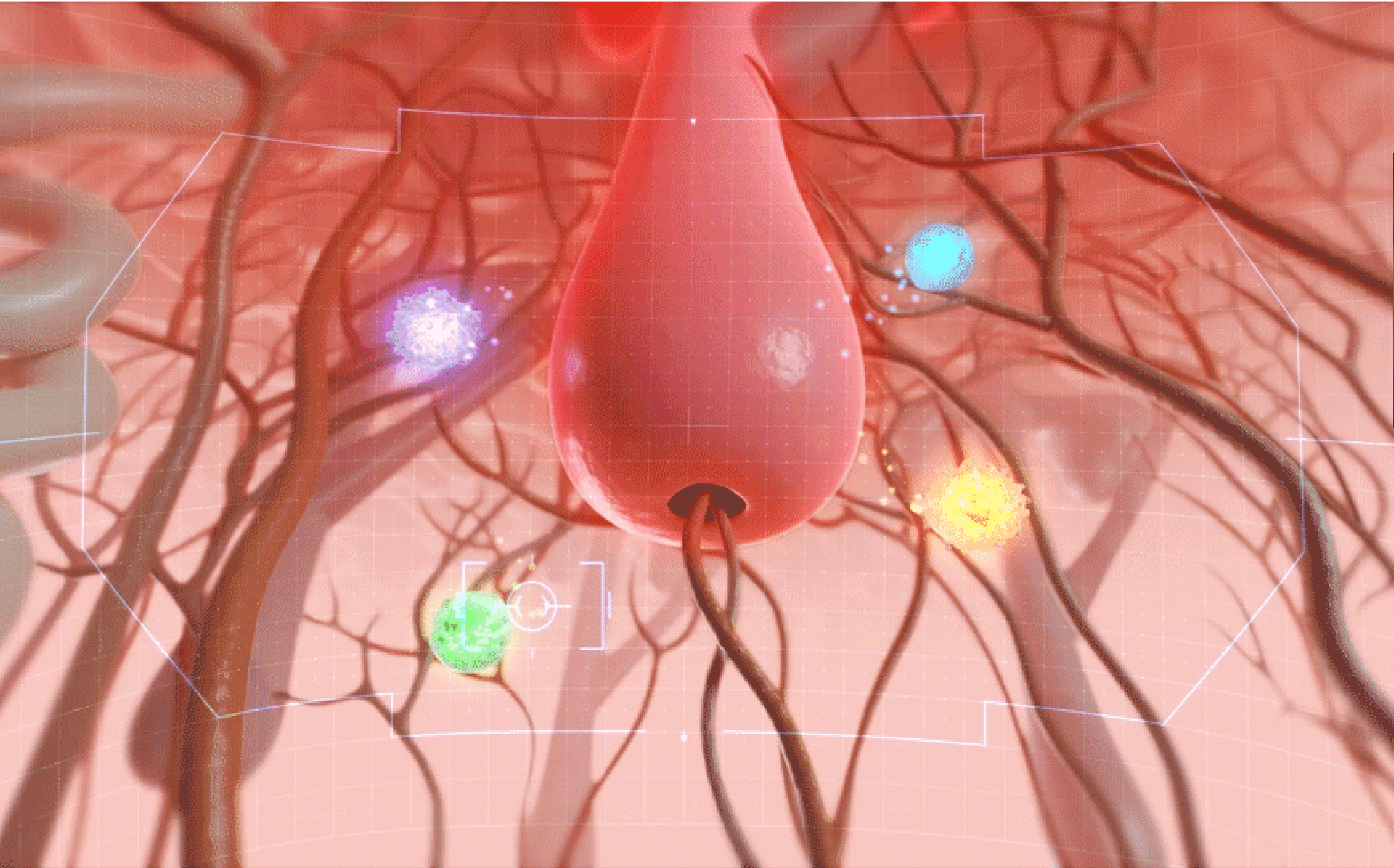
RITLECITINIB PARTICLES DOCK WITH TEC KINASE AND THEN JAK3. DUAL-INHIBITION COMPLETE MESSAGE APPEARS ON HUD.

MOODBOARDS - GAME

Diving into the experience we are immersed in a spectrum that is unique to Ritlecitinib. The game is infused with cantaloupe and fuchsia.



CONCEPT ART - GAME



STORYBOARD: GAME

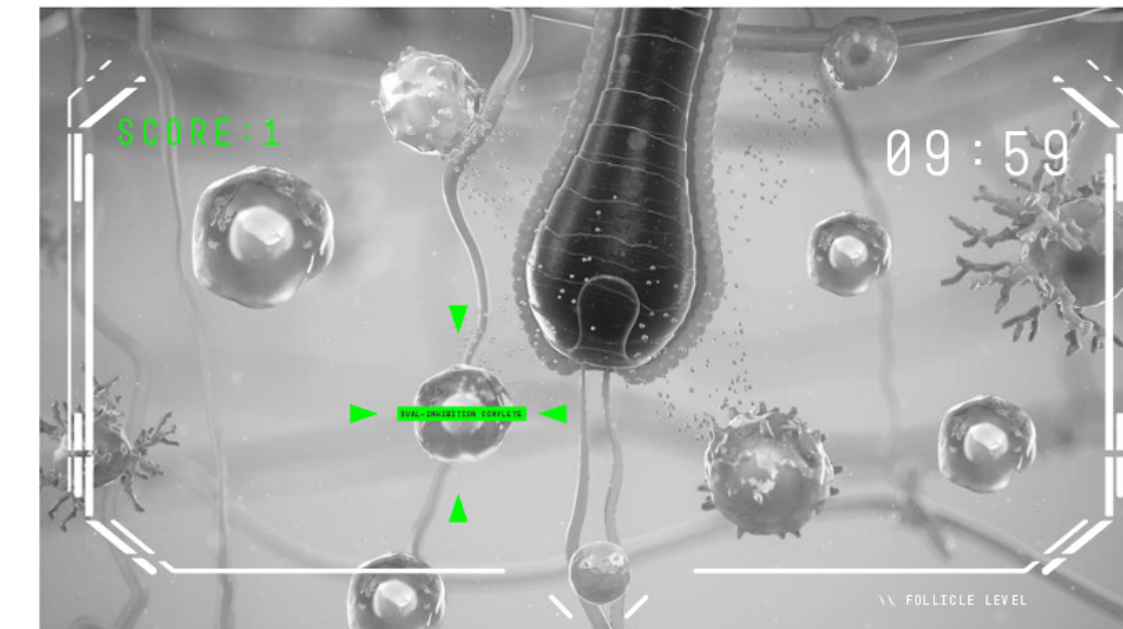
LEARNING ABOUT THE DRUG



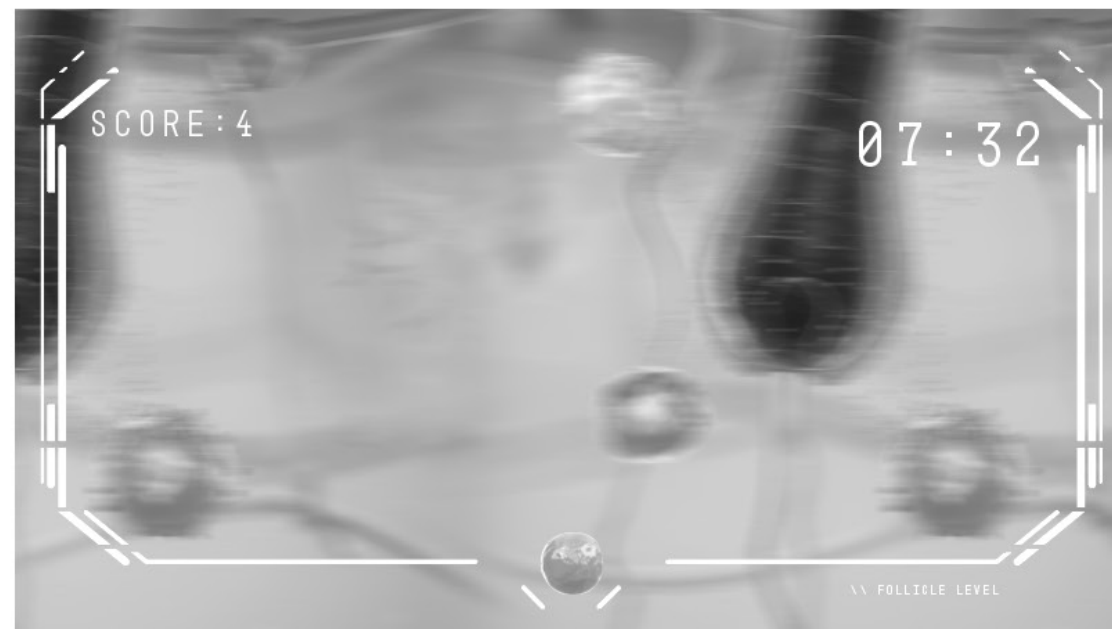
USER SELECTS GAME EXPERIENCE FROM TWO MENUS PRESENTED IN HUD



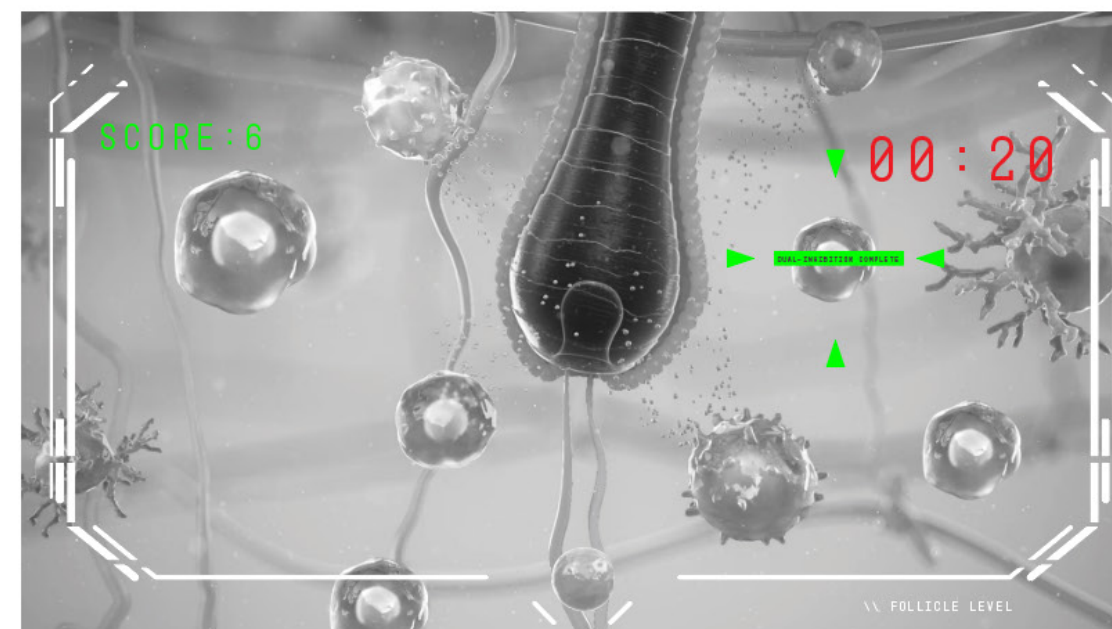
TRANSITION TO FOLLICLE LEVEL WHERE USERS GAZE TRIGGERS CROSSHAIRS OVER 4 DIFFERENT CYTOTOXIC T-CELLS WHICH ARE TRANSMITTING PARTICLES. TIMER IN TOP RIGHT, SCORE IN TOP LEFT.



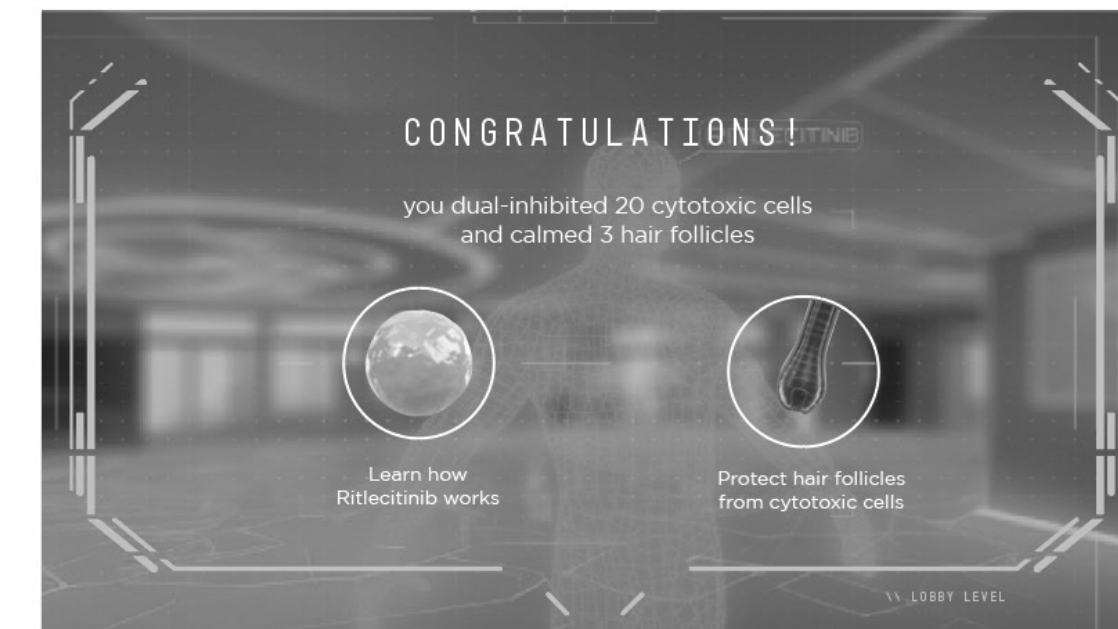
USER HAS TO HIT ALL 4 CYTOTOXIC CELL TWICE USING A "SLINGSHOT" ACTION TO STOP PARTICLE STREAMS. WHEN THEY DO, THE SCORE IS COUNTED AND A HUD MESSAGE APPEARS "DUAL-INHIBITION COMPLETE"



WHEN ALL 4 ARE DONE, USER TURNS TO DO THE SAME ON THE OTHER FOLLICLES SURROUNDING THEM. THERE ARE 5 HAIR FOLLICLES IN TOTAL.



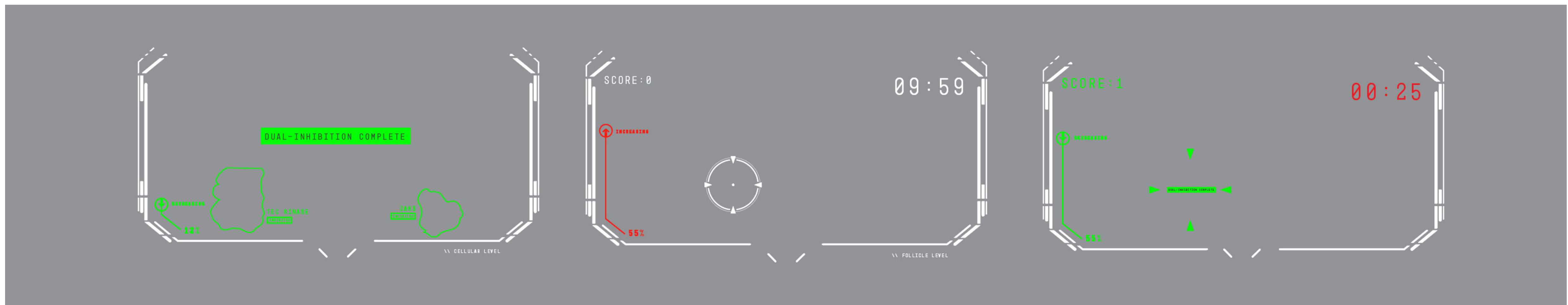
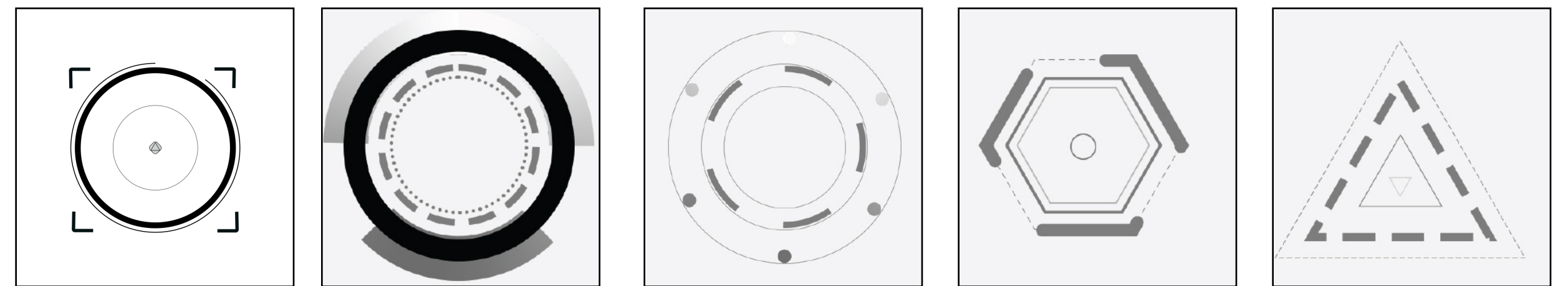
USER TRIES TO CALM ALL FIVE HAIR FOLLICLES IN THE GIVEN TIME.

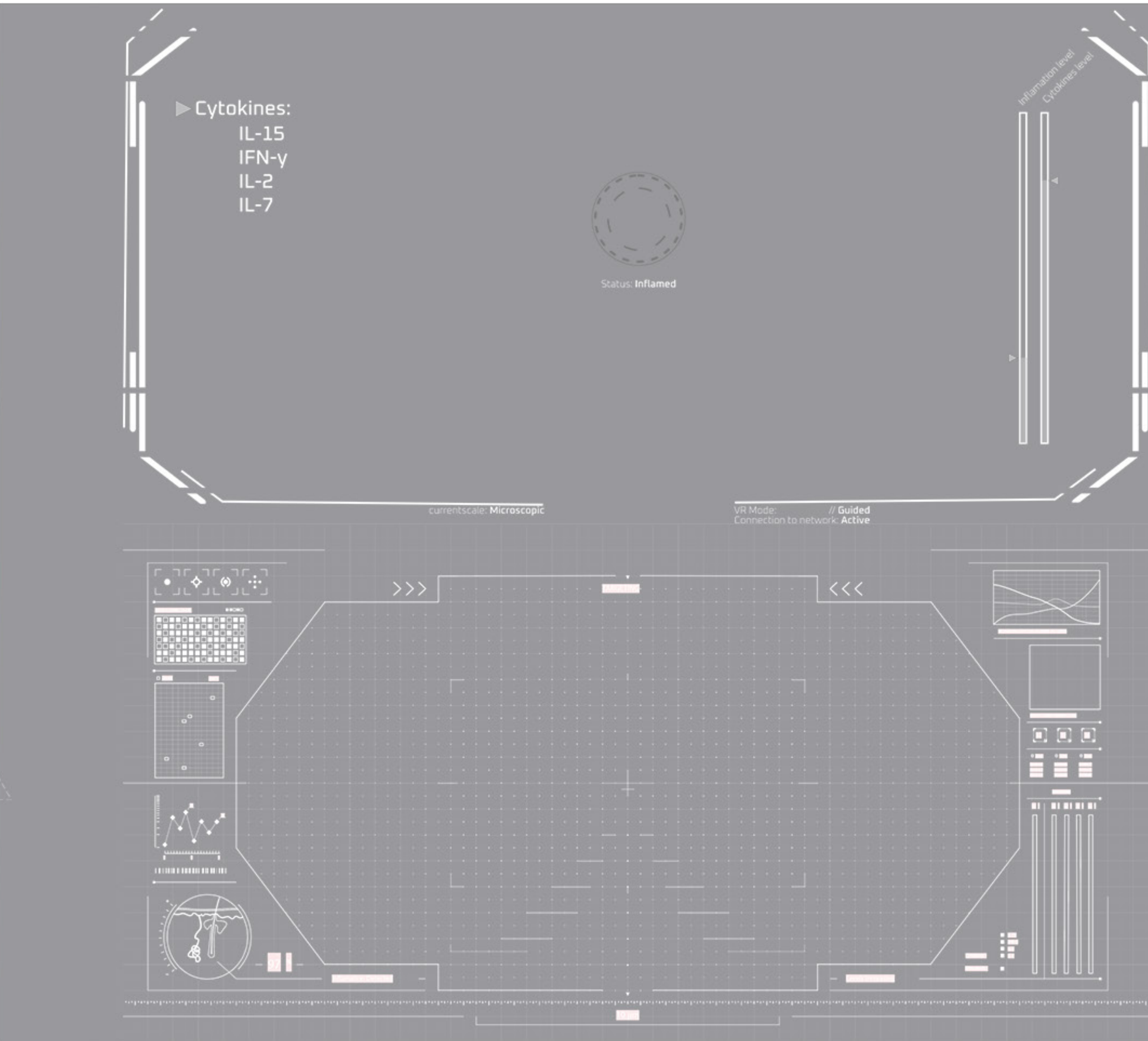


USER GETS "CONGRATULATIONS" SCREEN WHICH TELLS THEM HOW MANY HAIR FOLLICLES THEY SOOTHED AND HOW MANY CYTOTOXIC T-CELLS THEY DUAL-INHIBITED.

VISUAL EXPLORATION - HUD

The HUD is purpose built to convey concise instruction or information to the gamer. Simplicity of design allows the user to view and understand an instruction or action item in under 1 second. Too many lines or objects will make the HUD messy and difficult to comprehend, so we took an elegant approach to keep the visuals interesting yet informative.





FEATURE SET BREAKDOWN

EDUTAINMENT

Loading screen:

Abstract transition to cellular level.

Learn about AA:

At cellular level.

HUD:

Wayfinding text, e.g., 'follicle level'.

Gaze initiated static tooltips:

Each animated item presents a static tooltip when user gazes at it.

Transition from cellular back up to follicle level:

View of edutainment or game menu options.

Exit experience:

Ability to return to lobby at any time during experience.

GAME

Follicle level:

Five follicles, 4 cytotoxic t-cells per follicle that are emitting particles, and 3 non-cytotoxic t-cells per follicle.

Targeting reticle:

User gaze locks onto t-cell when in range, "dual-inhibition" complete when hit twice.

Game timer display:

Preset countdown timer for gameplay.

Score display:

Display that tracks score.

Inflammation reduction:

Follicle progresses from red to brown as inflammation reduces.

Special effects:

Particles terminate when t-cell receives RI.

TECHNOLOGY BREAKDOWN

Designed for VR with a Meta Quest 2 headset and touch controllers.

Meta Quest Smartphone app required to operate headset

6 Degrees of Freedom - the headset tracks the movement of both your head and body, then translates them into VR.

No external sensors are required.

1832 x 1920 Resolution Per Eye

60, 72, 90 Hz Refresh Rate Supported. We'll design for 72Hz for backward compatibility.

3D positional audio

The 3.5 mm audio port to connect headphones

128GB | 256GB Storage





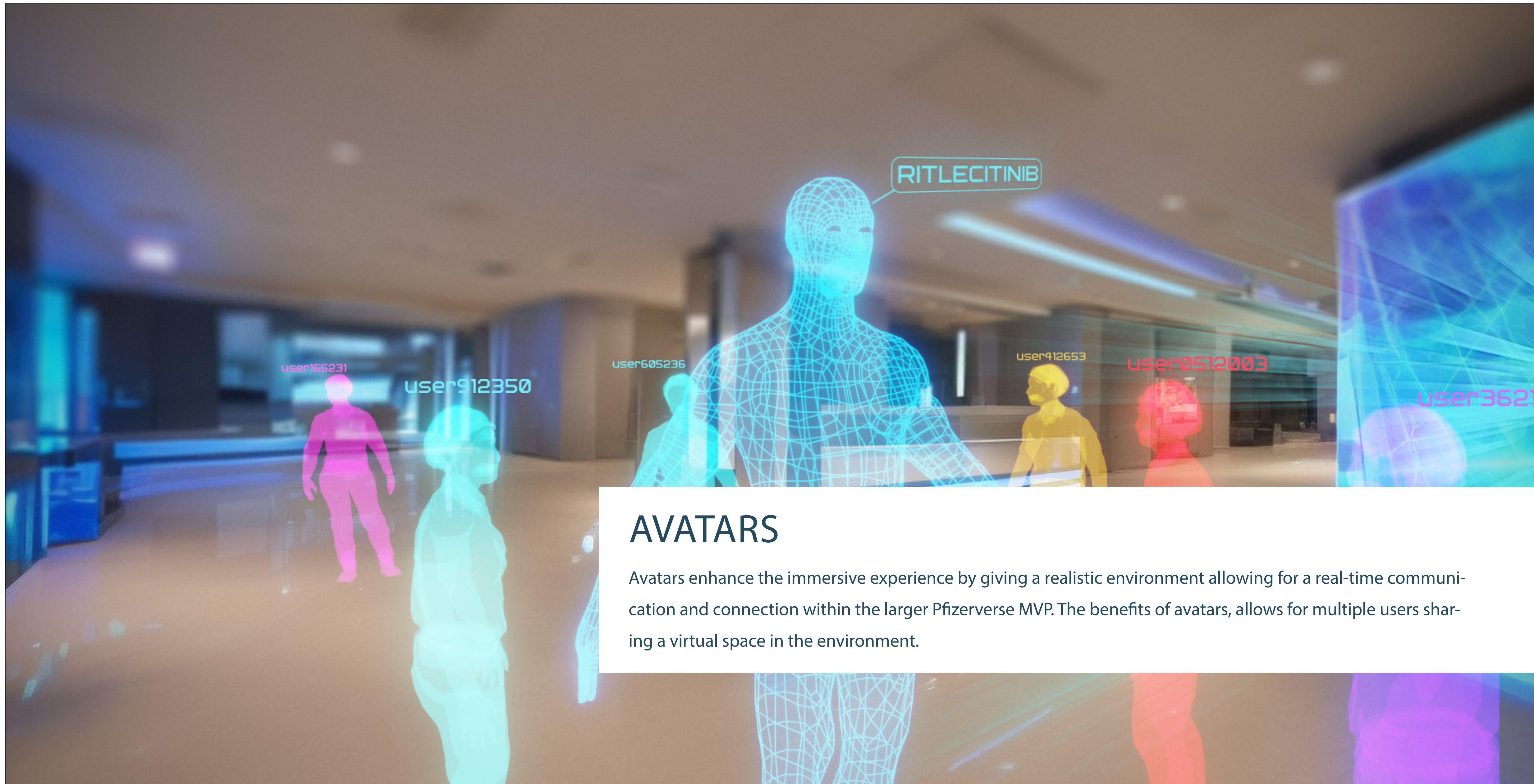
AND IT'S JUST THE BEGINNING

FUTURE PHASE PFIZERVERSE BUILDOUT



MULTIPLAYER/GAME-TYPES

What starts as a guided single player experience for an HCP, will soon expand to a multiplayer experience for groups of HCPs as the Pfizerverse truly takes shape. Health Care Professionals will be able to log-in to the Pfizerverse through a Pfizer App on their device, meeting FMDs virtually and play in a variety of multiplayer game types - from co-op, to team vs team.



AVATARS

Avatars enhance the immersive experience by giving a realistic environment allowing for a real-time communication and connection within the larger Pfizerverse MVP. The benefits of avatars, allows for multiple users sharing a virtual space in the environment.

SOUND

Sound is an often-overlooked part of the visual storytelling experience. Overlooked that is, until you have an edit or are sitting in a VR headset in silence. The Prototype will have ambient music throughout the educational experience and perhaps we can play with tempo and beats during the gaming portion to add to the excitement. Basic SFX will be used for shooting and hitting a target in the game mode.

For MVP, we would want to include sound design for every movement, button click and cell. A cell could float, and we hear this from behind with binaural audio. There is a warning noise that could activate as the inflammatory signals begin to agitate the hair follicle and give the user an auditory cue as to the direction of the next distressed follicle. There could also be a sound cue when the Ritlecitinib docks with a T-cell. There are so many pieces of the experience to explore aurally. This is just the beginning!





IMMERSIVE

There are numerous studies that prove the effectiveness of Immersive technology in the healthcare and pharmaceutical space. Immersive technology includes mixed reality (XR) Virtual Reality (VR) and Augmented Reality (AR). Visualizing environments at a cellular and molecular level, fosters an understanding of a disease and effectiveness of the pharmaceutical product.

Furthermore, immersive environments increase user engagement and learning by creating tactile and richer experiences. Augmented environments, animations, and gamification are immersive techniques that, when done effectively, do a better job of communicating the complexities of a disease or pharmaceutical product.



PLATFORM AGNOSTIC

The concept of agnostic technology is not new, as it has been around for decades. Agnostic platforms allow users to engage with content seamlessly across hardware. Developing the Pfizerverse in a platform agnostic scale will enable Flexibility, Interoperability, Cost Savings, Consistency, and compatibility with emerging technology.



A GLOBAL FRAMEWORK FOR LEARNING

MEET THE ZOIC TEAM

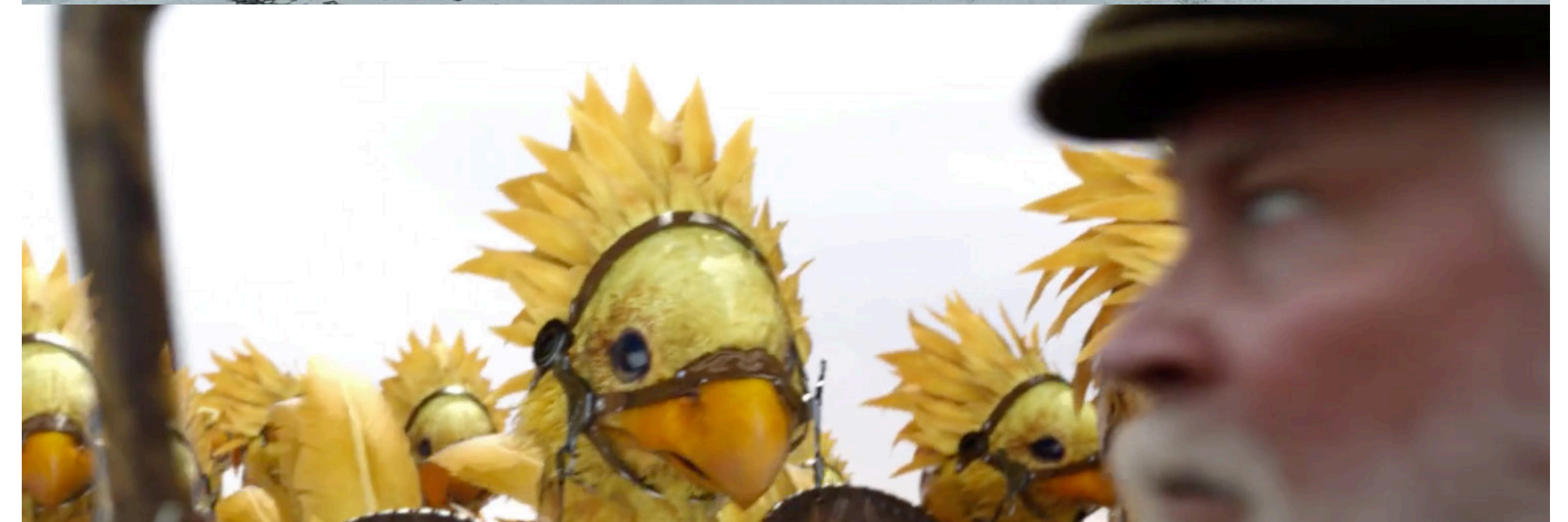
THE TEAM



CHRIS JONES, CO-FOUNDER / DIRECTOR

A founding partner of Zoic Studios, Chris Jones oversees and shapes the creative and visual aesthetic of the company as a whole. An accomplished director and VFX supervisor, Chris infuses his work with dramatic flair garnered from his experience as Zoic's executive creative director on several notable episodes of HBO's "Game of Thrones," Marvel's "Werewolf By Night," Amazon's "Paper Girls," Netflix's "Sweet Tooth" and Syfy's "Battlestar Galactica," for which he received an Emmy nomination.

Additionally, Jones has helmed an impressive variety of visually distinctive commercials for such notable brands such as Sony, XBOX, Dr. Pepper VR and Facebook. Drawing on his extensive capabilities in the gaming industry, Chris has lent his cinematic eye to the trailers for such popular games as Square Enix's Final Fantasy, Capcom's Resident Evil, and EA's FIFA franchises, to name just a few.



THE TEAM



STEWART ROUD, CREATIVE DIRECTOR

Stewart brings over 20 years of design and team leadership experience in creative strategy, brand identity and UI/UX site design. An agency veteran with long-term stints at Razorfish and McCann, he has helmed projects across the spectrum of design, from software prototyping to social media, print, motion graphics, and video game creation. Stewart leads the Zoic Labs team of Art Directors and UX Designers on a myriad of projects for both government and private clients, bringing a streamlined visual experience to each endeavor. Previous experience includes such Fortune 500 brands as: Honda, Microsoft, ASICS, Intel, Playstation, Oracle, and the Call Of Duty franchise.

STEWART'S PORTFOLIO



JASON COHON, EXECUTIVE PRODUCER

Jason brings a unique perspective to production having experience in multiple disciplines. He began his career working in account management at ad agency RPA on the Honda and Arco/AM/PM accounts before moving into production as a producer. He has been able to leverage an understanding of brand strategy while overseeing a wide variety of projects, producing shoots for everything from stunts to live concerts as well as VFX, design, experiential and real-time projects in Unreal and Unity. He cut his VFX and experiential teeth at Digital Domain and oversaw special projects as Supervising Producer at Mirada. He then moved on to Executive Producer for Brand New School and Brewster Parsons. Most recently Jason won an Emmy for Ad Council's Love Has No Labels.



JULIEN BRAMI, CREATIVE DIRECTOR

French-born Julien Brami thrives on the artistic and technical challenges of the creative process to elevate projects from initial concept development to final color correction and polish. Armed with a fascination for 2D animation and an education in computer science, he has found a passion at the intersection of the two in VFX and art direction. After studying at Paris' esteemed animation school, Julien immediately began working as an artist, refining his visual effects skill set at a number of prominent French studios before relocating to LA to continue his craft.

JULIEN'S REEL



CYRUS HOOMANI, GENERAL MANAGER

Cyrus blends his extensive knowledge in technology and product development with implementation strategies to drive partnerships with government and non- government entities. With over 13 years at Disney, Cyrus was instrumental in developing corporate partnerships with various multinational organizations and led technology due diligence in M&A activity at Corporate Strategy. Cyrus has extensive experience in product management and product development and holds over 40 patents in the fields of video compression, immersive experiences, and machine learning.

THE TEAM



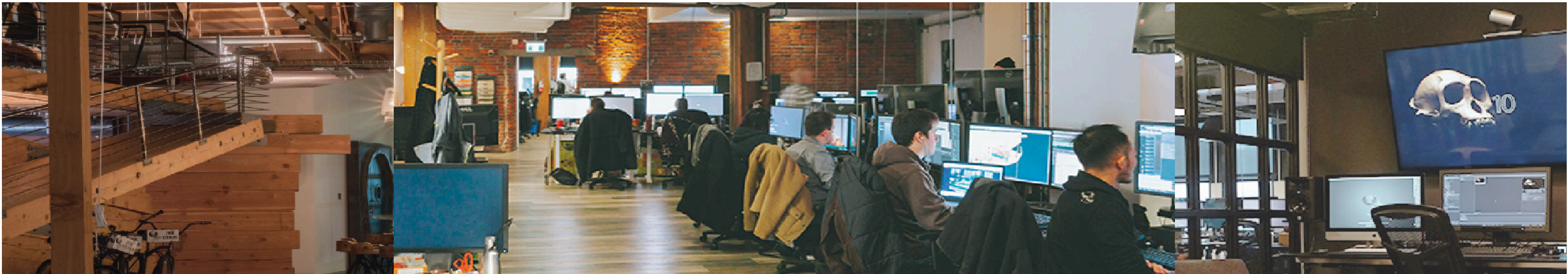
BIVAS BISWAS, DIRECTOR OF ENGINEERING

With more than 20 years of experience in commercial software development, Bibhash's expertise extends to embedded systems software development on real-time operating systems (RTOS) for aerospace and defense applications. As a computer scientist, he has worked on mission-critical (ITAR and DO-178B) projects for the U.S. Air Force while also developing augmented reality (AR) and virtual reality (VR) applications for Fortune 500 companies, including the development of proprietary software for AR glasses used for remote guidance. Bivas is an AWS Certified Cloud Solutions Architect, possessing critical skills for implementing cloud initiatives



MIKE O'NEAL, DIRECTOR OF PRODUCT

Mike began his career at the Jet Propulsion Laboratory and served as mechanical systems integration engineer for the Mars Pathfinder project. Prior to joining the Zoic Labs team, Mike was a product owner and workflow solutions architect for DreamWorks Animation as well as the creator of state-of-the-art visuals for over 20 feature films. Mike helms numerous Zoic Labs projects for the government. Mike holds a bachelor's and master's degree from Stanford University in aeronautical and astronautical engineering.



WHERE WE ARE LOCATIONS

LA

3582 Eastham Drive
Culver City, CA 90232
Tel. 310 838 0070

NY

630 Ninth Avenue, Suite 710
New York, NY 10036
Tel. 212 390 8890

BC

375 Water Street, Suite 205
Vancouver, BC V6B 5C6
Tel. 604 632 3837

FLEXIBLE SCALING

- Over 400 artists across the 3 locations
- Production pipeline linking all 3 studios.
- We run our own private network, maintaining the highest level of security for client material.

POWER

- Over 30,000 render cores in LA alone constantly working 24/7, 365 days per year.
- Limitless cloud rendering capability using proprietary software developed in conjunction with Google and Marvel that adheres to strict security protocols for Code Red projects.

IRONCLAD DATA PROTECTION

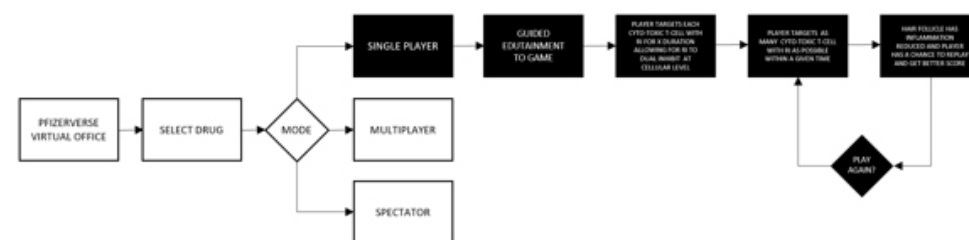
- Diverse dark fiber routes between locations that can push hundreds of terabytes per day.
- 100% disaster redundancy, which means client data is protected in the event of a disaster such as fire, earthquake or the like, regardless which facility is working with it.
- Security certification from MPAA, Marvel, Apple and Disney.

APPENDIX

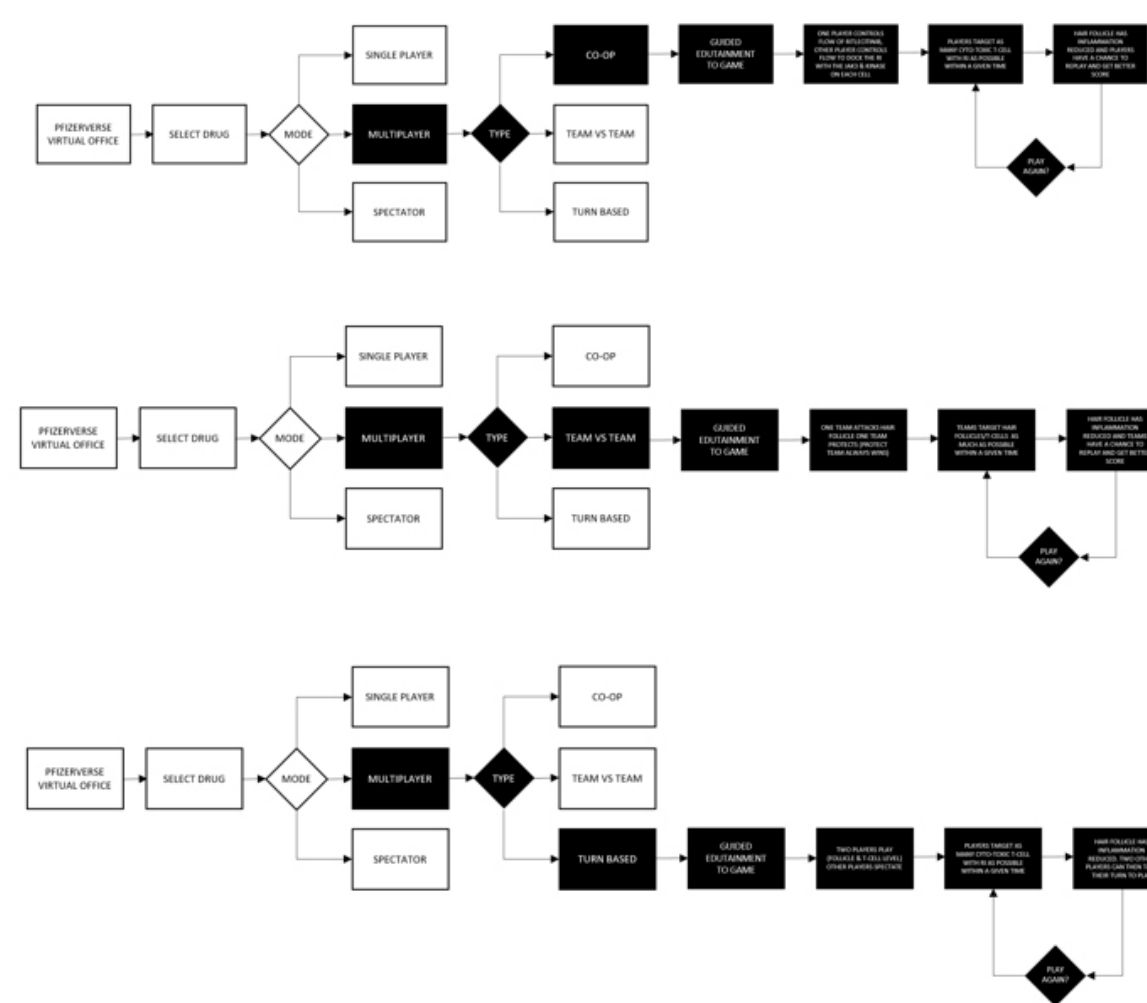
USER FLOWS

Designed for either single HCPs or groups of HCPs, the following user flows detail out a unique way to experience the Pfziverse.

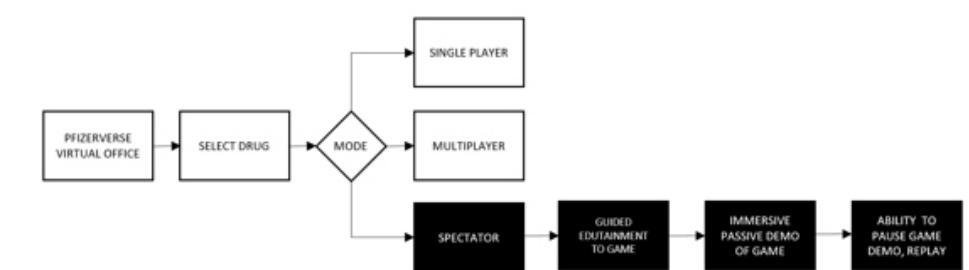
SINGLE PLAYER



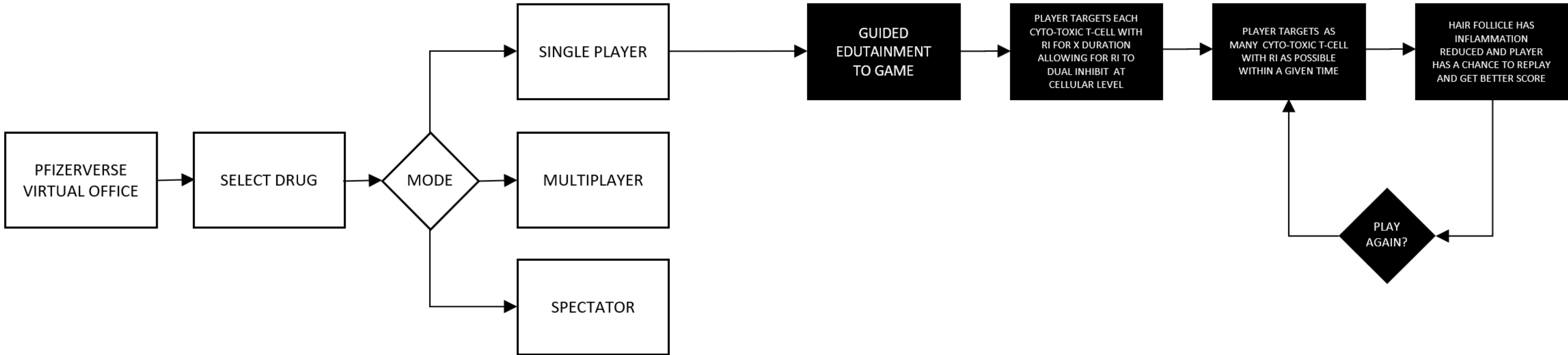
MULTI-PLAYER



SPECTATOR

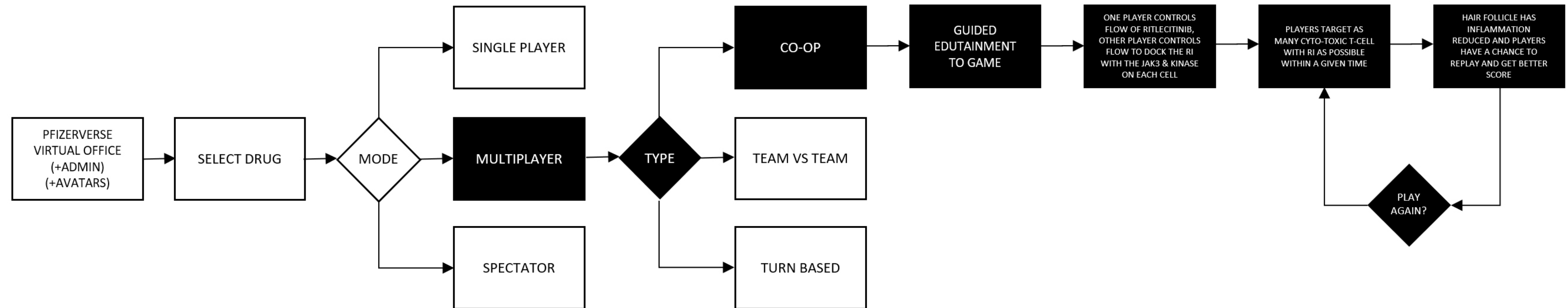


USER FLOWS - SINGLE PLAYER



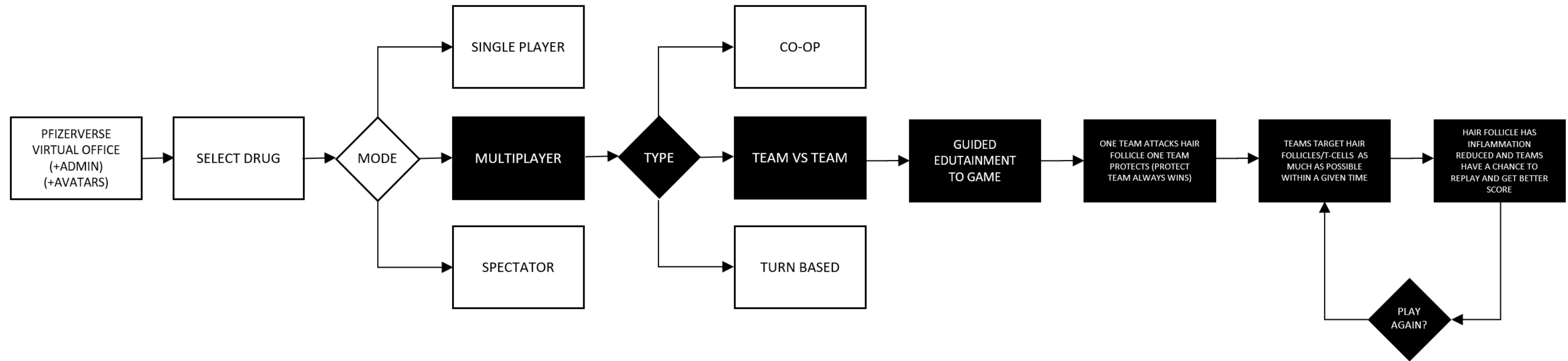
USER FLOWS - MULTI-PLAYER

CO-OP



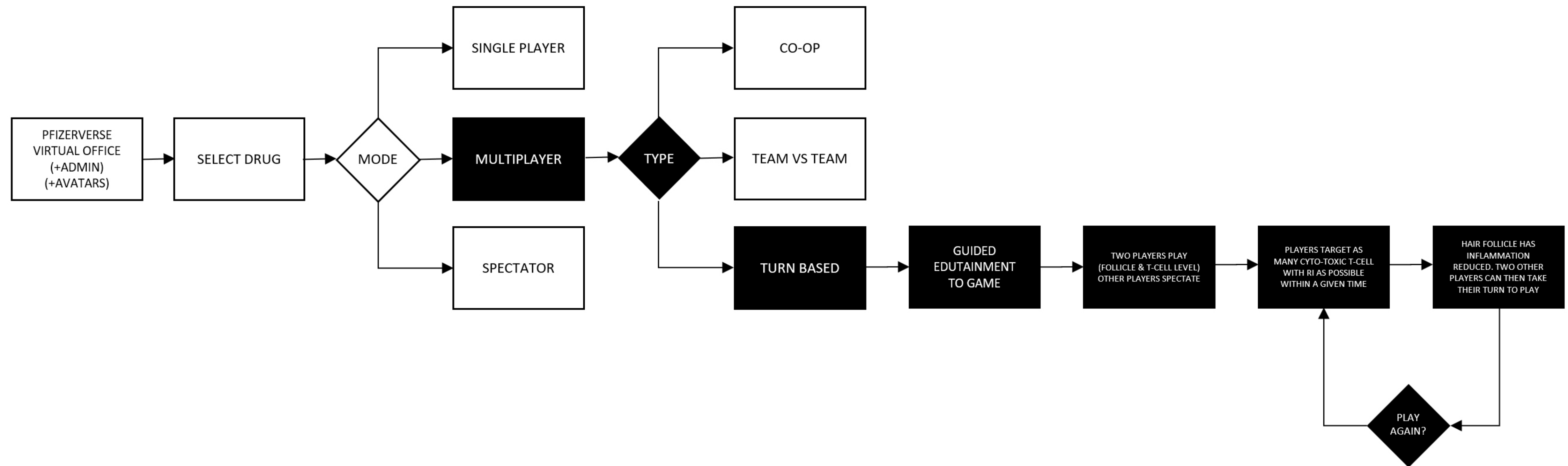
USER FLOWS - MULTI-PLAYER

TEAM VS TEAM



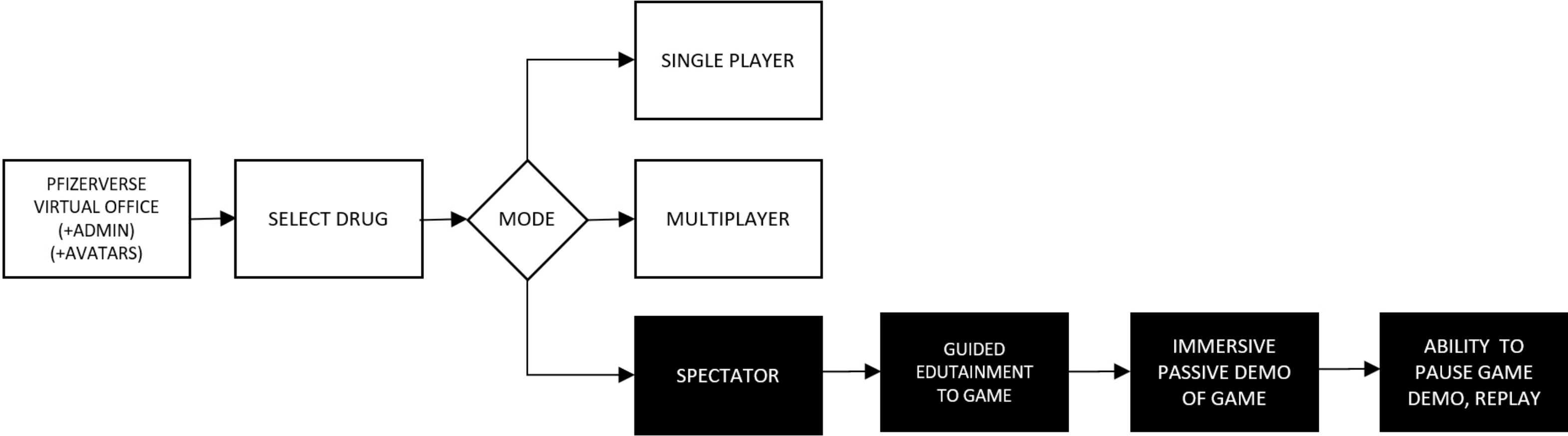
USER FLOWS - MULTI-PLAYER

TURN BASED



USER FLOWS - SPECTATOR

TURN BASED



THANK YOU

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