

360° and virtual presentations

WORKSHOP 4, Digital approaches to ecotourism



About us

360Finland focuses on different kinds of virtual presentations in tourism and various industry corporations.

Rami Saarikorpi, 360-photographer, over 20 years of experience
(360panorama.fi)

Sami Vuomajoki, over 20 years in photography business, aerial photographer
(FlyFoto Ltd.)

Founders of 360Finland Ltd.

What are the benefits of a virtual tour?

- Introducing different locations
- Necessary information for the viewer
- Virtual glasses with "Wow" effect (eg. trade shows)
- Education, security aspect
- Chance to show areas with limited access and offer experiences that would otherwise be unapproachable

Device platforms

How and on which devices can you view presentations?

- computers, tablets, smartphones and virtual glasses

What are 360 photography and virtual presentations?

- Individual 360-pictures (social media, Facebook)
- Creating presentations from multiple 360 pictures (webpages, VR glasses)
- Adding information in presentations (depending on the target audience)
- Information hotspots can be any form of media; information text, webpage, picture, video etc.
- Combining different techniques; normal 360°, 3D photogrammetry, 3D-360 models, 3D-stereo for VR glasses,

Links

360Finland homepage: <https://360finland.fi/>

Example of individual 360 picture: <http://www.360cities.net/image/koli-lieksa-finland#-60.70,17.89,70.0>

Hyvärilä Youth center: <https://360finland.fi/hyvarilan-matkailukeskus/>

City of Joensuu: <https://360finland.fi/joensuu/>