

ConeVerse™

ZOO INTRO ASSET BUNDLE

AR Concept Visuals & Mascot Design Alignment



CONFIDENTIAL – GAME OF CONES IP

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CONE ANATOMY & AR TRIGGER ZONE ZOO ALIGNMENT MOCKUP

TRIGGER ZONE



Purpose:

Demonstrates exactly which area of the cone is intended to be the AR trigger.

Intent:

Labeled "Trigger Zone"

Shows side-by-side the face used on cone and full design

Includes visual of final cone execution



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KEY MASCOT: (LION) ZOO ALIGNMENT



Purpose:

Highlights the lead lion mascot's expressions and range for future morphing and animation.

Intent:

Provides 4 poses to show expression/emotion range
Supports WebAR animation possibilities
Aligns with zoo storytelling use cases



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MASCOT MORPH STORYBOARD

SCAN YOUR CONE:
AIM CAMERA AT CONE FACE



Visual: Camera hovers over cone face. Frame locks on target as scan begins.

ACTIVATE:
Mascot Talks from Cone:



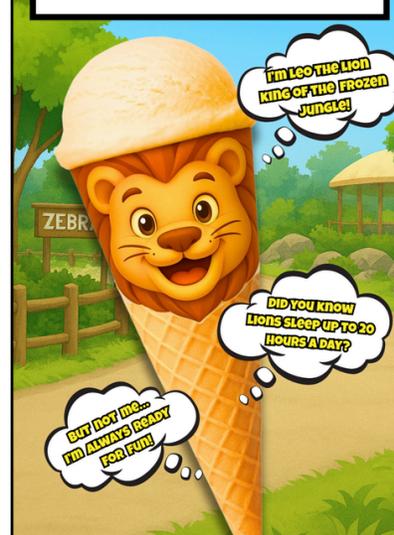
Visual: Leo's animated face appears on the cone blinking, smiling, and expressive.

ROAR sequence:
Interactive Motion Prompt



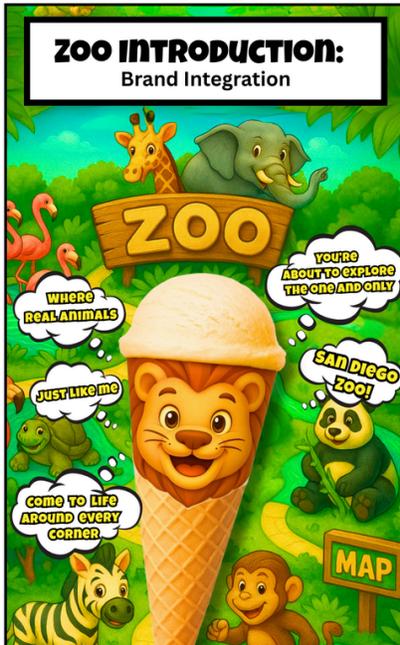
Visual: Leo's mouth opens wide in roar animation. Shock lines and minor shake effect emphasize volume.

NAME REVEAL:
Micro-Education



Visual: Leo looks proud. Sparkle around his head or subtle flash behind him.

ZOO INTRODUCTION:
Brand Integration



Visual: Background transitions to illustrated zoo setting silhouettes of animals, signage, trees, and map come into view.

ACTIVATE:
MASCOT BEGINS TO EMERGE



Visual: Blue glow radiates around cone. Energy ripple forms as Leo's body begins to emerge.

FULL MORPH:
Photo Prompt + CTA



Visual: Leo fully transforms from cone, landing upright with arms raised and a proud smile. Green bandana visible. Blue morph ring pulses under his feet for emphasis.

PURPOSE:

ILLUSTRATES THE MORPH CONCEPT FROM PRINTED CONE INTO FULL AR MASCOT CHARACTER

INTENT:

SHOWS THE POTENTIAL OF DIGITAL STORYTELLING
BRIDGES STATIC PRODUCT → IMMERSIVE EXPERIENCE
BUILDS INTEREST IN FUTURE IP EXPANSION



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PRODUCTION TIMELINE NOTE:

Our cones are still handcrafted and in pre-production prototyping.

A uniform design process is currently being developed to enable consistent digital recognition.

