



Building Interactive Virtual Tours

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Background



B.S. DEGREE



M.S. & PH.D.



ASSISTANT PROFESSOR



**COMMUNICATIONS
MANAGER**

Paradigm-shifting Media.

Manhattan-based videographers. Story-telling enthusiasts.

Talking Points



Key takeaways:

- Benefits of VR/AR
- Current Uses
- Development Process
- Q & A

Types of Reality



VIRTUAL REALITY



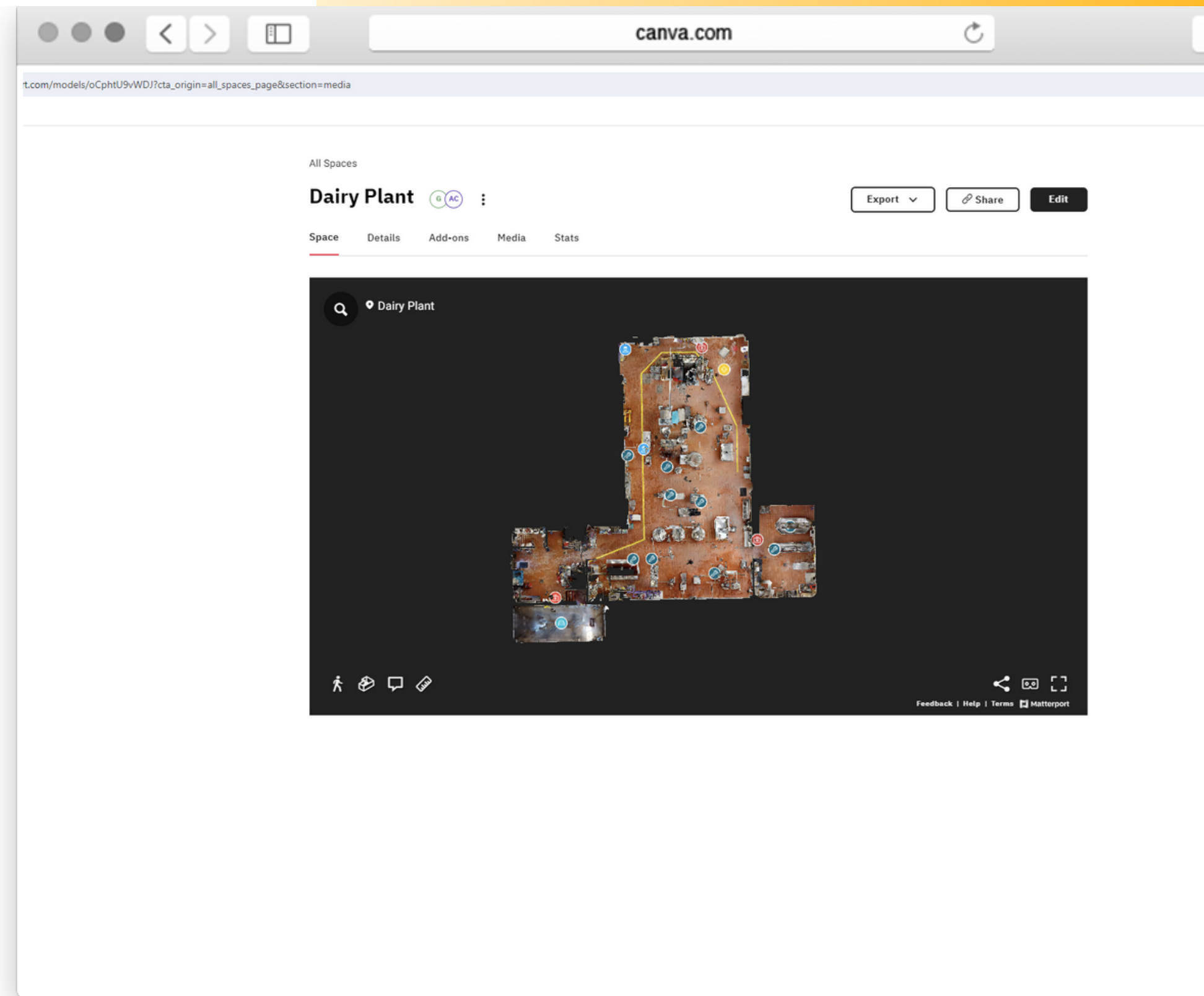
AUGMENTED REALITY



MIXED REALITY

Making it big online

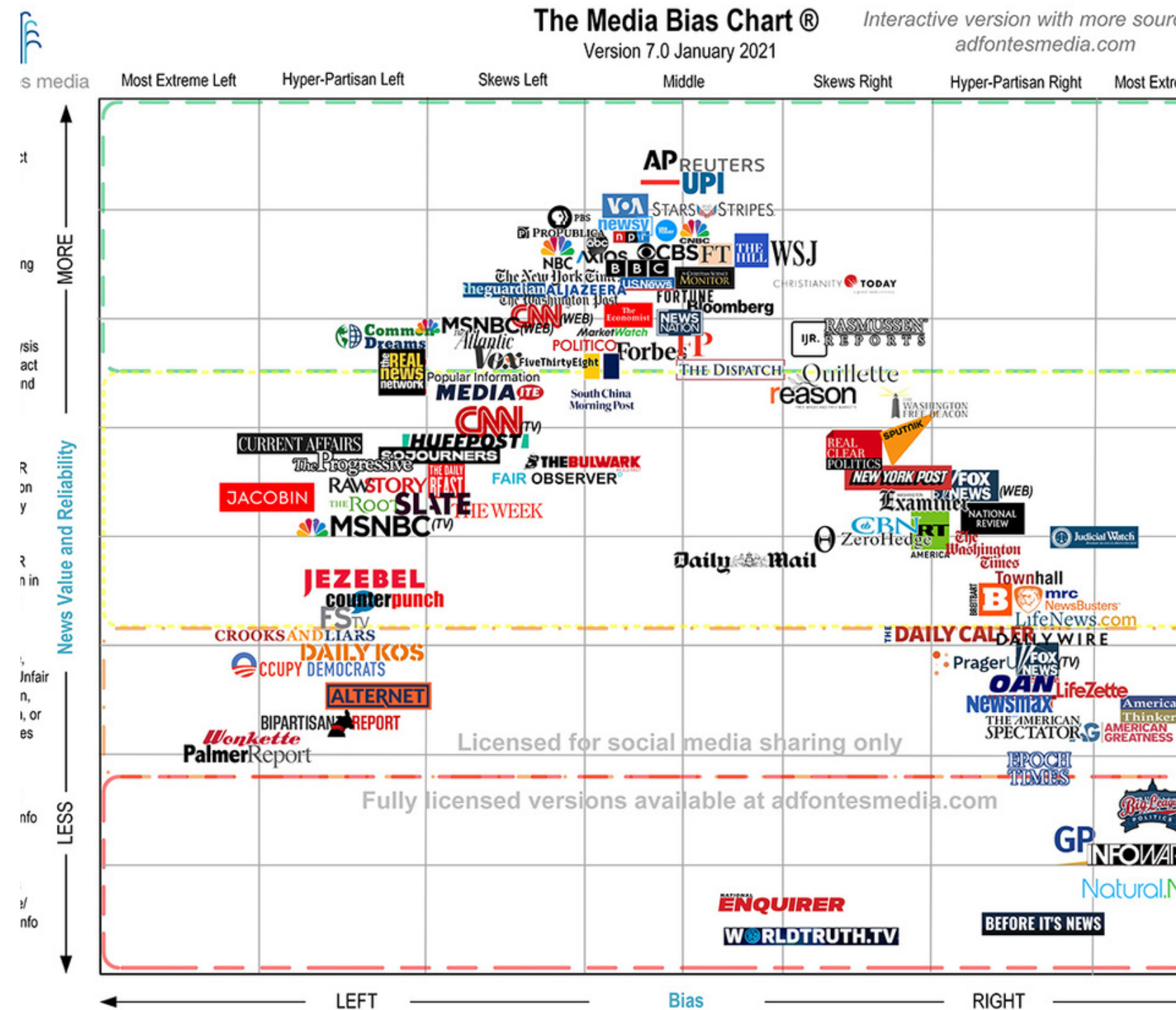
IVTs provide a rich multi-media experience through supporting content in the form of videos, images, text, and links to external resources.





Audience Fragmentation

Audiences are spread across many platforms and across content.



AUDIENCE AUTONOMY

■ On-Demand

- Record Shows
- Primetime. Anytime.

■ Interactive

- Block and/or skip content
- Engage with the media being consumed
- Search for content

■ User-Generated

- If it doesn't exist...make it



BENEFITS OF INTERACTIVE VIRTUAL TOURS



Increases Accessibility



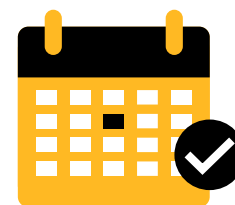
Extends Educational Experience



Self-Driven. Self-Paced.



Digitizes the World.



One Scan. Endless Options.



OFFLINE RESOURCE

The IVTs, integrated with AFNR curriculum, will allow educators and students access to various AFNR industry sites through virtual exploration, interactivity, training, and instruction.

ONLINE PRESENCE

IVT's provide a continuous online presence that can serve as 24/7 educational or marketing tool. This allows you to reach audiences on their time.

CURRENT USES



EDUCATIONAL

Higher Education Challenge
Grant (USDA)



SAFETY

Scholarship of Teaching and
Learning



TRAINING

Beginning Farmers & Ranchers
Development (USDA)

Good design matters

Entice your audience with a rich experience.



Materials Needed



MATTERPORT



IPAD



TRIPOD

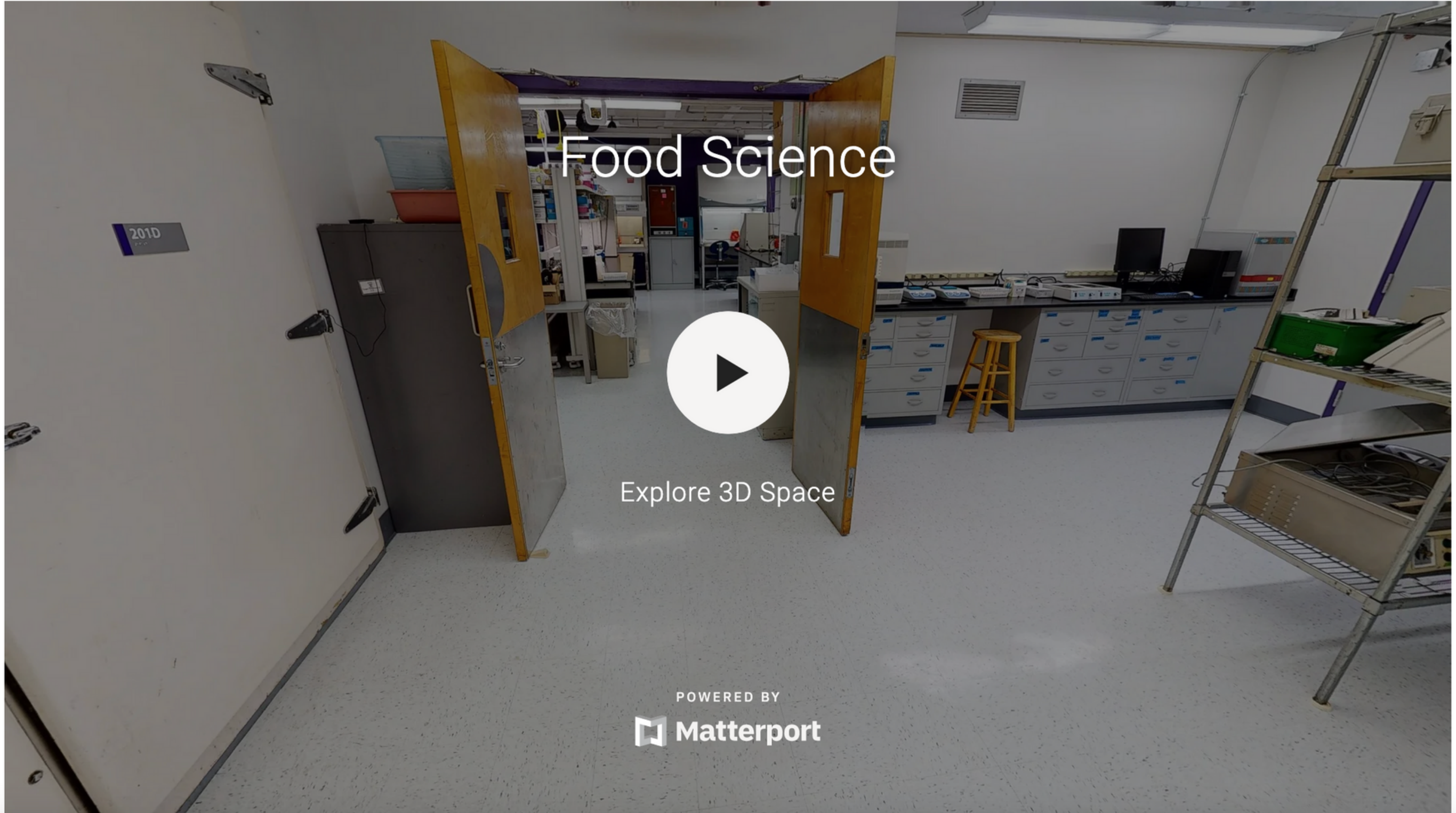
- Spaces
- Dashboard
- Users
- Public and Unlisted Spaces
- Statistics
- Capture Services
- Discover

What's New

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Questions

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