

Case study 18 - 360 virtual tour video

Using: 360 VR camera, GoPro Fusion, website, YouTube, VR editing software, video equipment

Master of Malt

Master of Malt, an online drinks retailer based in Kent, created a 360 video for Aber Falls Distillery in Wales to feature on their website (embedded YouTube video).

Link: <https://www.masterofmalt.com/blog/post/take-a-vr-tour-of-aber-falls-distillery>

Jess from Master of Malt interviewed their Digital Media Manager Kenny about the creation of the 360 video:

Could you give a brief overview of this project?

Our 360 virtual reality (VR) videos are an exciting and easy way for people to explore areas they may not be able to travel to, or gain access to areas not normally open to the general public, as is the case with a lot of the distillery sites we visit that do not allow the public in.

The great thing about the 360 VR technology is that you get the ability to look around in 3D space as if you're there, so if you want to have a good look at something rather than it just flashing by, you can stop and spend some time studying things in greater detail. It makes for a really immersive and engaging experience much richer than regular video.

How did you create the video?

The equipment to create the videos is quite simple and straightforward.

You need a 360 VR camera, we use the GoPro Fusion, and a computer with VR software to edit and create the finished files.

There are two basic ways in which to create the material; you can either leave the camera set up to record for a period of time, this then gives you a static image to look around for example, in a still house.

Or, you can walk along with the camera which gives you more of a tour-like feel if the subject you are filming has that kind of physical layout. For example, walking through maturation warehouses is exciting and gives you a feel for the size and layout of the place.

How long did it take to develop?

360 VR videos have been a thing for quite some time and the technology has just got better and better. Development time wasn't a huge issue for us outside of buying the required kit, and getting trained up and proficient in using it, experimenting with what looked best in any given environment.



How much would it cost to develop a 360 video?

The GoPro Fusion cameras go for around £350, and you'll need a fairly up to date computer to deal with the material because of the format it shoots in. We use Apple iMacs which come in at around £1,500.

A sturdy tripod is essential for the static shots and can be picked up for around £200, while hand-held poles are around £50. The good news is that the GoPro VR editing software is free!

Any words of wisdom or advice you would like to share with other attractions thinking of creating 360-degree videos?

When you are walking with the camera, unless you have the super-duper new auto stabilised version, you need to be very steady as you go. This creates a much more fluid finished video.

Good lighting is also essential as these cameras operate in quite a basic way, and although the picture quality is good it doesn't allow the kind of control you'd expect even from a basic 'proper' video camera. They don't do well in dark and dingy places.

Some basic knowledge of video editing apps is also a help when cutting and creating the final videos for broadcast.

MASTER *of* MALT

