

ANOVA IT CONSULTING

Anova IT Consulting is a technology consulting firm specialised in the development of e-commerce solutions, training, technical assistance for Public Administrations for the management of technological development and consultancy programmes for digital transformation and business growth.

www.anovagroup.es



DEVELOPMENT OF VIRTUAL IMMERSIVE CONTENT

Anova IT Consulting works on the **conceptualisation, creation and development of 360° videos for virtual glasses and mobiles**, adapting the content to the needs of each customer and each objective. Likewise, it uses video gaming technology to generate the spaces where the immersive content is projected.

360° videos, also known as immersive videos or spherical 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. During playback on normal flat display the viewer has control of the viewing direction like a panorama.

VR videos and Immersive Virtual Reality achieve a greater impact on customers, as this experience enables virtual reproductions of real-world conditions in different business processes such as training, selling services, predicting consumer behaviour and demonstrating product manufacturing processes for international fairs, events or conferences.

Scope of smart destination application

Technology

Solutions for destinations in the following areas



Type of solution

