

Hidden

→ Bringing the unseen to screen

SWR Media
3 X 1H
8K 22.2

Emmy-nominated production company, SWR Media presents a ground breaking new 8K travel show, featuring a 22.2 surround soundtrack





→ Series Overview

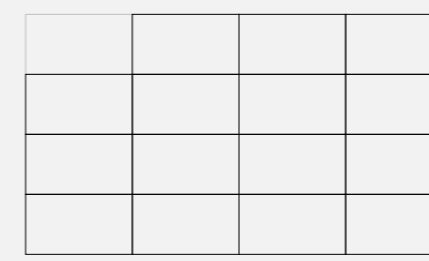
HIDDEN is a new, cinema-grade TV concept - the ultimate marriage between technology and storytelling. It brings to the screen things rarely seen, revealing them in definition not previously possible.

In this series, we literally reveal a world that has been hidden from the human eye. Over three episodes we will feature three countries in cutting-edge 8K resolution, with an immersive 22.2 surround sound-scape.

HIDDEN uncovers places, people and pastimes not usually featured in guidebooks, because of the inside knowledge and know-how needed to reach and experience them. The stories we tell and scenes we present, all tailored to benefit from the extreme resolution.

We highlight the remarkable elements of a country, and inspire our audience with the country less travelled, untouched by crowds and cliché.

We will show unseen destinations and tell new stories, made possible by local people who understand the country best. Resident adventurers and thrill-seekers - whether those thrills are in the outdoors, cultural or culinary.



→ 8K Production

The market for 8K screens is growing every year and will more than double by 2022. A marked lack of native 8K content makes this a particularly ripe opportunity to exploit. The 8K audience consists of high-value individuals, with significant disposable income, and an appetite for "risk" - influential early-adopters looking for their next enriching experience.

For the country's featured, and the networks sharing the content with the world, HIDDEN will deliver a first-mover advantage, and newsworthy PR. Yet the appeal of HIDDEN is not just about the quality of production. The substance of the content will draw an audience beyond an 8K-enabled core.

As more content is consumed at home, the audience is rapidly upgrading their home-cinema setup and developing a thirst for high resolution and high quality programming. The 8K production in HIDDEN is more than a gimmick, it's an opportunity to elevate the 'armchair travel' genre. With eight times the information as HDTV, and four times that of UHD, an 8K screen is a window to the world - and it's our mission to bring the unseen, and most inspiring vistas and stories to our viewers.





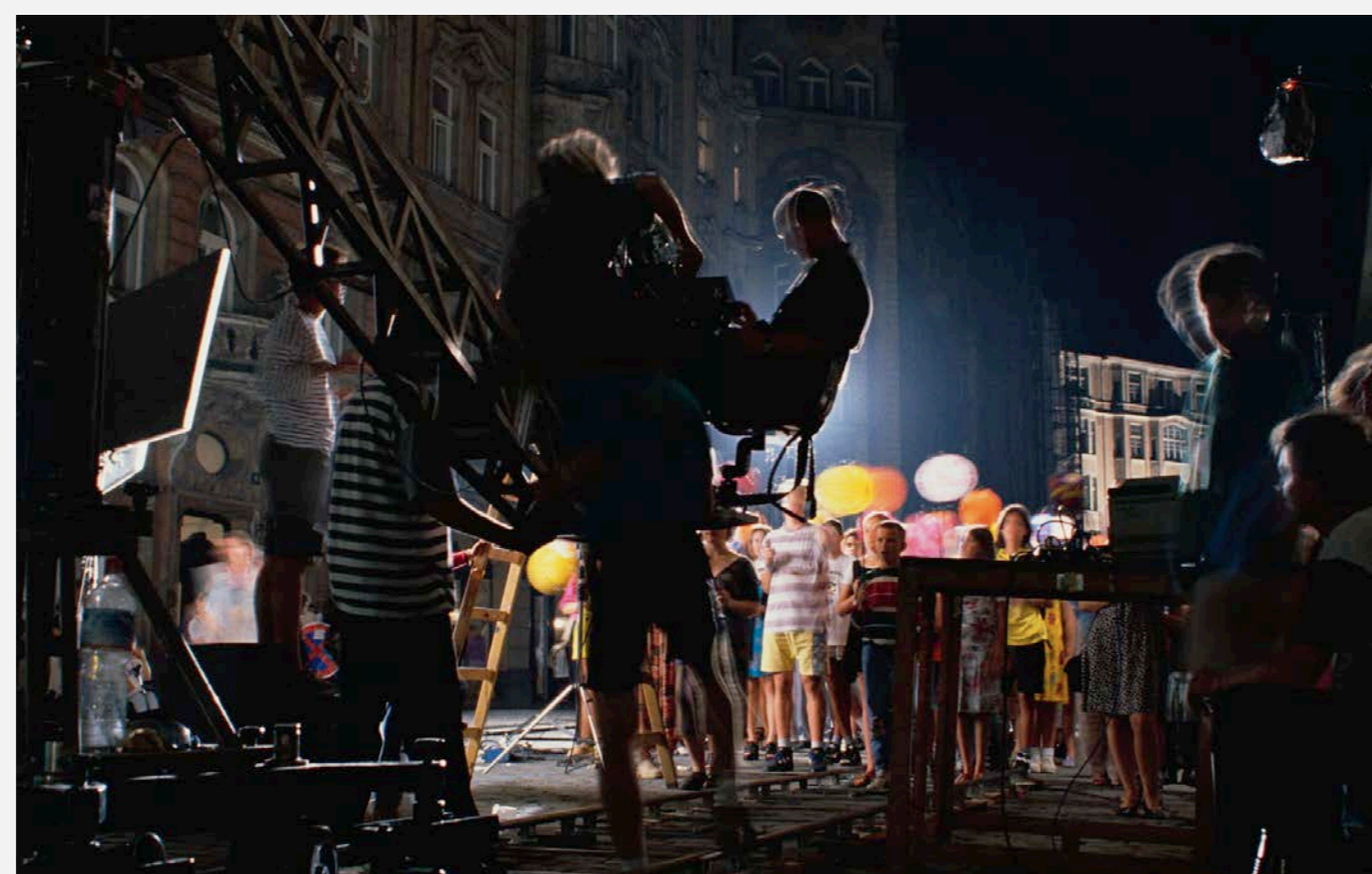
→ Rupert Everett English Language Voiceover

A wickedly debonair blend of Cary Grant and Joan Crawford, British actor Rupert Everett single-handedly conquered Hollywood with his performance alongside with Julia Roberts in My Best Friend's Wedding. Since then he has gone on to voice Prince Charming in Shrek 2, star in countless award-winning movies and host many feature documentaries for the BBC.



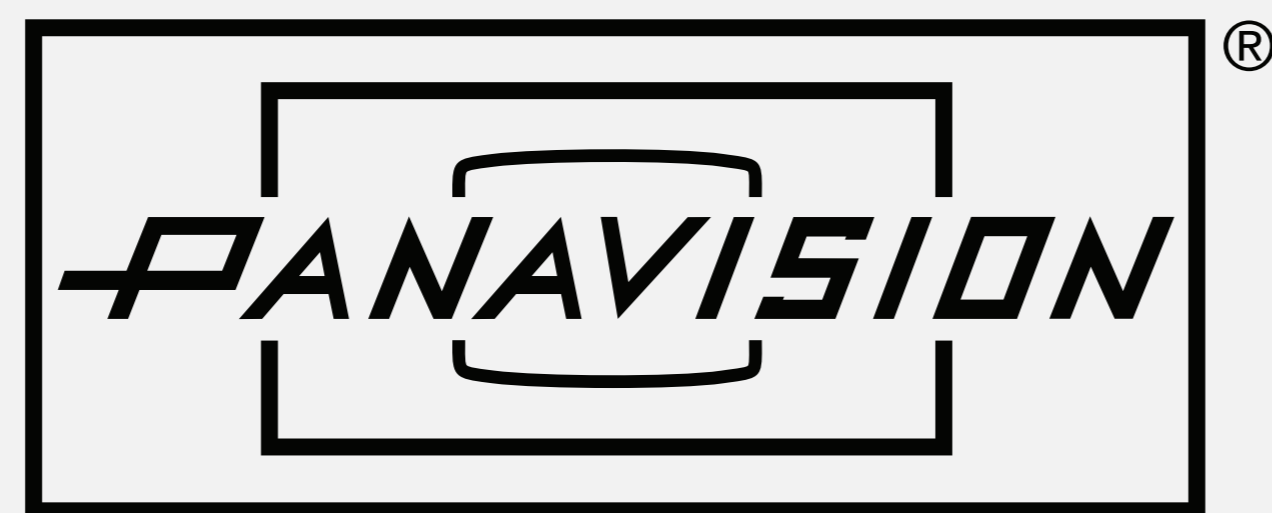
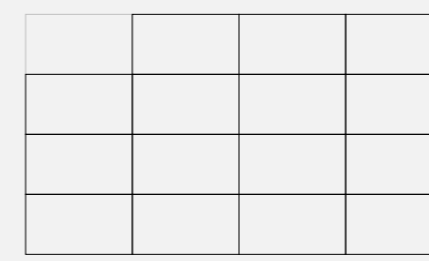
→ Daniel Sharp Director/Producer

Emmy-nominated producer and director Daniel Sharp has created award-winning travel shows on every continent. Whether riding motorcycles from the rainforest to the desert, or scouring Sicily for stories, Daniel's experience is deeply rooted in creating engaging travel content. He has worked on projects with Chris Martin, HRH Prince Harry, Henry Cavill, Paula Abdul, Ray Winstone, David Beckham and the cast from Harry Potter.



→ Camera Team

Our camera team's experience is unparalleled, with feature film and high-end commercial backgrounds, our operators have experience on the largest British franchises including Harry Potter and Bond. On HIDDEN, the small but qualified crew have access to cutting edge technology, cameras usually reserved for IMAX and theatrical films, and brand new omni-directional sound capture devices.



→ Partnerships

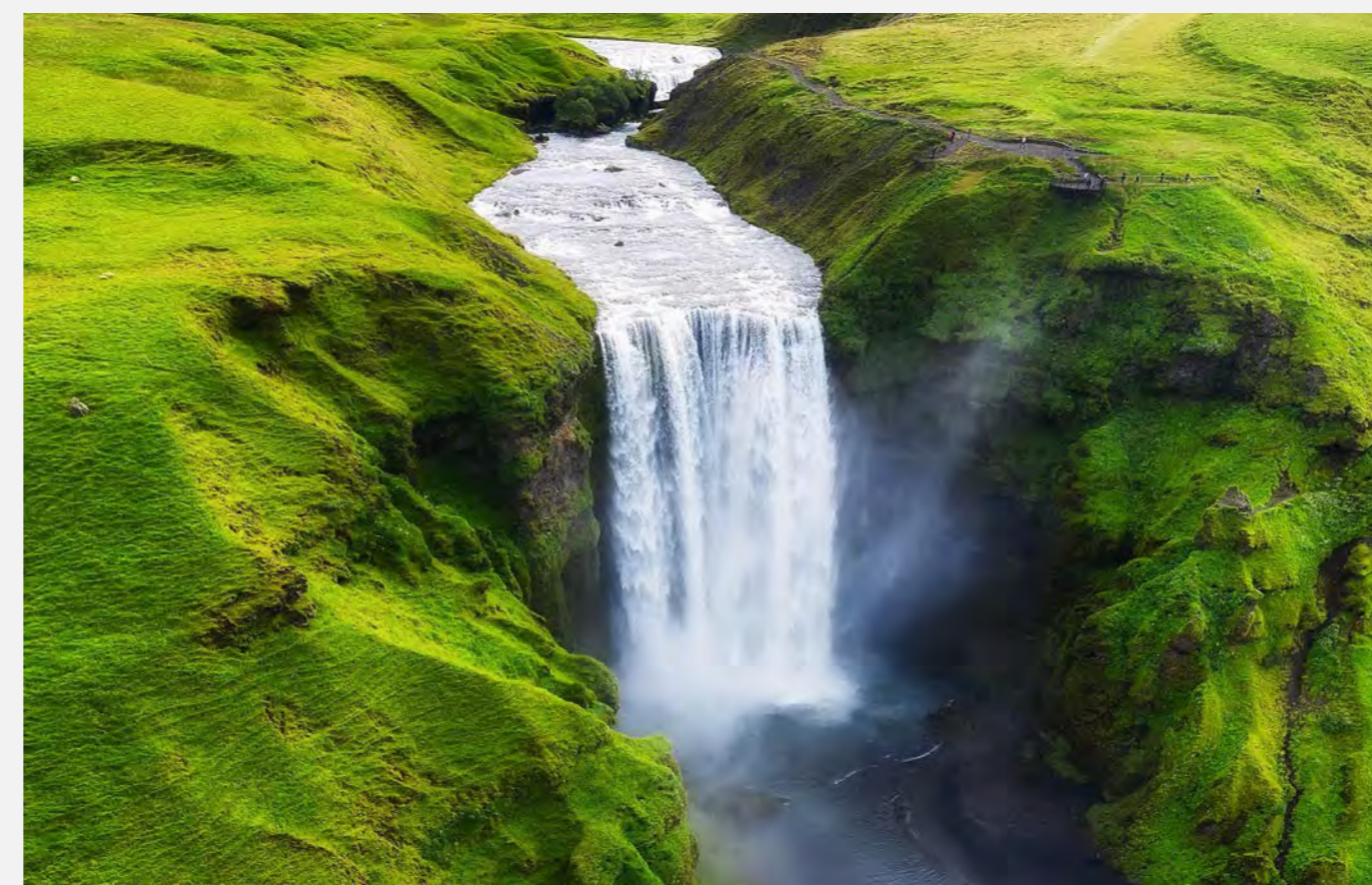
The production of HIDDEN is made possible with some key partnerships with industry-leading film companies. The production will utilise cameras and lenses typically reserved for Hollywood pictures, stripped down and modified to perfectly suit this production.

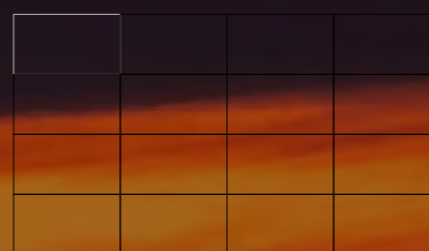
These partnerships give us the opportunity to bring stunning, never-before-seen vistas and scenes to our audience, without the huge expense of Hollywood production crews; as the technology evolves, these camera and lens companies see HIDDEN as the perfect example to show how accessible and powerful their products are.

On the post-production side, the United Kingdom's most successful and forward-thinking post-houses have partnered with us to create a 8K post production work-flow that allows us to quickly create the ultra high definition, surround side and HDR finished episodes.

→ **Destinations**

The production team are working to decide on which three destinations will form part of the first series. What follows are example episodes, based on research conducted with local fixers, but our team continues to search, whether for bush pilots scouring Alaska's hostile northern region, or Saudi Arabia's untouched ancient temples - we're committed to finding incredible locations, with fascinating stories our audience wouldn't have heard before.





Chile

→ Episode one



→ Chile

Off the coast of Chile lies the little known island of Mocha. While only a handful of people live there today, many years ago in 1839 a thriving whaling community dominated the island. It was then, that English explorer Jeremiah N. Reynolds came across stories of a white whale the locals called Mocha Dick - an elusive and cunning specimen that had alluded hundreds of hunters.

Reynolds wrote the 36-page short story 'Mocha Dick, the White Whale of the Pacific', which would inspire Herman Melville to write his classic novel, Moby Dick.

In this episode, we explore the island and meet the descendants of the whaling families that are still holding onto life on the island despite there being almost no shops, utilities and services.

We follow as they head off to the unique and rocky island shores for night fishing to feed their families, as they wade waist deep into the water, the fisherman search for gas-pockets that escape from the Earth's surface, bubble up through the water, and can be set alight. Fire burning on top of water, providing light, heat and a surreal spectacle.

For the remainder of our time in Chile we explore the northern and southern extremes, the country is over 2,600 miles long (and only about 100 miles wide), so inside one country we're able to experience different seasons, climates and dramatically different landscapes, from the Atacama, the driest desert on earth - to the glaciers on the southern tip, stretching out towards Antarctica.



→ Isla Mocha

Our first story takes us to Isla Mocha, as we explore the nearly deserted island and hear the story from the few remaining locals of how their ancestors discovered the gas pockets bubbling through the sea, and spent their days at sea chasing the elusive white whale that would come to inspire the classic Moby Dick.



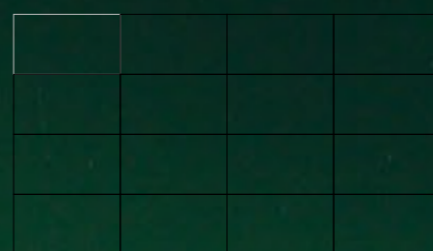
→ Atacama at Night

The Atacama desert survived 400 years without rain from 1570 to 1970. This high altitude, ultra-arid desert offers unseen treasures. The environment is too hostile for animals and plants meaning the clear, open and unpolluted skies offer some of the world's best stargazing. In this story, we follow intrepid scientists as they trek through the desert to the Atacama's highest point.



→ Chilean Huaso

Chile has a rich history of cowboys, as they drive cattle of the vast and mountainous terrain of southern Chile. We follow a small group as they embark on a five-day horseback mission to round up a 2,000 strong herd of cattle. We traverse through the epic mountain scenery, and sleep under the stars, and follow traditions that haven't changed for hundreds of years.



Iceland

→ Episode two





→ Iceland

In a country where fire and ice function side-by-side, this episode explores the incredible natural phenomenon that Iceland offers, and the hardy local people who live day to day with these harsh conditions.

We learn about the Icelandic way of life as we visit the people who live in the protected Vatnajökull national park. We follow a small group as they explore the ice-caves, wild-camping under the northern lights and searching out incredible scenes in this ever-changing landscape.

While the famous Blue Lagoon attracts tourists from all over the world who flock to bathe in the medicinal waters, we explore the countryside in search of new and undiscovered lagoons, spots only the locals know about and keep hidden for themselves.

Finally we tour the dramatic coastline, an 800-mile journey that touches the volcanic cliffs, cinematic fjords, the highland and lowlands and black beaches littered with ancient ships, war-planes and other victims of the country's harsh environment.



United States

→ Episode three



→ United States of America

While the United States is well travelled and well known, hidden gems remain, national parks that are barely explored, and far-flung vistas, rarely seen.

In this episode we meet the bush-pilots who live in Alaska's northernmost region, we follow them as they embark on an adventure in search of the perfect playground for their modified single-engine aeroplanes. The bush-pilot culture has grown strong in this part of the country, where there are more aircraft than roads, flight is a necessity, and these pilots have perfected the art of taking-off and landing on small, treacherous stretches of beach, cliff-tops and dried lake-beds.

We then move to the state of Montana, the high-elevation landscape experiences extreme seasons - winters where temperatures plunge to -30°C , and summers that scorch the earth. We meet the ranchers whose families have held land here since the state was founded in 1889, we see their way of life and traditions that have barely changed since the original pioneers moved across the wild-west.

Further south in the state of Utah, we explore the national parks, famous for a few recognisable vistas, but tourists always overlook the 1,300 square miles of landscape that has been sculpted by 250 million years of geological activity. To help us navigate this vast area, we meet with the indigenous people, Native Americans who have lived in the area for 15,000 years. They share the stories, landmarks and songs to help navigate the vast terrain.



Production

→ **SWR Media**

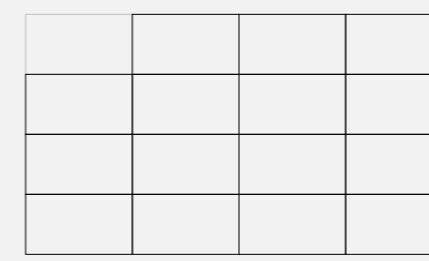
SWR Media is an Emmy-nominated production company based in London and Los Angeles.

For years, the team at SWR Media have been making cutting edge, ultra-high-definition television content that has been broadcast on the BBC, Discovery Channel, Science Channel, Amazon Prime, Netflix, Channel Four, Travel Channel and many more networks around the world. As early-adopters, we entered the 4K/UHD market in 2013, since then developing work-flows to deliver ultra-high definition, HDR, Dolby Atmos programming.

Recently we have worked alongside global talent including HRH Prince Harry, David Beckham, Henry Cavill, Rupert Everett, Ray Winstone, Paula Abdul, Chris Martin and many others to bring engaging content to the screen.

We are a production outfit trusted by international broadcasters, brands including Rolls Royce and Tag Heuer, and worldwide tourism authorities - delivering content every year that consistently attracts high ratings, press coverage and awards.





→ **SWR Media**

Production Company
www.swr-media.com



→ **Off the Fence**

Distribution Company
www.offthefence.com/distribution

→ **Producer**

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