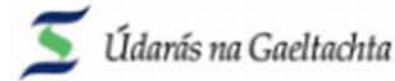




DIGI2MARKET

immersive technology for SMEs



Senior project manager Marja-Liisa Ruotsalainen, Karelia UAS



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immersive technology for SMEs

- Agenda
- Introduction
- Key Outcomes
- What is Immersive Technologies
- Why Immersive technology for Tourism
- 360 Video
- Augmented Reality
- Virtual Reality
- Immersive technology and SMEs



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Introduction of Digi2Market project

- Started November 2018 / Finish June (August) 2021
- Key Objective
 - Helping Rural SMEs overcome distance to market
- 6 Work Packages: Management, Assuring Partnership Expertise, Involvement of Enterprises and Development of Stories, Working With Enterprises, Digital City, Communications
- Budget €1.76m
- International Partnership, partners (5):
 - Ireland: Udaras na Gaeltachta (regional development agency) and Innovation and Management Centre WestBIC
 - Northern Ireland: Ulster University and ICBAN (regional public authority)
 - Iceland: Samtök Sveitarfélaga á Norðurlandi Vestra (business support organisation)



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Key Outcomes

*Increased Use of Immersive Technologies
by SMEs*

*The development of a marketing toolkit
for SMEs (Digital)*

*Building a B2B Digital City to create
virtual networks for Business in the NPA*

*Creating a Green Framework to help
SMEs move towards sustainable practices
/ certifications*



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What is Immersive Technologies

360 Video

360-degree videos are video recordings where a view in every direction is recorded at the same time, shot using an omnidirectional camera or a collection of cameras.

Requirement

Camera, Editing Suite,

User can engage on Mobile via You Tube / Video Channels

Augmented Reality

Augmented reality is the technology that expands our physical world, adding layers of digital information onto it. ... A view of the physical real-world environment with superimposed computer-generated images, thus changing the perception of reality, is the AR.

Requirement : Specialist Company

User can engage on iPad/ Tablet

Virtual Reality

Virtual reality (VR) is a simulated experience that can be similar to or completely different from the real world.

Requirement :
Specialist Company

User Engagement
Google Card
VR Headset (f.e. Oculus)



Why Immersive technology for Tourism

- Immerse in the centre of the action
- Powerful emotional connections
- Heighten consumer confidence in your brand
- Enable Reselling of your product (Sales Staff / Trade Fairs)
- Try before you buy
- Technology backed by Facebook, YouTube
- Complement Brand
- Storytelling
- Trust – “Fake news”, Provenance
- Relatively Cheap



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Why Immersive technology for Tourism (AR) – sustainable reasons



Facilitating seamless exploration of visitors' surroundings. More scope to reach wider audiences.

Enhance the visitor experience by providing context-specific content
Increase dwell time.





Why Immersive technology for Tourism (VR) – sustainable reasons

Virtually transport the viewer to another time/place



Virtual Reality is proven to have:

- 27 % higher emotional engagement
- People watch it 34% longer
- 33% more knowledge retention when compared with 2D video



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Immersive technology and SMEs

Key Issues

- Marketing Capacity
 - Marketing & Sales person?
 - Market (B2B, B2C)
 - Marketing Plan
- Brand
 - Storytelling
- Digital Marketing Capacity
 - Routes to Market (Social Media, Blog, Website)
 - Online Sales
- Regional Issues
 - Availability of Expertise (Cost)





Immersive technology and SMEs - Implementation

5 Steps to Implementation

Plan: Research immersive technologies and providers to understand their capabilities and determine what solutions may work for your company's specific business processes. Consider collaborating with immersive developers for pilot projects, but also develop internal expertise to cultivate knowledge and consistency.

Identify: Pinpoint where AR and VR can help seize opportunities or overcome challenges with the goal to instigate behavioural change (cognitive, affective or conative).

Design: Develop architect use cases, focus on the use of immersion to design experiences and solutions that match business data to immersive worlds.

Scale: Map use cases to business outcomes, capabilities and processes to determine how AR and VR can incite improvements.

Analyse: Continue to improve and create a valuable user experience (UX). Repeat AR and VR programs and use analytics to determine what generates the best UX and meets predetermined business goals.





Case studies (learnings to date)

Waahto brewery

- AR to inform customers
- Build brand with restaurant brochures
- Use brochures to experience the AR

Messaging: Story of craft beer (differentiation)



Karelia Golf

- VR suitable for tourism
- Not suitable for website?
- Suitable for exhibitions

Messaging: Sustainability focused message



Brighter Gold Rapeseed Oil

- Already has video content
- Define target audiences
- AR to communicate health benefits
- VR to reveal sustainable farming story



BRIGHTER
GOLD
RAPESEED OIL



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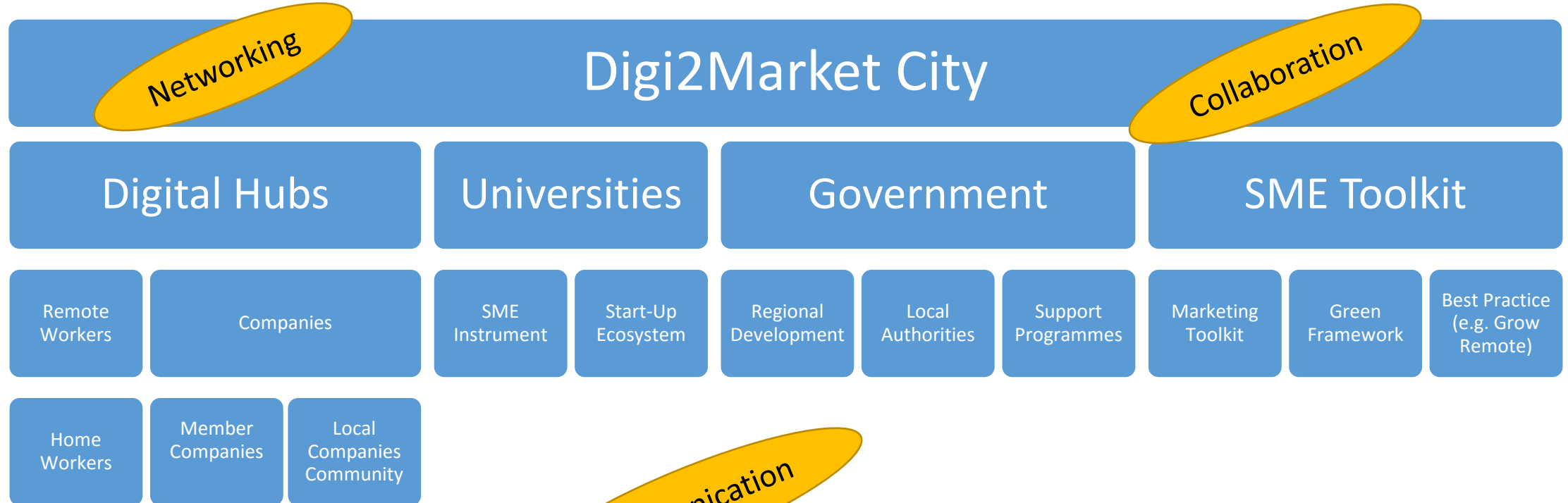
Supporting Companies to use Immersive Technologies in Digi2Market project

- Technical Research (University of Ulster)
 - Regional Workshops (Company Needs)
 - Assess & Feedback
 - Develop Programme
 - Deliver Programme
-
- Target 50 SMEs across the partnership



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Our target



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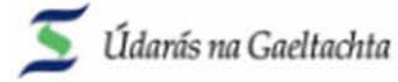


Digital City - during and after Digi2Market project

- Virtual Platform (B2B)
 - SMEs
 - Knowledge providers
 - Digital Hubs

Key benefits

- Collaboration
- Access to Knowledge / Knowledge Distribution Mechanisms
- Partnerships



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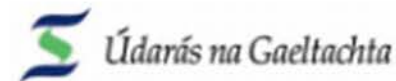
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