Starting Up Virtual Tours Quickly

Webinar

The Webinar Will Begin Just After 11am…

Please Stand By

Monday, March 30, 2020
Presenters

Andrew Feinberg
TimeLooper

Yigit Yigiter
TimeLooper
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:
- **360° Picture**
  - Visualize a space
- **360° Video**
  - Learn directly from an interpreter

### EXAMPLE:
- **Guggenheim Museum from Google Arts & Culture** (LINK)
- **Thomas Edison National Historical Park on Youtube** (LINK)

### CONSUMER GRADE EQUIPMENT:
- Insta360 OneX
- Ricoh Theta V
- Garmin VIRB360

### FREE PUBLICATION PLATFORMS:
- Youtube 360 (App also has cardboard view)
- Facebook
- Vimeo
- Oculus Store
- GearVR Store
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?
Adding interpretation to VR content

**USE CASE:**
- **360° Picture to 360° Interactive Picture:** Interacting with the environment, learning its relation to important primary sources / concepts
- **360° Video to 360° Movie:** Want to show a visual environment that does not exist today (past or future)

**EXAMPLE:**
- **Indoor:** Fords Theatre
- **Outdoor:** East Bay Parks
- **Cinematic:** Federal Hall

**PUBLICATION PLATFORMS:**
- **Self-Develop**
  - Virtual Tour Creator
- **Developed For You**
  - TimeLooper
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.
Add LIVE VR Tour Sessions

VR CONFERENCING

- 360° Picture
- 360° Interactive Picture
- Walkable Virtual Map

- 360° Video
- 360° Movie

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?

INTERPRETIVE EFFECTIVENESS / RESOURCE IMMERSION LEVEL

TIME

COVID19 Sweet Spot

Content
- 360° Video
- 360° Interactive Picture

Features
- Interactive Map
- VR Conferencing

360° Picture

360° Movie
This isn’t *Field of Dreams*

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

**Digital Placement**

- **Concord Hills Regional Park**
  
  **Notice:** Concord Hills Regional Park is in land bank status. There is NO PUBLIC ACCESS to Concord Hills Regional Park at this time.

  **Virtual Reality Tour**
  
  To view a virtual tour of the park, and discover the history and future plans, please download the free Timeloper App to your tablet or smartphone. Concord Hills is one of your Regional Parks that can be explored for free through this app. [Apple App Store](https://apps.apple.com) | [Google Play Store](https://play.google.com)

  - Future Park Plans
  - About The Park
  - In The News
  - Visit the Park in Virtual Reality
  - Photos
  - Video

  **About The Park**

  On Saturday, July 13, 2019, a formal signing ceremony took place at the former Concord Naval Weapons Station to celebrate the transfer of 2,887 acres to the East Bay Regional Park District for Concord Hills Regional Park. The transfer was the culmination of more than 20 years of community support and advocacy. An additional 327 acres are set to transfer to the Park District at a later date.

  The new park, along with a planned visitor center, will integrate the human history of the Concord Naval Weapons Station site with the natural history and outdoor recreational opportunities.

**Website Notifications**

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

**Social Media**

Pacific Historic Parks @pacificparks

1 day ago

Experience the #USSArizona virtually through this FREE app brought to you by Pacific Historic Parks, the National Park Service and @timelooper. Watch this quick tutorial on how to download the app onto your smartphone:
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
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

<table>
<thead>
<tr>
<th>Type</th>
<th>Option</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pano2VR</td>
<td><a href="https://ggnome.com/pano2vr/">https://ggnome.com/pano2vr/</a></td>
</tr>
<tr>
<td></td>
<td>TimeLooper</td>
<td><a href="http://www.timelooper.com">www.timelooper.com</a></td>
</tr>
<tr>
<td>Content Publication Platforms</td>
<td>YouTube</td>
<td><a href="https://support.google.com/youtube/answer/6178631?hl=en">https://support.google.com/youtube/answer/6178631?hl=en</a></td>
</tr>
<tr>
<td></td>
<td>Facebook</td>
<td><a href="https://www.facebook.com/help/1034992109915258">https://www.facebook.com/help/1034992109915258</a></td>
</tr>
<tr>
<td></td>
<td>Oculus Store (Must be an Custom Built Application)</td>
<td><a href="https://developer.oculus.com/distribute/publish-uploading-mobile/">https://developer.oculus.com/distribute/publish-uploading-mobile/</a></td>
</tr>
<tr>
<td></td>
<td>GearVR Store (Must be an Custom Built Application)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TimeLooper / White Label</td>
<td><a href="http://www.timelooper.com">www.timelooper.com</a></td>
</tr>
<tr>
<td>Hardware</td>
<td>OculusGo / OculusQuest</td>
<td><a href="http://www.oculus.com">www.oculus.com</a></td>
</tr>
</tbody>
</table>
Questions?
Thank You!

Reach Out With Questions

andrew@timelooper.com
yigit@timelooper.com