Starting Up Virtual Tours Quickly
Webinar

> The Webinar Will Begin Just After 11am…
>
> Please Stand By

Monday, March 30, 2020

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Presenters

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What is VR?

- An environment other than your own that is presented in such a way that the user is immersed in a different place

- Immersion takes two principal forms

  - ➤ Photo / Video / Scan of *Real World*

  - ➤ *Generated Imagery of* Interpreted World

- It enables **not only visualization**, but just as importantly, **contextualization and meaning**.

- To realize contextualization and meaning, your user ***does not*** need a high-end headset, only a phone

Basic VR Content Development and Publishing

	USE CASE:	EXAMPLE:	CONSUMER GRADE EQUIPMENT:	FREE PUBLICATION PLATFORMS:
360° Picture	Visualize a space	Guggenheim Museum from Google Arts & Culture (LINK)	• Insta360 OneX • Ricoh Theta V • Garmin VIRB360	• Youtube 360 (App also has cardboard view) • Facebook • Vimeo • Oculus Store • GearVR Store
360° Video	Learn directly from an interpreter	Thomas Edison National Historical Park on Youtube (LINK)		

How can VR help?
How should you think about it?

Context and meaning are different for various environments

- **Public Land**—explore the park, meet endangered species, visualize alternate seasons

- **Historic Sites**- feel the grandeur of what made that place important and engage with historically important artifacts

- **Museums**—Get behind the casings and explore collections

People are stuck at home, alone, detached from community and culture… **provide that connective tissue**

What programming do you deliver on-site?

How can that be scaled and ported into a virtual environment?

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Adding interpretation to VR content

		USE CASE:	EXAMPLE:	PUBLICATION PLATFORMS:
360° Picture →	**360° Interactive Picture**	Interacting with the environment, learning its relation to important primary sources / concepts	**Indoor:** Fords Theatre **Outdoor:** East Bay Parks	**Self-Develop** • Virtual Tour Creator • Pano2VR **Developed For You** • TimeLooper
360° Video →	**360° Movie**	Want to show a visual environment that does not exist today (past or future)	**Cinematic:** Federal Hall	

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You already have the content
NO NEED TO REINVENT THE WHEEL

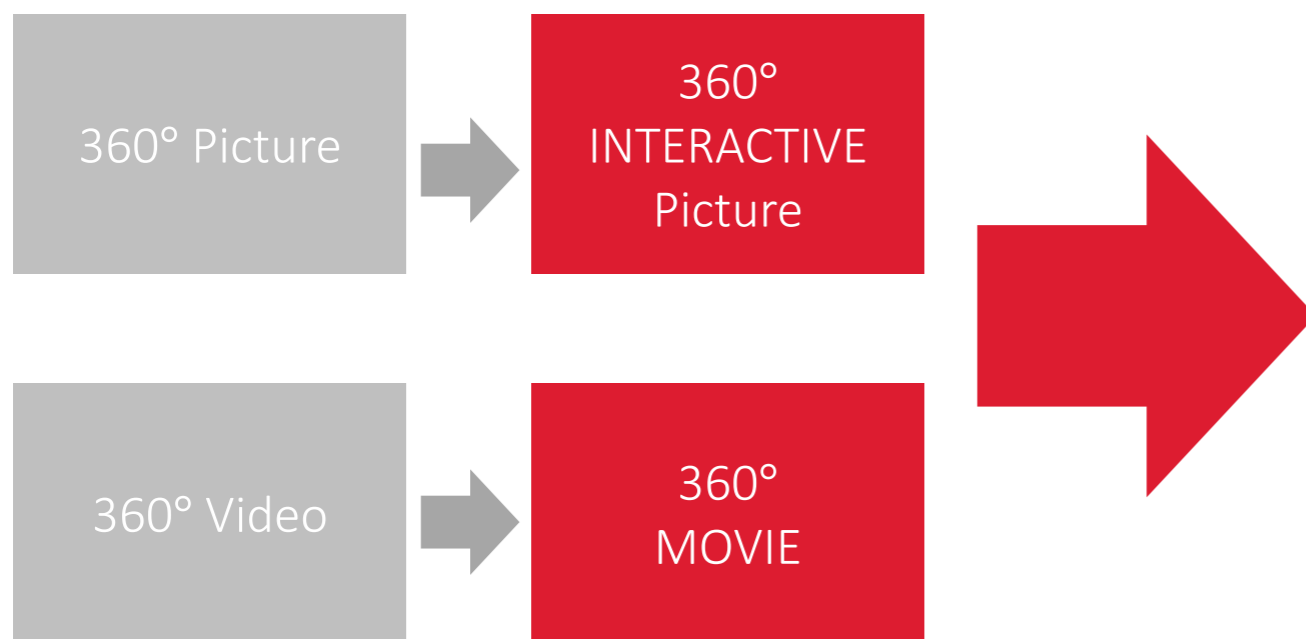**Deploy your existing interpretive guides and lesson plans**
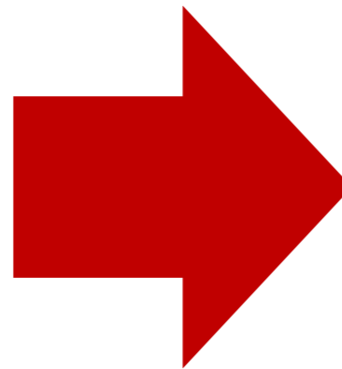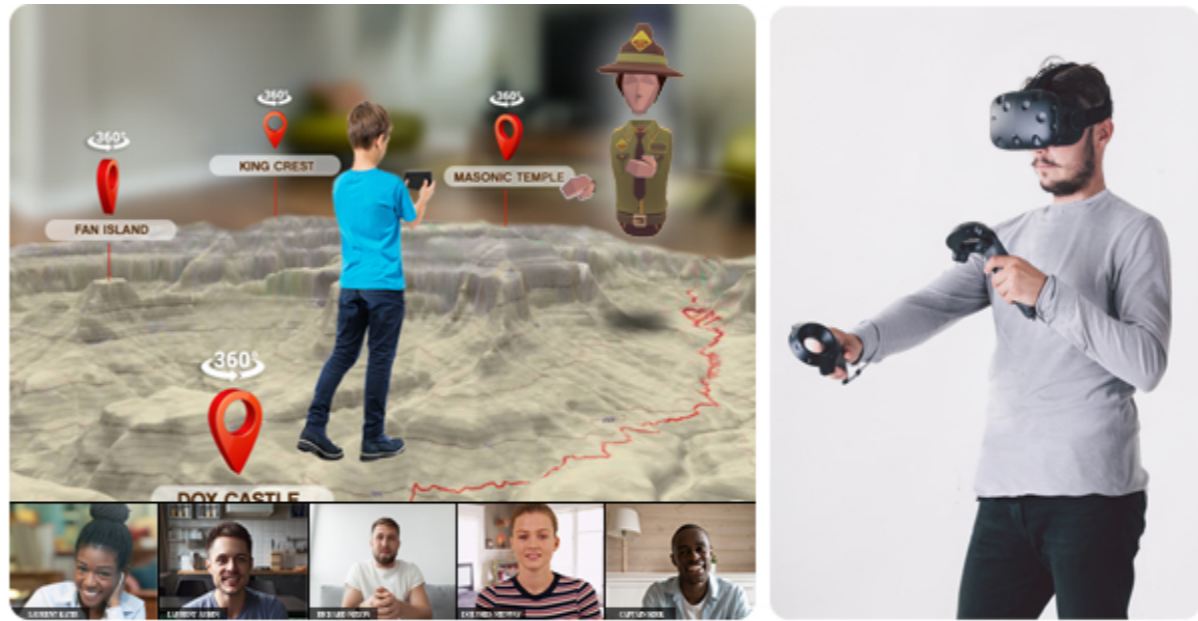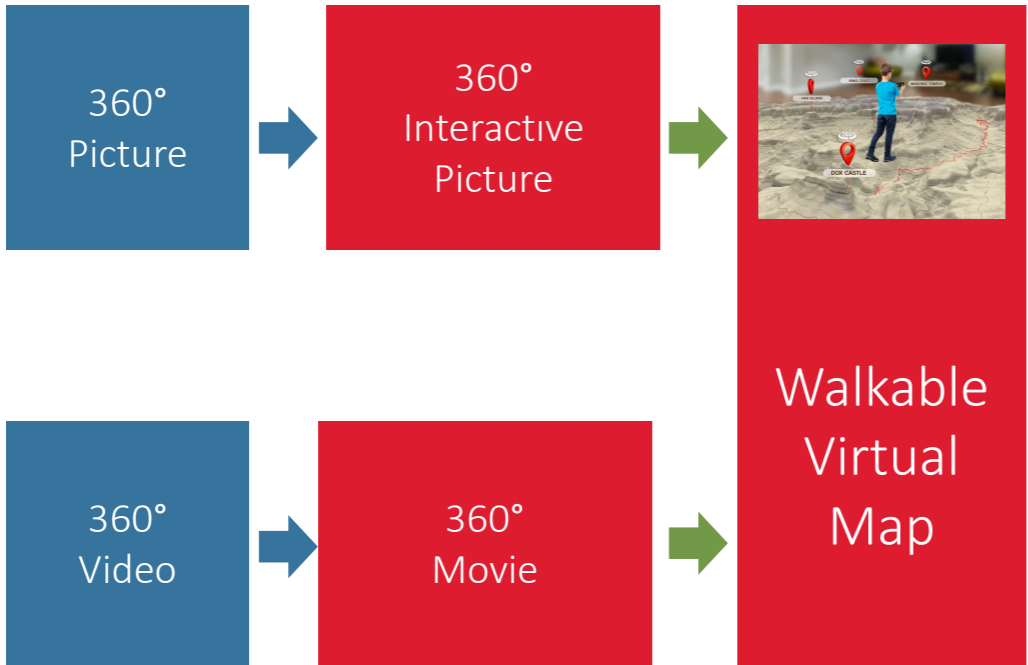
Into your virtual tour (Overlay an interactive)

Aggregate individual content experiences to replicate the customer's physical journey

360°content from different vantage points are more

powerful when the user knows where those points are in relation to the site.

360° Picture	→	360° INTERACTIVE Picture

| 360° Video | → | 360° MOVIE |

WALKABLE VIRTUAL MAP

360°
KING CREST

360°
MASONIC TEMPLE

360°
FAN ISLAND

360°
DOX CASTLE

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Add LIVE VR Tour Sessions

VR CONFERENCING

All of the products discussed so far have been ON-DEMAND

- One-way interpretive communication
- One-size fits all content journey
- Self-guided

Facilitate LIVE VR tours for every content type

- ✓ Two-way interpretive conversation
- ✓ Dynamic content journey to meet individual groups' needs
- ✓ Facilitated tours

How quickly can I stand this up?

TIME

360° Movie

COVID19 Sweet Spot

Content

360° Video

360 °
Interactive
Picture

Features

Interactive
Map

VR
Conferencing

360° Picture

INTERPRETIVE EFFECTIVENESS /
RESOURCE IMMERSION LEVEL
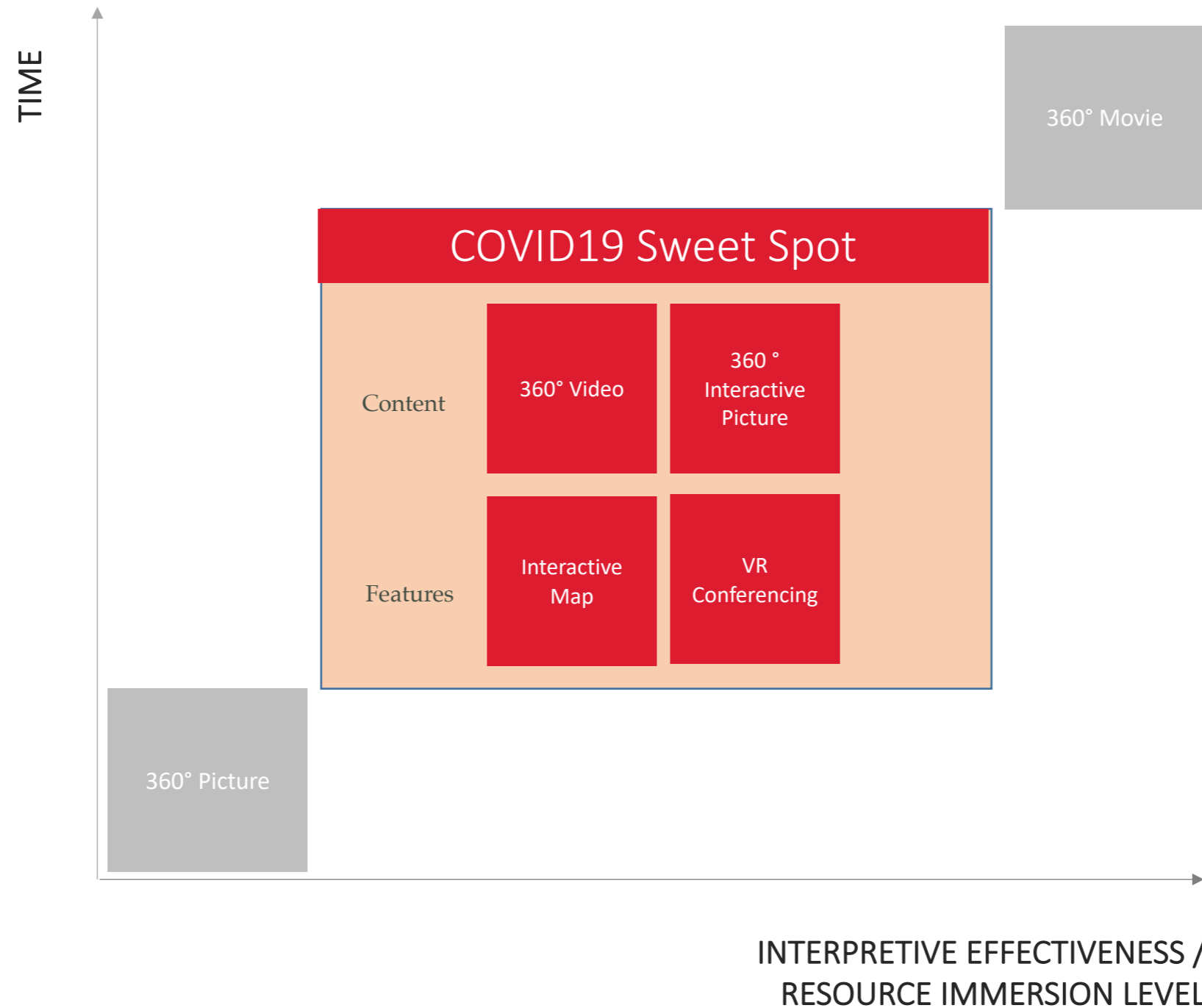
This isn't *Field of Dreams*

"If you build it, they will come" is NOT effective marketing

Digital Placement

Website Notifications

Social Media

Direct Outreach
- ✓ **Newsletters to donors / members**
- ✓ **Outreach to schools / group visitors**

Best Practices

✓ Find a partner committed to **keeping their platform updated** in the ecosystem (i.e., Google, TimeLooper push updates)

✓ Start with enough to be substantive, but **don't try to be comprehensive**
  - ➢ 3-5 experiences and or points is enough to get started

✓ Develop with specific audiences / pain points in mind
  - ✓ Use your EXISTING interpretive journeys / lesson plans

✓ Grow over time

✓ You don't need a headset

✓ Start quickly, fail quickly, iterate

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TimeLooper's Response to COVID19

TimeLooper is Supporting PLA Partners Through the Crisis by offering its core products:

- ✓ Content development
- ✓ Content deployment / platform
- ✓ Walkable Map
- ✓ VR Conferencing / Tour Functionality

Free for the duration of the COVID19 Crisis

Link to sign-up via Google Forms

Resources / Links

Type	Option	Link
Cameras	Insta360 OneX	https://www.insta360.com/product/insta360-onex
	Ricoh Theta V	https://theta360.com/en/about/theta/v.html
	Garmin VIRB 360	https://buy.garmin.com/en-US/US/p/562010
Content Development Platforms	• Virtual Tour Creator	https://www.istaging.com/en/
	Pano2VR	https://ggnome.com/pano2vr/
	TimeLooper	www.timelooper.com
Content Publication Platforms	YouTube	https://support.google.com/youtube/answer/6178631?hl=en
	Facebook	https://www.facebook.com/help/1034992109915258
	Vimeo	https://vimeo.zendesk.com/hc/en-us/articles/115001877167-Uploading-360-video
	Oculus Store (Must be an Custom Built Application)	https://developer.oculus.com/distribute/publish-uploading-mobile/
	GearVR Store (Must be an Custom Built Application)	
	TimeLooper / White Label	www.timelooper.com
Hardware	OculusGo / OculusQuest	www.oculus.com
	HTC Vive	https://www.vive.com/us/product/vive-virtual-reality-system/

Questions?

Thank You!

Reach Out With Questions

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