

JFK MEMENTO

A CHRONICLE OF THE ASSASSINATION

For the 60th anniversary of John F. Kennedy’s assassination, step back in time and explore the 1963 historical events that shook the world with “JFK Memento,” a chronicle of the assassination of President Kennedy and the investigation that followed.

This 40-minute immersive documentary takes viewers on a journey through the past, illustrated with archival videos, photos, and artifacts remastered in 3D for virtual reality (VR) and told by witness accounts of that day.

A 3D IMMERSIVE EXPLORATION OF AMERICAN HISTORY

“JFK Memento” lets the audience understand this major event in American history from the inside, thanks to VR. Downtown Dallas and its emblematic Dealey Plaza crossed by Kennedy’s limousine, the Book Depository where a rifle was found, the Police headquarters...

The film immerses viewers in the **environments recreated accurately and faithfully as they were when events unfolded in 1963**. To achieve this goal, TARGO utilized original floor plans, on-site laser scans, photogrammetry campaigns, and advanced 3D reconstruction techniques.



A DIVE INTO NEVER-BEFORE-SEEN REMASTERED ARCHIVE FOOTAGE

Minute by minute, “JFK Memento” freezes time to recreate snapshots of history using the films and photos of the event. TARGO collaborated with The Sixth Floor Museum at

Dealey Plaza in Dallas, renowned for its extensive collection of materials related to the assassination and its aftermath, to develop these breathtaking immersive vignettes.

Once these seminal archival items were digitized at the highest resolution possible, TARGO's technical teams developed a pioneering remastering process. Thanks to AI, stereoscopic conversion, and 3D projection of items in reconstituted locations, viewers can watch sixty-year-old archives turn back to life in 3D around them in a vibrant and realistic immersion.

With lively crowds from the archives, vibrant textures & colors from the original locations, and sound archives, the result is **a hyper-realistic immersive experience that will make viewers feel they are actually there.**



AN INTIMATE FACE-TO-FACE CONNECTION TO HISTORY

"JFK Memento" connects viewers with the past by creating a direct link with those who experienced it. Reporter, bystander, detective, relative, museum curator... The documentary features **five unique and insightful interviews with first-hand witnesses of the events** surrounding President Kennedy's assassination.

The viewers meet these witnesses interviewed at home, in the present tense, and experience the past through their story in a tangible and lively new take on history.

A NARRATIVE EXPERIENCE FOR ALL AGES

Produced with the support of Meta and in collaboration with the Sixth Floor Museum at Dealey Plaza, "JFK Memento" is designed as an educational documentary suitable for families. **It does not feature graphic depictions of the assassination.** The focus is on presenting historical facts in an immersive and engaging way for viewers who want to learn more about the events of that fateful weekend in Dallas, Texas.

ABOUT

"JFK Memento" will be available to the public online starting November 2023 in Meta Quest headsets.

TARGO is an Emmy®-nominated virtual reality documentary studio producing accessible and high-quality virtual reality stories for the general public.

The Sixth Floor Museum at Dealey Plaza chronicles the assassination and legacy of President Kennedy and explores the history of the 1960s through collections, special events, and educational programs.

Meta offers VR and AR experiences that transform learning thanks to immersive technology.

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TARGO



THE SIXTH FLOOR MUSEUM
AT DEALEY PLAZA

∞ Meta