Immersive Interactive Walk-Throughs and Virtual Reality: The Next Generation in Engaging Prospective Students and Meeting/Event Planners

What is an *“immersive interactive walk-through?”*

The ability to fully and deeply explore inside a physical space using your electronic devices (phones, tablets, laptops, desktop computers, etc.). More than merely panoramic photos or a guided “click and play” tour, these experiences allow one to truly explore as humans tend to explore physical space.

Not all Interactive Solutions are Created Equally

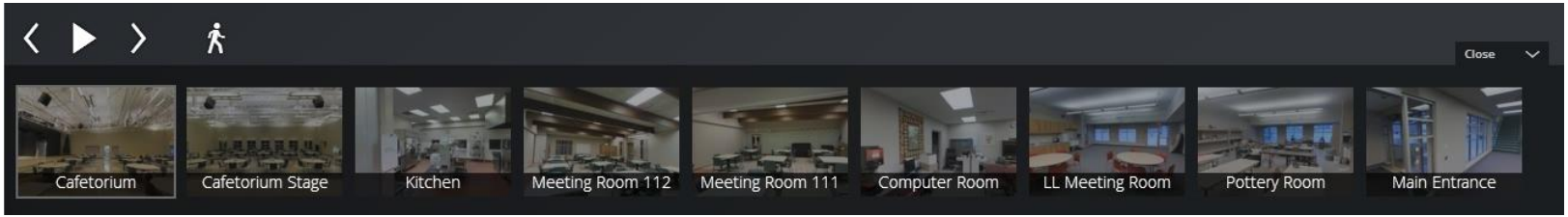
360-degree panoramic photography: Incredibly popular in the past decade, as a method for giving users *"the bigger picture"* from a particular point in space. More informative than static photos, providing a user with more control and efficiency (than, say, watching a video) in an intuitive graphical user interface.

Not all Interactive Solutions are Created Equally

Google Street View: Taking panoramic photos to the next level. Originally designed for external exploration, the technology was rapidly adopted for indoor use (Google Business View), and was one of the first solutions to allow for First Person View (FPV) while simulating the process of walking through a space.

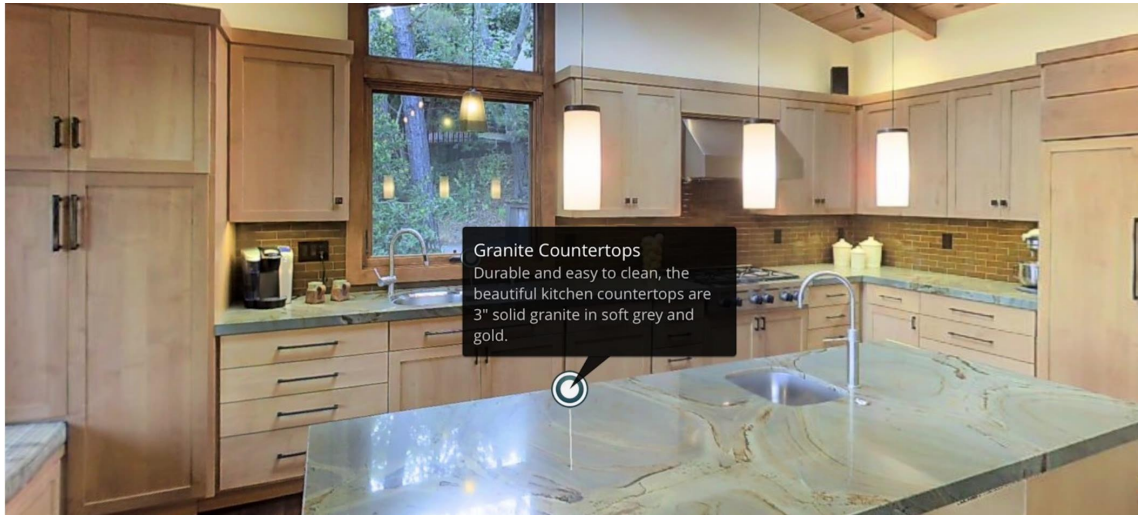
Not all Interactive Solutions are Created Equally

Matterport: All the best First Person View (FPV) functionality of Google Street View and Google Business View, while offering users enhanced information on spatial relationships via the introduction of *Dollhouse* (oblique) and *Floorplan* (planimetric) views, as well as additional functionality.



Not all Interactive Solutions are Created Equally

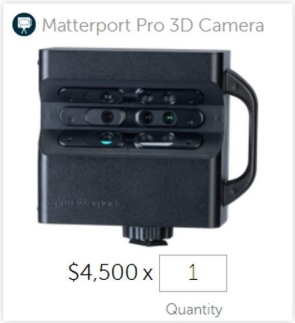
Matterport Highlight Reel: An additional feature which allows for users to experience either a slideshow showing the highlights of a facility, or something that allows one to be transported directly to a location with a First Person View.



Not all Interactive Solutions are Created Equally

Matterport Mattertags™: An additional feature which allows for users to obtain a wealth of additional information about specific features of a space they are touring. The first form of Mattertags™ available to the public, Mattertag™ Posts, is a simple text box, allowing links to other websites. But this feature will also eventually allow for the embedding of audio/video files, and photography.

What One Needs to Create Immersive Walk-Throughs with Matterport Technology



Matterport Cloud Service Plans

	Basic	Professional	Business
Full Subscription – Process and Host Models	$49/mo ($499/yr)	$99/mo ($999/yr)	$149/mo ($1,499/yr)
Free Models Processed/Month ($19/Model thereafter)	3 ($57 value)	7 ($133 value)	11 ($209 value)
Max Models Hosted	100	200	300
Max Number of User Accounts (Upload and Manage Models)	5	20	50

High-Quality Tripod
~$120 USD

Quick Release Clamp
~$30-$50 USD

iPad Air (or comparable quality)
~$300-$400 USD

Capture App
FREE

START-UP:
$5,500-$6,500 USD

ANNUAL COSTS:
$500-$1,500 USD, plus $19/model and camera depreciation

What One Needs to Create Immersive Walk-Throughs with Matterport Technology

Or simply have a Matterport Service Partner create your walk-throughs for you!

What One Needs to Create Immersive Walk-Throughs with Matterport Technology

What You Get

A simple bit of HTML code to embed in your web pages/templates:

<iframe width="853" height="480">
src="https://my.matterport.com/show/?m=RD9fNQibwZa
" frameborder="0"> allowfullscreen></iframe>

What You Get

Any WebGL (Web Graphics Library) compatible browser,
on any operating system and device.

Where it Works

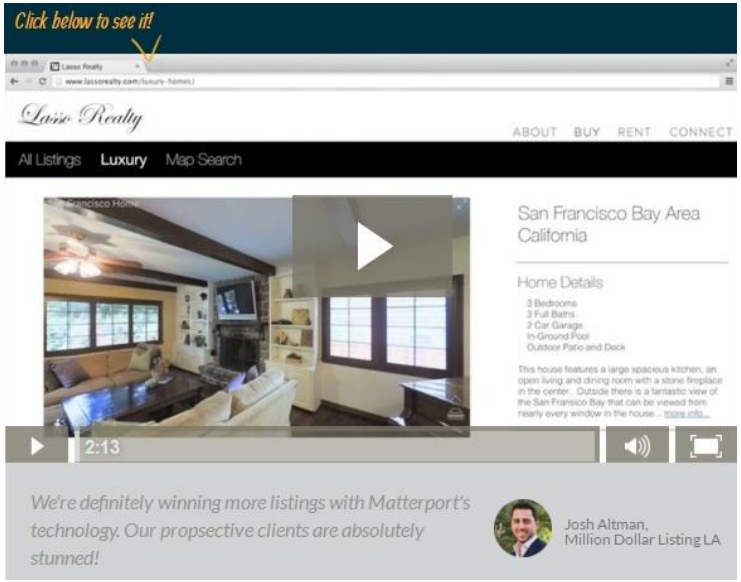
For a one-time $500 additional fee**, Matterport staff can also convert your walk-through into a solution compatible with a variety of virtual reality systems.

** - fee might not be necessary in future years, as Matterport is working to automate the VR conversion process.

Where it Works

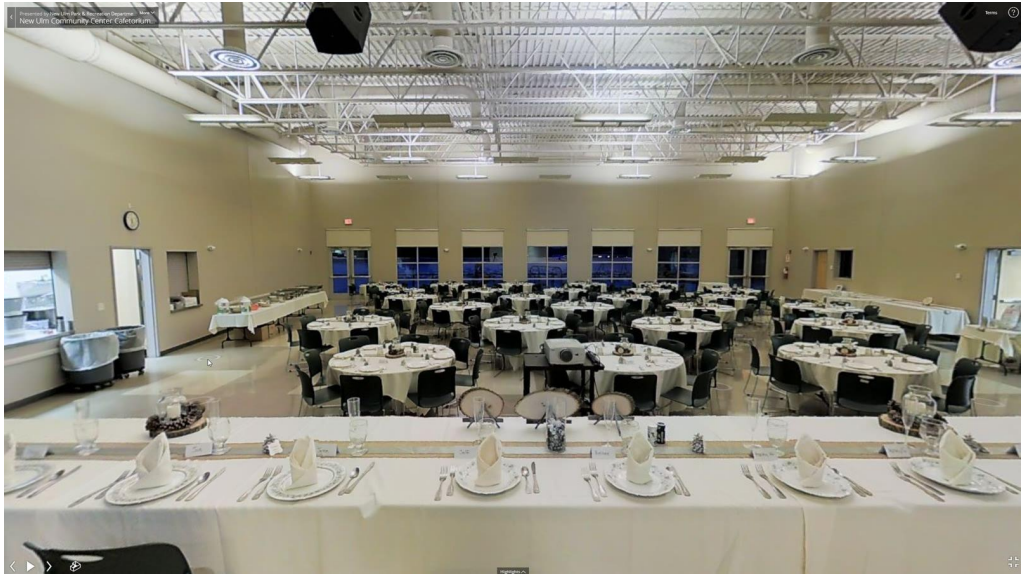
In August 2016, Matterport also released the Matterport VR for Google Cardboard app, making its technology compatible with Google Cardboard.

Where it Works



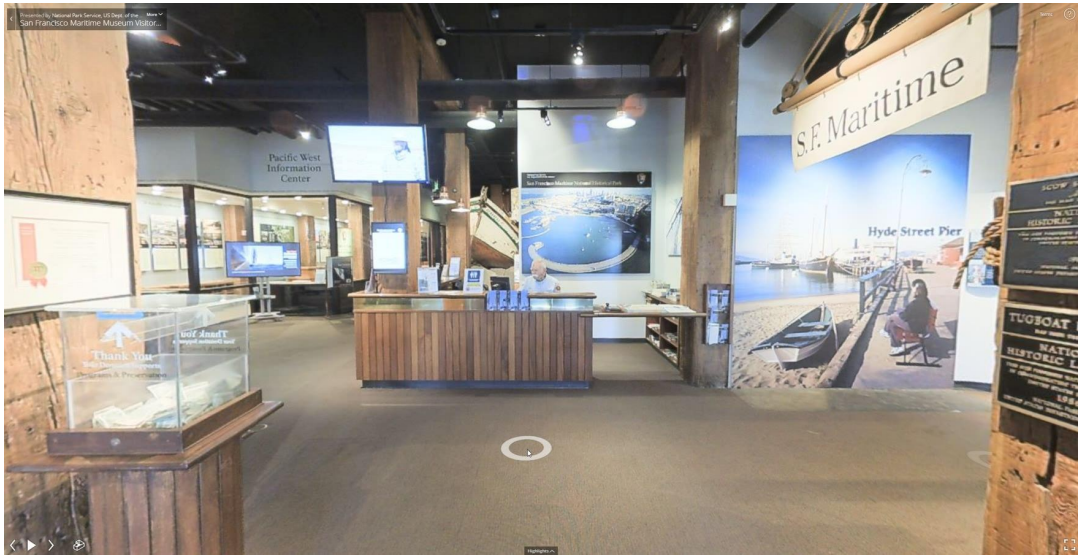
Real Estate: Allow prospective buyers or renters of properties to walk through said spaces at any time, from anywhere with access to an internet connection.

Applications for Immersive Walk-Throughs



Conferences, Meetings and Events: Allow planners the ability to tour the facilities you have available from the convenience of their home or office. Qualifying your leads and on-site meetings and tours.

Applications for Immersive Walk-Throughs



Tourism: Allow individuals from around the world who lack the ability to physically visit your sites to experience all you have to offer, as well as entice those with the means to make plans to visit.

Applications for Immersive Walk-Throughs

Accessibility: Allow individuals using wheelchairs or other mobility aids to explore spaces previously inaccessible to them.

Applications for Immersive Walk-Throughs

Museums: Share your collections and exhibits with the world, while using the technology to help with fundraising efforts.

Applications for Immersive Walk-Throughs

Historic Preservation: Create the ability for future generations to explore important structures that will not physically stand the test of time.

Applications for Immersive Walk-Throughs

Education: Provide students with interest in wayfinding and technology in our K-12 schools and college/university campuses access to cutting edge technology that will be commonplace as they enter the workforce.

Applications for Immersive Walk-Throughs

- Archaeology
- Construction and Engineering
- Film and Television
- Gaming
- Insurance (property loss/adjusting)
- Law Enforcement (crime scene documentation)
- Retail and Online Sales
- ??? (we’re only limited by our creativity and imagination!)

Applications for Immersive Walk-Throughs

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Derek Tonn - Founder and CEO

A copy of this presentation can be found at:
https://goo.gl/YUuDBq