



SUCCESS STORY



D-DAY EXPERIENCE

NORMANDY, FRANCE

Bringing History To Life

The D-Day Experience is located in Saint-Comedus-Mont, Normandy, and is spread out over more than 10,000 m². To create an **entertaining and educational experience**, operators had to strike a delicate balance between something that maintains a healthy dose of reverence for the infamous battle, yet is still loads of fun for visitors of all ages. The site has grown into a must-see destination over the years giving visitors a unique opportunity to relive an incredible experience. Today, the D-Day Experience features two museums, a giant 3D screen cinema, a memorial dedicated to airborne troops, a souvenir shop,

a military antique shop, plus **its piece de resistance: a 4D immersive flight simulator.**

The Story Of Our Partnership

It wasn't long after opening that operators realized the museum would need to enhance its offering and deliver a guest experience that would surpass the usual expectations of a traditional museum. That's when **Triotech CL Corp division was enlisted to 'elevate' the visit to an adventure** - a task that the team took in a very literal sense.

A Truly Unique 4D Dynamic Flight Simulator

To transport visitors back in time to the historic year of 1944, the creative team had to create and customize the entire experience from scratch. By utilizing an actual C-47 built in 1943 and enhancing the experience with the sights, sounds and smells of D-Day, the hyper-realistic 4D flight simulator delivers an immersive, multisensory experience that is truly unforgettable. The addition was a windfall for operators as it increased interest in the museum exponentially and dramatically increased the number of visitors since they opened.



Big Challenges

Once the initial idea for a 4D simulator ride was created and approved, the team at CL Corp Division realized the challenges in making this a reality were going to be enormous. Because this type of experience is unlike anything else in the world, there was no ‘template’ to follow or learn from. First of all, a 3D scan of the plane had be done to determine the point of balance that will

allow motion of the antique C-47. The creative team had to install the aircraft on a pneumatic cylinder platform and separate the wings from the fuselage so that it could efficiently move in 3 dimensions. Therefore, it was necessary to plan everything ahead of time, calculate every little detail, and think ahead to anticipate any obstacles that would impede progress.

DETAILS

26	SEATS
100%	REAL AIRCRAFT
1943	THE YEAR THE AIRCRAFT WAS BUILT
+800%	INCREASE IN THE NUMBER OF VISITORS BETWEEN 2014 AND 2019

RESULTS

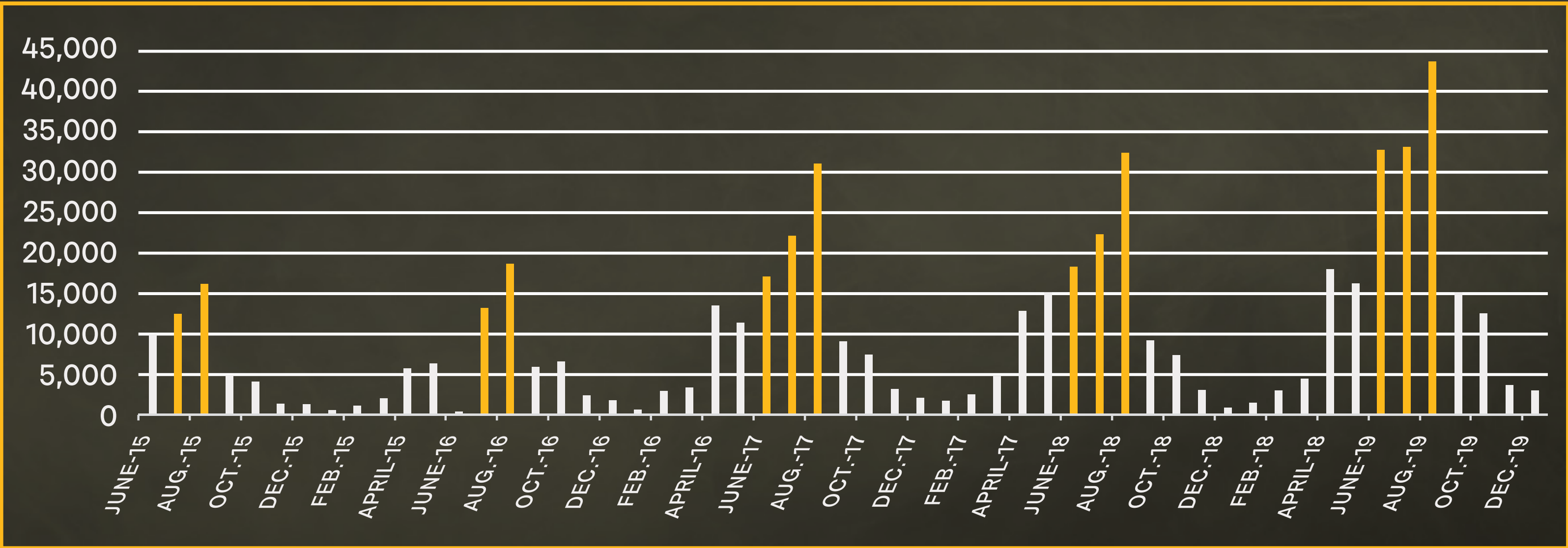
25,000	SHOWS SINCE OPENING DAY
+600K	VISITORS SINCE OPENING
190K	VISITORS IN 2019 COMPARED TO 20,000 VISITORS IN 2014



Meeting CL Corp was one of those moments that literally changed our business. Without them, we would never have added this exciting experience to our attraction and we would not be where we are now. The immersive ride made all the difference in the world, because we went from being a small local museum to a must-see attraction. And the attendance figures speak for themselves.

— Emmanuel Allain,
Museum Manager D-Day Experience

Pattern Of Attendance
Visitors/Month



Bigger Rewards

The end result offers guests the opportunity to experience what it must have been like for the soldiers of the 101st Airborne - the heavy gusts of crosswinds, the noise of the engines, the stench of war, the explosions all around. By effectively recreating the tumultuous flight over the English Channel and Normandy, they have delivered a spectacular, completely immersive adventure that’s fun and educational for all ages.

Experts In 4D Attractions

Over the years, Triotech CL Corp. has developed a sterling reputation for the high quality of their customized attractions and their ability to create exciting ‘edutainment’ experiences for museums, aquariums and tourist attractions. Designed to be enjoyed by the whole family, the 4D motion simulator can be adapted to all types of entertainment locations including location based entertainment (LBE), visitor attractions, family entertainment centers (FEC) and amusement parks.



About Triotech

Triotech is the creator of award-winning immersive and interactive media-based attractions for the entertainment market. With thousands of attractions and games deployed in 65 countries across all continents, more than 985 million guests have lived a Triotech experience over the last 20 years. Triotech creates attractions such as Interactive and 4D Theatres, Dark Rides, VR attractions, Flying Theaters, Walkthroughs, Dark Coasters, edutainment experiences, and a multitude of coin-op games. Triotech offers integrated turnkey solutions including content developed in its own studio in Montreal, Canada. Founded in 1999, Triotech is a privately held group with over 200 employees deployed in Canada, Europe, the USA, and Asia.

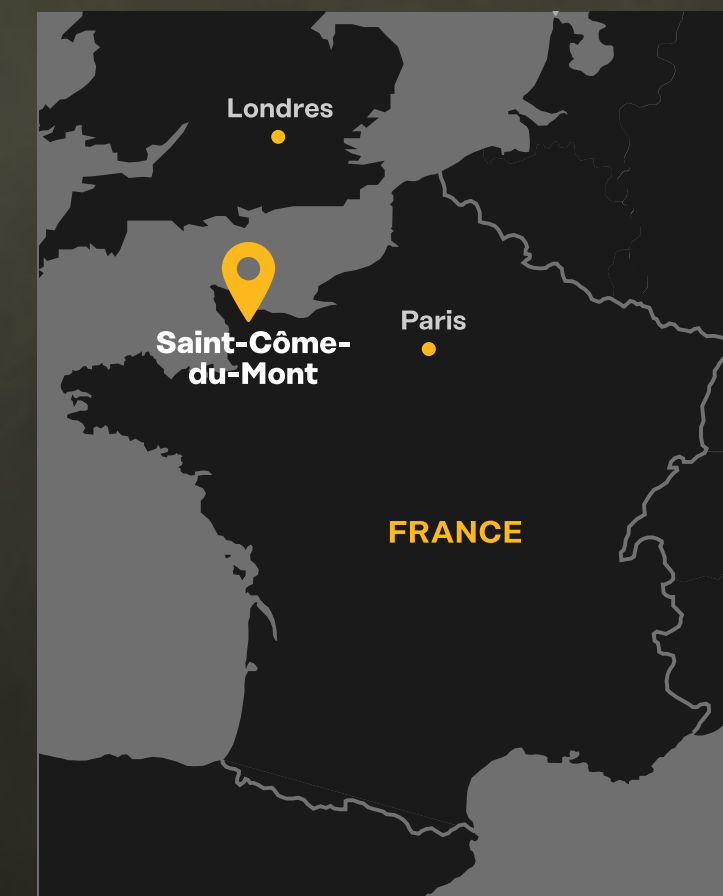


Fun Fact

The C-47 used in the D-Day experience was actually enlisted to drop American paratroopers behind enemy lines on June 6, 1944. It was repurposed by the British Royal Mail after the war and then put on display in an airfield. Years later, it was purchased by Steven Spielberg, who used it as a prop for his mini-series, Band of Brothers.

Tourism In Normandy, France

Located in northern France, Normandy welcomes 16 million visitors every year. In 2014, when the D-Day Experience was nothing more than a local museum, 21,000 visitors walked through the doors. 5 years after adding the C-47 immersive ride, the museum now welcomes over 190,000 guests per year.



CONTACT US

TRIO-TECH.COM

TRIOTECH HEAD OFFICE

6995, Jeanne-Mance,
Montreal, Canada H3N 1W5
+ 1 514-354-8999

TRIOTECH FRANCE

6, Allée de la Croix Verte,
35650 Le Rheu, France
+33 2 99 52 11 97