

Capturing your world in



# Advances in Images and Video

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September 20<sup>th</sup> – TTI Autumn Conference - London

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## Technology – Standard 360° Images...

- It's possible to embed in a website.
- Just displayed as standalone images or in a gallery.
- Quite a standard implementation.
- Where does this road take us..?



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## Technology – The Problem with Virtual Tours...

Its possible to add all manner of bells and whistles...

And possibly end up with a very expensive Virtual Tour that becomes out of date, and can't easily be updated....



## Advances in Imagery and Video...

### So what are the issues:

- Understand the options
- How you acquire the content
- How you manage it
- How to roll it out in the real world
- How you leverage it
- How to make it cost effective



## Leverage the Content

A standard 360° still image can be used in several ways:

- As part of a Website viewer
- On Google Streetview / Maps
- As a 360° image on Facebook
- As a conventional video on Twitter and Instagram
- As a 360° video on YouTube



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360°  
PANORAMIC  
IMAGING

## Technology – Google Maps / Streetview





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# Technology – 360° Images in Facebook

A screenshot of a web browser displaying a Facebook post from the "Cunard" page. The browser's address bar shows the URL: https://www.facebook.com/cunard/photos/basw.AbpLaWojplilyTiGeeYGVWPRSjFuvTLku93Unb4uOI2Te3qbx6ncZ3m3T1mkY3sntL\_ajtHP5l6Uset6lqjVbRZkQ7gnGEoXpN0UyoPick3C6g. The post features a large 360-degree panoramic image of a luxurious ship cabin. The cabin has dark wood paneling, a white console table with two lamps, a television, and a patterned rug. To the right of the image is the post's text and interaction area. The text describes the "Grand Suites" and includes a link. Below the text are buttons for "Like", "Comment", and "Share", along with a notification that "You and 1K others" have interacted. There are also two comments from users "Beth Rice" and "Carole Bradbury". At the bottom of the post is a "Write a comment..." input field.

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## Technology - 360° Stills to 360°Video

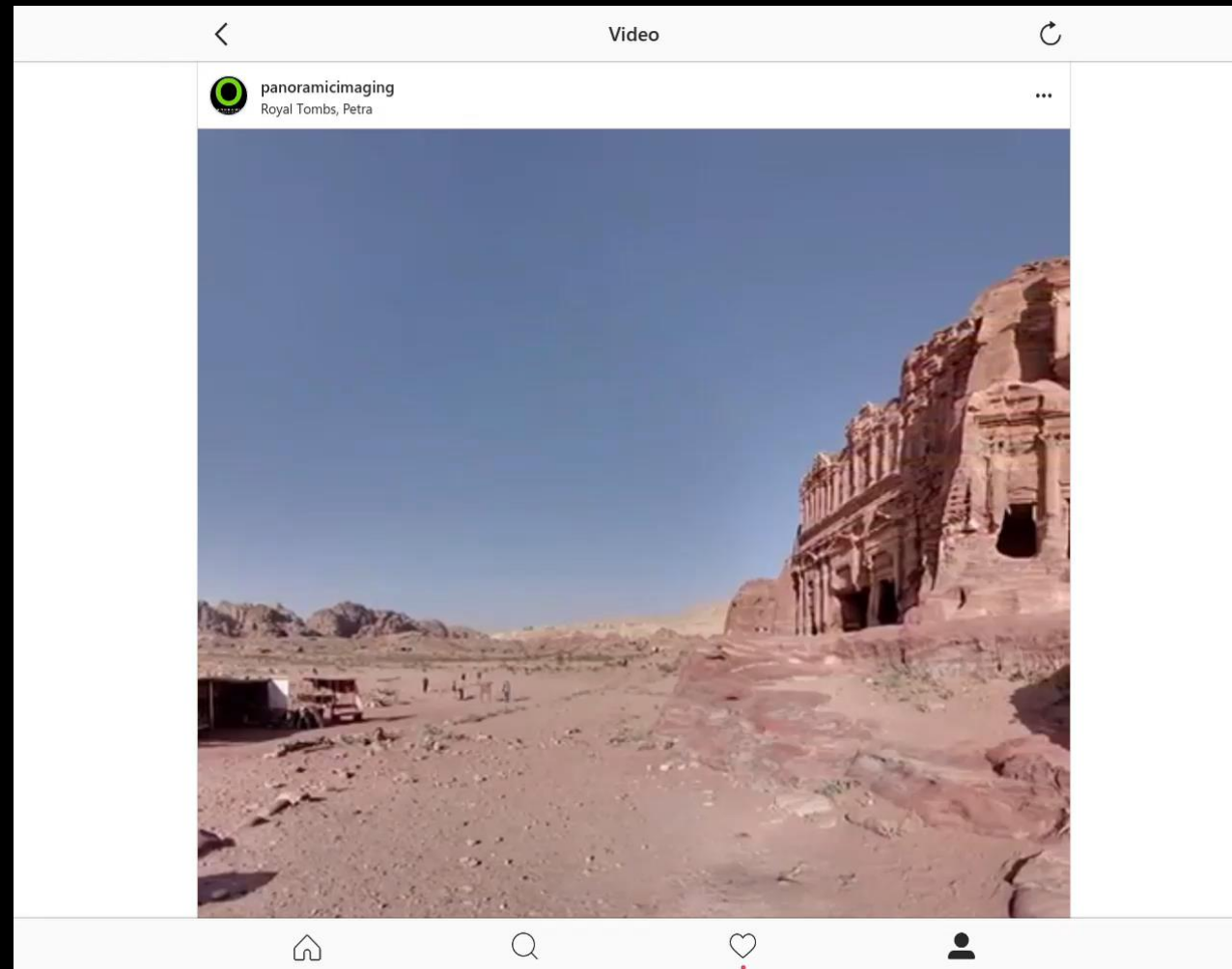




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## Technology – 360° Images in Instagram...



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## Technology – 360° Images in Twitter...

A screenshot of a Twitter interface. The top navigation bar includes icons for home, search, notifications, and messages, followed by a search bar and the user's profile "Panoramic-Imaging". The main content area shows a tweet from "HCH Events" (@HCHEvents) posted on July 12, 2018, at 3:42 pm. The tweet text is "An amazing virtual tour of @HCHEvents by the very talented team at @panoramicimagin. #weddingvenue". Below the text is a video player showing a 360-degree view of Hampton Court House, with a play button icon in the center. The video has a duration of 0:28 and 123 views. To the right of the tweet is a sidebar with user avatars and names: "HCH Events" (who follows you), "Panoramic-Imaging" (with a bio stating they were established in 1997 and offer 360-degree images and video), and "Jody Barrett" (with a bio mentioning marketing and talent seeking). At the bottom right, there is a "Trending now" section with a "Reply" button.

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## Advances in Imagery and Video...

So now a couple of other technologies...

- Video Enhanced 360° Image
- Matterport
- Drone Video
- 360° Video
- Gigapixels
- VR / Stereoscopic 360° Images



## Technology – Video in 360 Images...

### This is an enhanced 360° image

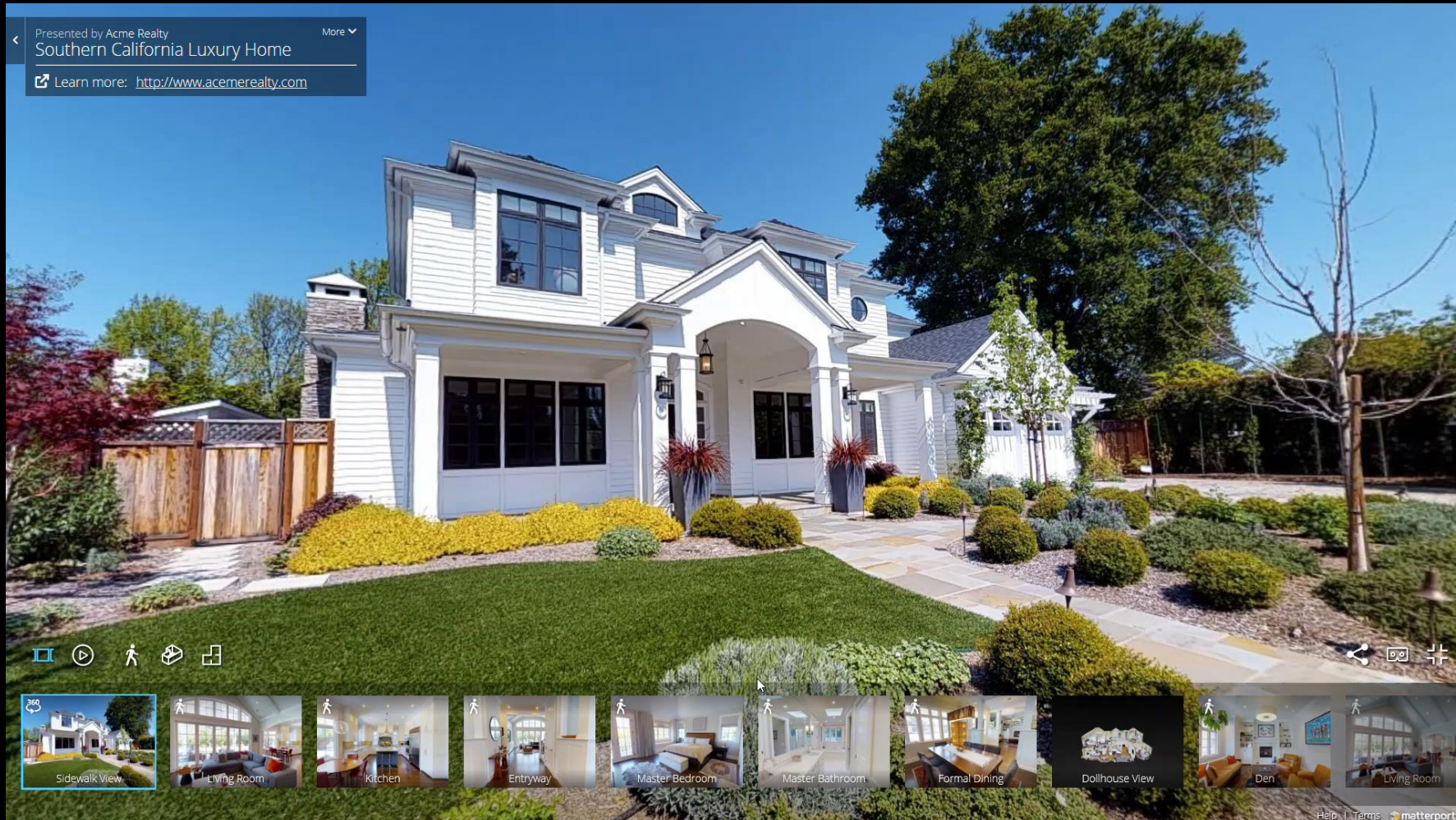
- It's possible to add conventional video clips to a standard 360° image.
- It's also possible to use video to add 'live' areas of a 360° image.
- And still play through a standard cross platform viewer.



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## Technology - Matterport





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360°  
PANORAMIC  
IMAGING

## Technology – Drones...





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360°  
PANORAMIC  
IMAGING

## Technology - YouTube / Facebook 360° Video

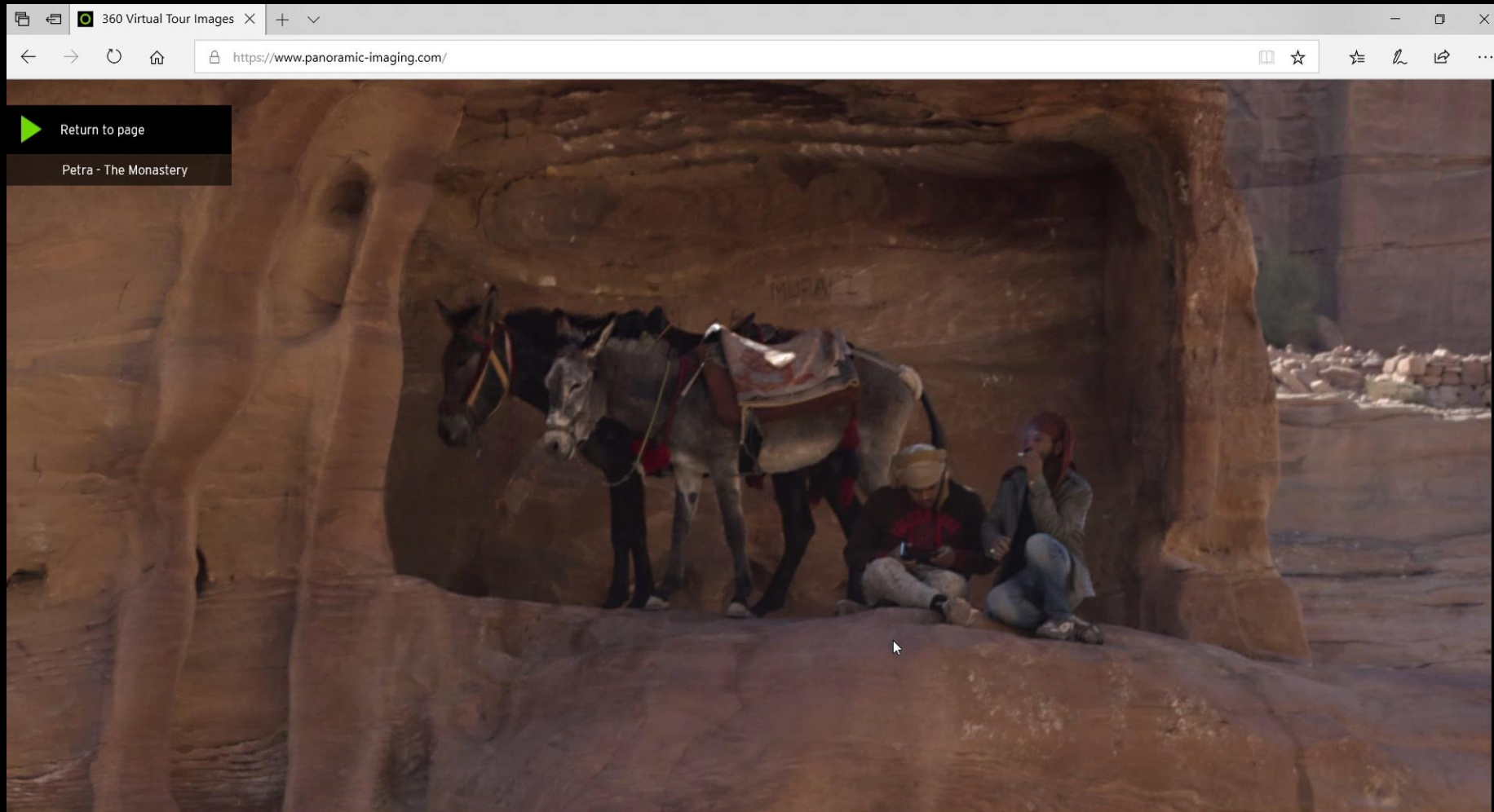
The Ski Arena, Waterskiing at Thorpe Lakes



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## Technology – Gigapixel Images

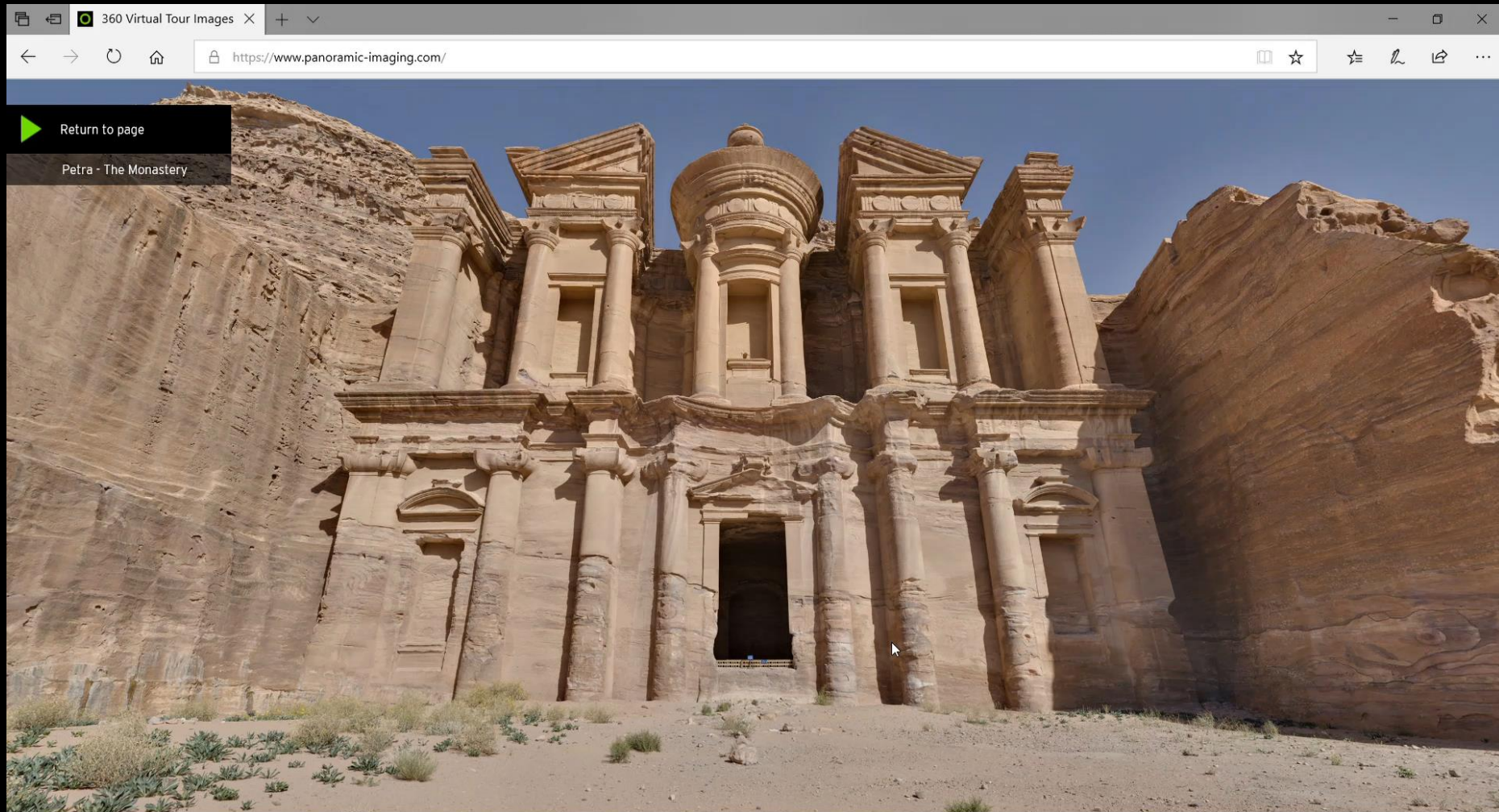




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## Technology – Gigapixel Images





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## Technology – Stereoscopic or 3D or VR



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360°  
PANORAMIC  
IMAGING

## Technology – Stereoscopic or 3D or VR



## Technology- VTServer

1. VTServer is a custom CMS built to dynamically manage 360° assets.
2. PI can create a Tour, and add assets to that Tour.
3. The assets then become available to whatever viewer is required.
4. The same images may be served to several viewers. (And if updated this is reflected in all viewers.)

### VIRTUAL TOUR

Show  entriesSearch: 

Virtual tour	No. of panos	Group	Last published
Cunard - Queen Elizabeth	52	Cunard	14-Sep-2017 17:01:34
Cunard - Queen Mary 2	55	Cunard	14-Sep-2017 16:54:08
Cunard - Queen Victoria	49	Cunard	14-Sep-2017 16:55:05
Cunard - WebVR - QM2 Remastered	60	Cunard	Never
Cunard 175	6	Cunard	28-May-2015 18:06:29
Cunard Test	7	Panoramic Imaging	22-May-2017 18:07:46
P&O Arcadia	69	P&O	29-Jun-2018 11:36:34
P&O Aurora	85	P&O	29-Jun-2018 11:31:56
P&O Azura	76	P&O	29-Jun-2018 11:34:45
P&O Oceana	62	P&O	29-Jun-2018 11:32:43

[Add a virtual tour](#)

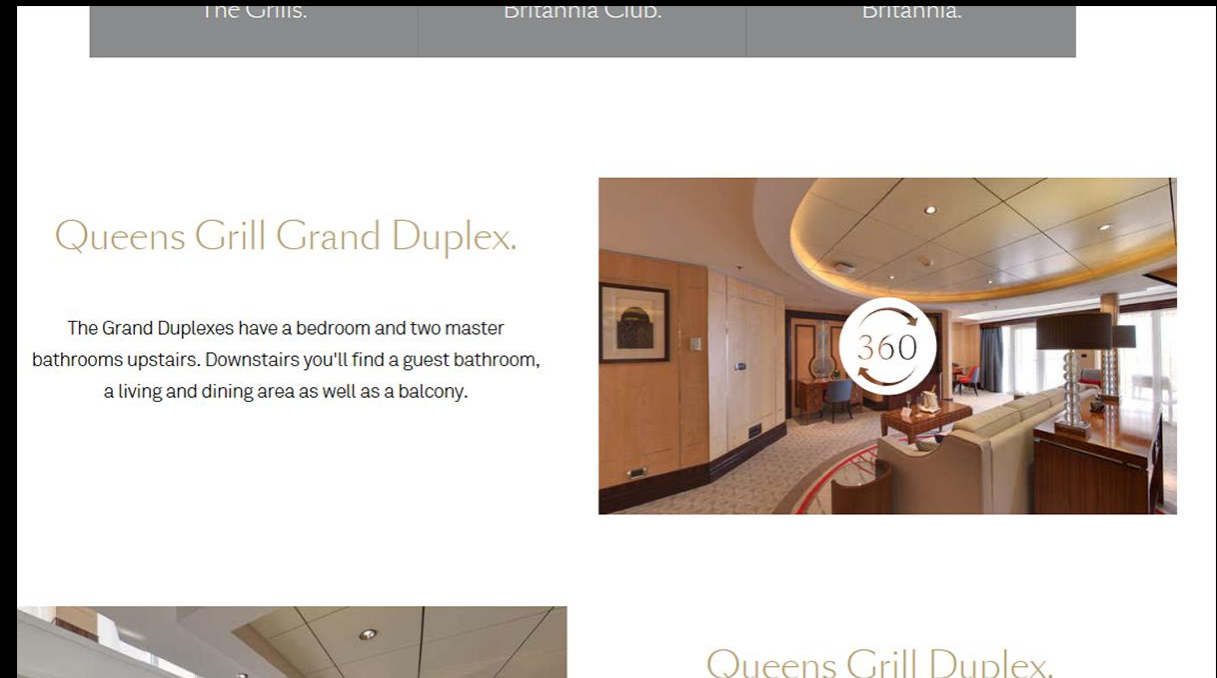
Showing 1 to 10 of 22 entries

Previous [1](#) [2](#) [3](#) Next



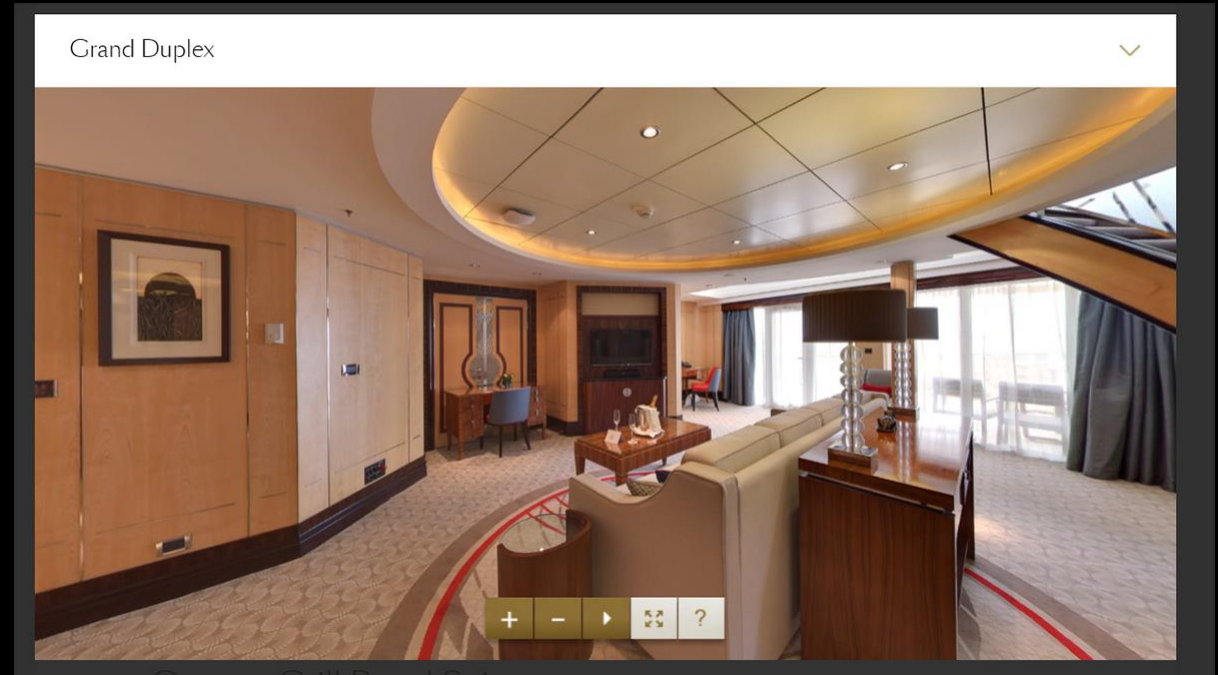
## Technology- VTServer

1. Here the Grand Suite Image is shown as a static JPEG 'Thumbnail' on the Cunard Website.



## Technology- VTServer

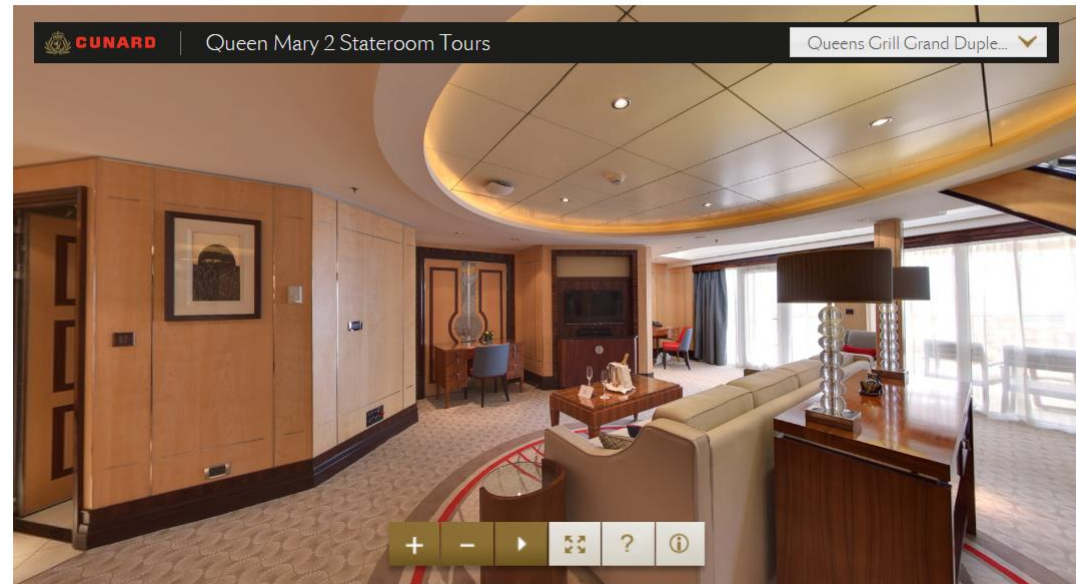
1. Here the Grand Suite Image is shown as a static JPEG 'Thumbnail' on the Cunard Website.
2. Here the Grand Suite Image is shown in the Cunard Website Viewer, after clicking on the 'Thumbnail'.



## Technology- VTServer

1. Here the Grand Suite Image is shown as a static JPEG 'Thumbnail' on the Cunard Website.
2. Here the Grand Suite Image is shown in the Cunard Website Viewer, after clicking on the 'Thumbnail'.
3. And here the Grand Suite image is shown in the Cunard Agents White Label viewer.
4. The point is that it's the same image used in several locations. If updated once, all instances change.

Example below of the QM2 tour (large size) as would display in your website.

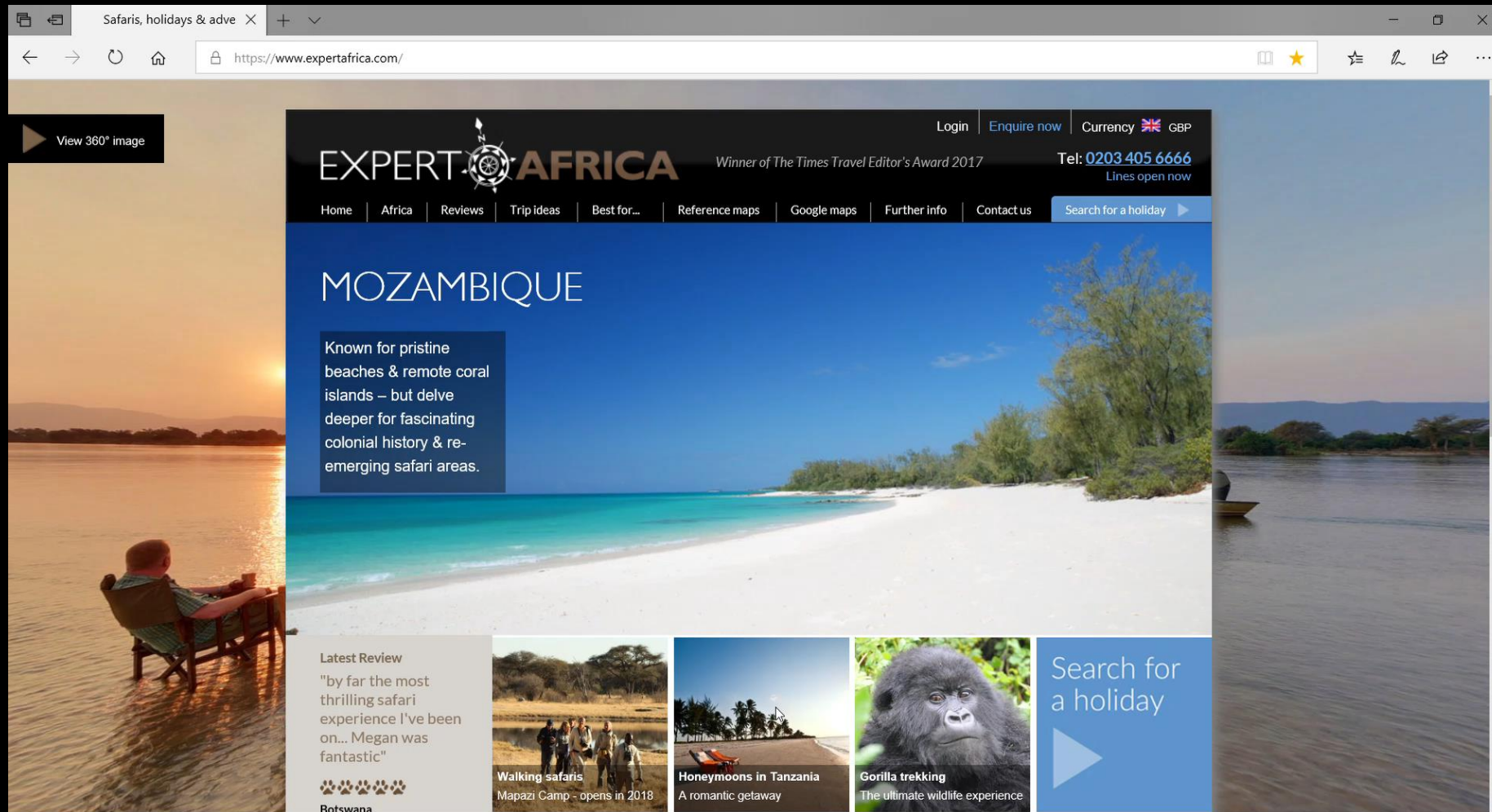




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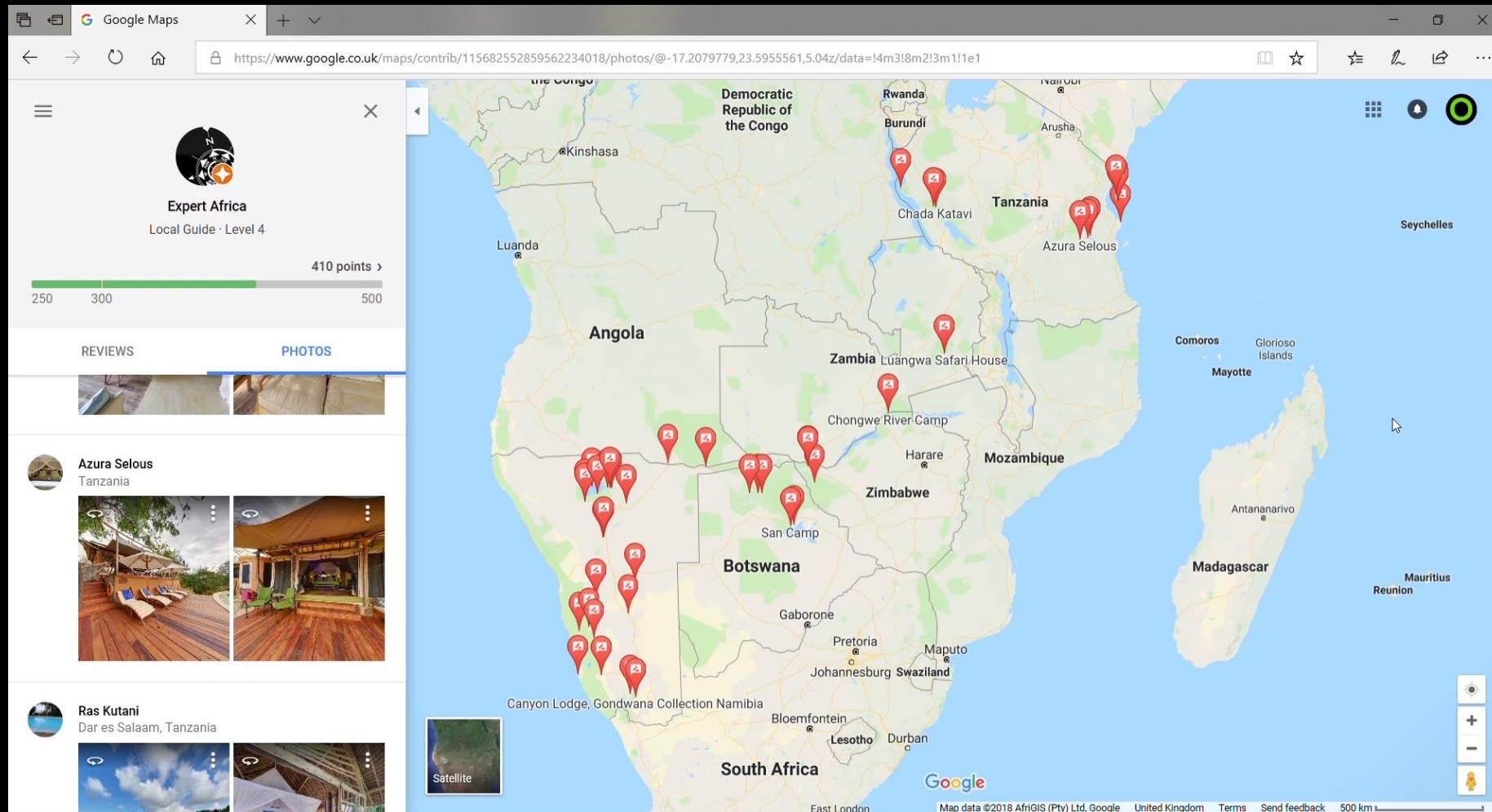
## Case Study – Tour Operator - Expert Africa



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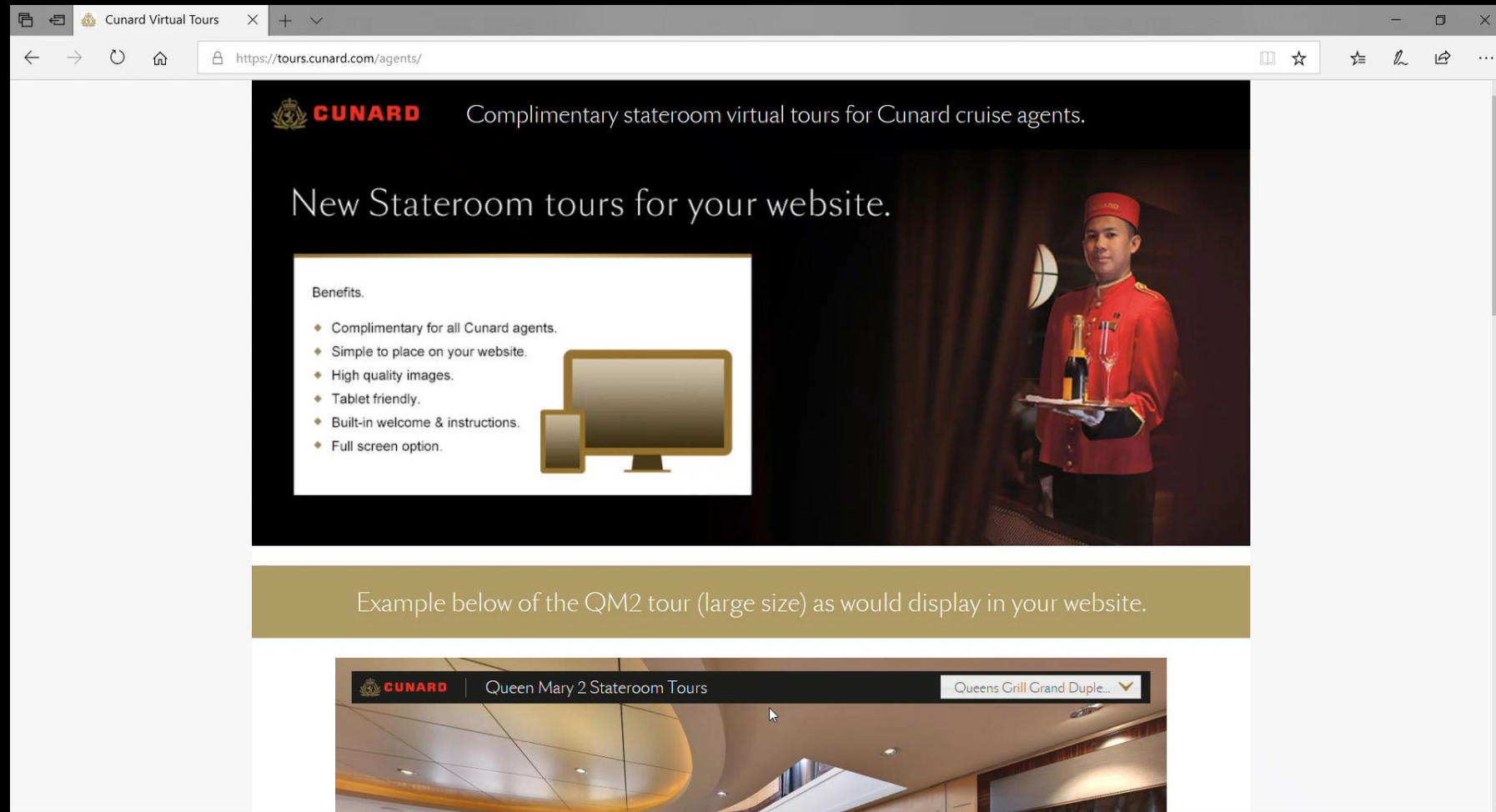
## Case Study - Expert Africa on Google Maps



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## Case Study – Cunard White Label

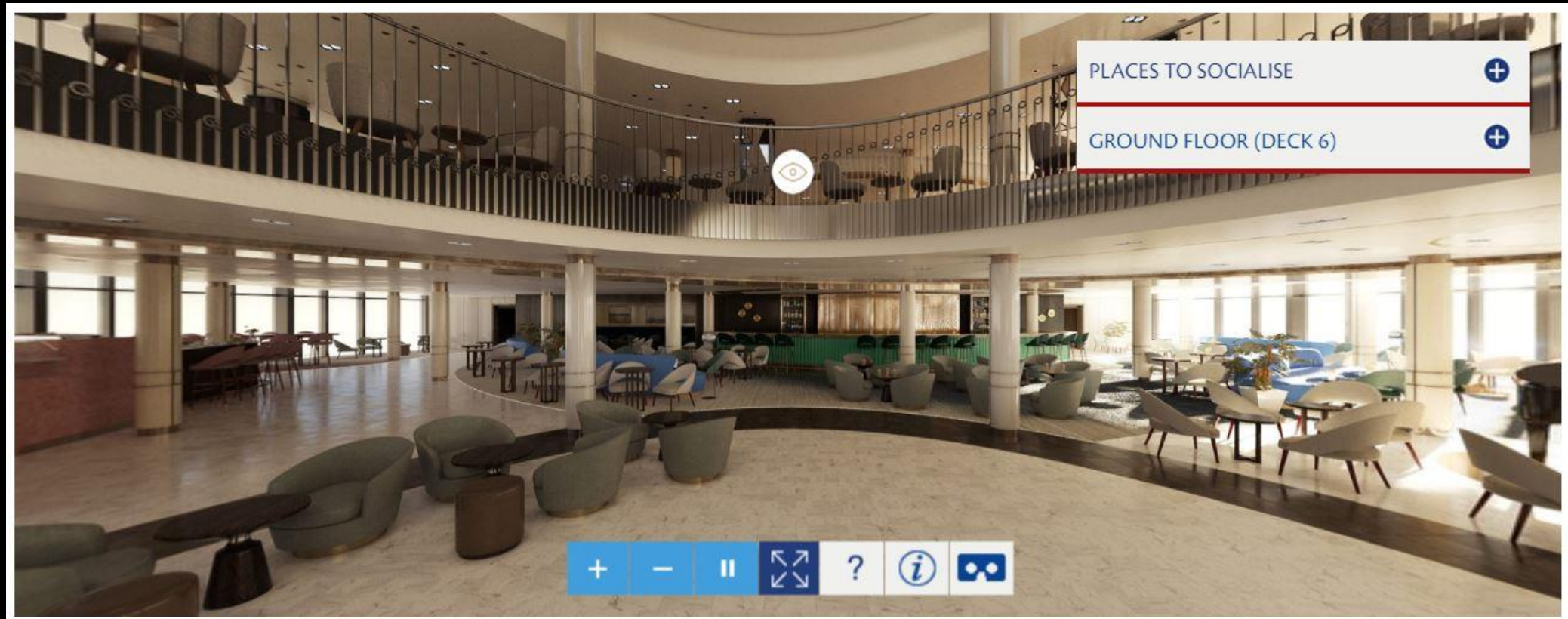




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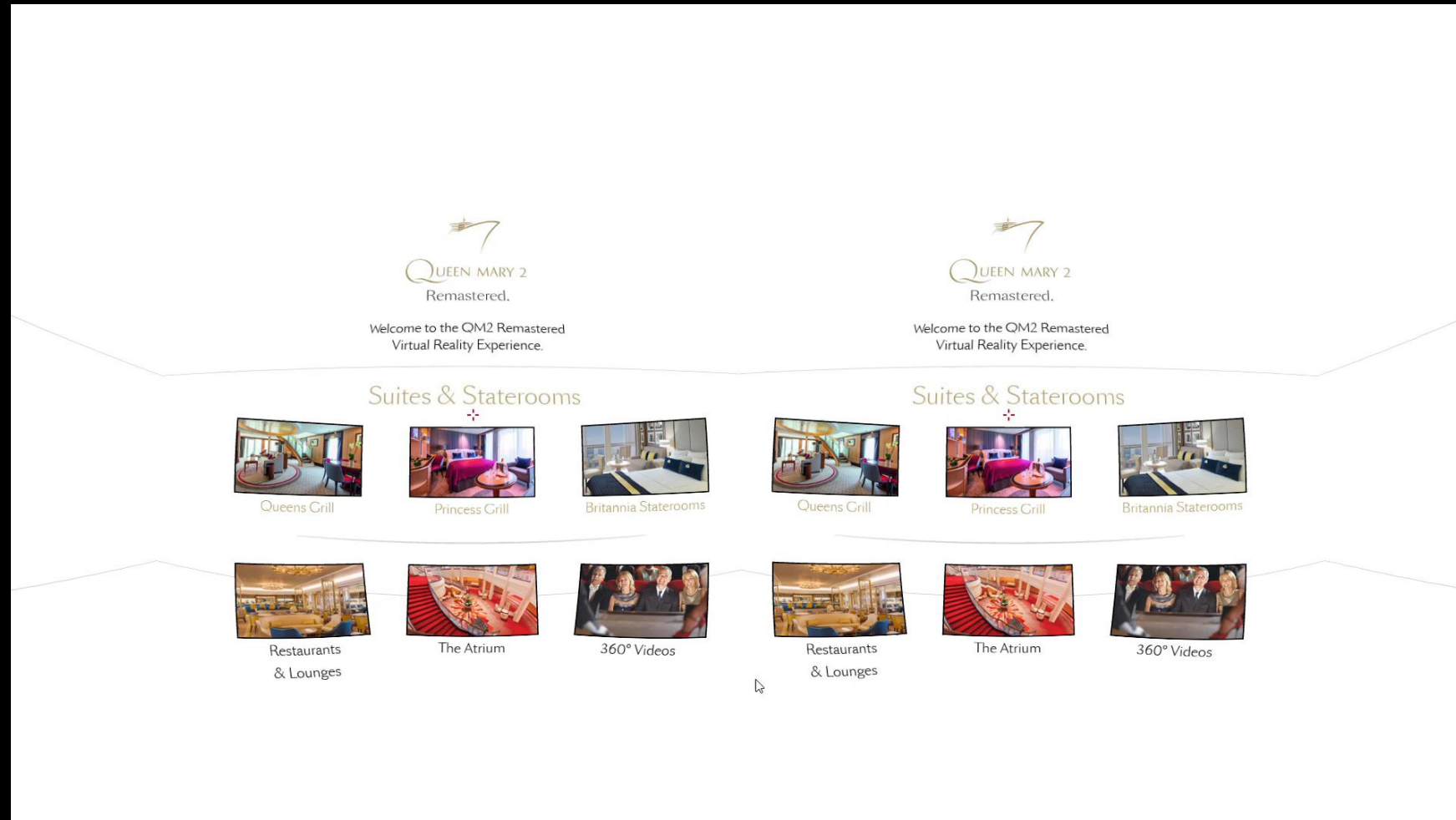
## Case Study – P&O Cruises Website Integration




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## Case Study – Cunard VR Project





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