

THE COMPANY

Studio360 recognized the emergence of digital media as the solution to developing a more compelling interactive product. Strengthened by our roots, in traditional print advertising, Studio360 has become a leading interactive content developer.

We develop innovative solutions for our clients to better compete in the global marketplace. Whether you're a corporation, web development firm, advertising agency, or outsourcing a project, we work in all capacities to provide integrated solutions with exceptional interactive content for both online and offline projects.

OUR SERVICES

We specialize in developing interactive content using QuickTimeVR object movies and panoramas, 3D rendered products and environments, virtual tours, animation, interface design and audio/video production for our kiosks and websites.

- ◆ QUICKTIME VR PANORAMAS
- ◆ QUICKTIME VR OBJECTS
- ◆ VIEWPOINT
- ◆ JAVA VR
- ◆ DIGITAL PHOTOGRAPHY
- ◆ IPIX
- ◆ VIDEO
- ◆ FLASH
- ◆ KIOSK
- ◆ WEBSITE DEVELOPMENT
- ◆ VIRTUAL TOUR

OUR CLIENTS

We have developed solutions for most every industry from computers to running shoes. Here are a few of our clients:

Adobe, Asix, Bayliner, Boeing, BP, Cole & Weber, Disney, Giant Bicycle, Helly-Hansen, Hewlett-Packard, Interling, Kenworth, Klein Bicycle, K2 Sports, Leonhardt Group, McCann-Erickson, NEC, Nike, Nintendo, Norwegian Cruise Line, Ocular, Raleigh Cycle Company, Ricoh, Spacelabs, Spangler Associates, Starbucks, Timex, Weyerhaeuser.

CASE STUDY



Solution Summary

When BP Alaska decided to build a \$7.1 million Energy Center designed to support non-profit agencies throughout Alaska and promote understanding of Alaska's oil and gas industry, they called upon Studio360 to develop multimedia tools to help tell the story.

Challenge

After meeting with leaders of multiple departments within BP, the decision was made to develop kiosks that would take the user on an interactive journey through the process of exploration, production, and transportation of oil. The story, "Arctic Oil: A Virtual Tour," was developed by Executive Producer Dan Taylor, a team of 12 people and resources from 10 companies. Using content that included 14 panoramic 360-degree movies to serve as a navigational interface, 19 original videos shot on Alaska's North Slope, Anchorage, Valdez, and aboard an oil tanker, 14 videos produced from video archives and original voiceovers, Studio360 was able to create an interactive tool that would engage the user to learn about Alaska's oil industry.

Studio360 Solution

Since the kiosks were custom fabricated specifically for the Energy Center they needed to complement the center's design as well as be functional for a broad cross-section of users. Studio360 was able to integrate both of these design elements successfully into the project.



Highlights

The project has been an overwhelming success and BP has since decided to repurpose the content for a CD-ROM which will go out to all the schools located in Alaska.

Cathy Foerster, BP's project manager for the Energy Center, says:

"Working with Studio360 on this project was a delight. They were very professional, extremely cost-conscious, and yet insistent on the best quality throughout the project. They quickly became knowledgeable of our industry and presented the important information in an interesting and educational way. The 360 photo framework helps the user to feel as if he is right there -- on a drilling rig, at the Port of Valdez, in the Gulf of Alaska, or any of the other locations in the tour. Users give the tour rave reviews".

CASE STUDY



Solution Summary

Produce over 200 QuickTimeVR object movies for the Timex product line.

Challenge

Timex, a 150 year-old company, is an innovator not only in timepieces, but also in e-commerce. To increase online sales Timex needed to offer its shoppers a more complete visual experience from their two-dimensional images.

Studio360 Solution

Studio360 recognized the value of 3D object movies in e-commerce and photographed over 200 Timex watches to produce 360-degree movies for their Web site. Online shoppers can rotate the watches and zoom in and out to view detailing.

Highlights

Timex strengthened market perception of the company as an innovator and a manufacturer of quality timepieces. Timex also witnessed increased sales from its Web site as a direct result of including 360-degree object movies.



CASE STUDY



Solution Summary

Create a virtual tour of the ski resort to enhance user experience on the Stevens Pass Web site and increase the number of visitors.

Challenge

Stevens Pass, with over 37 major runs and numerous bowls, is a popular ski resort for Washington residents. Skiers use the Stevens Pass Web site to check on weather conditions, find ski school information, rates and guest services. Stevens Pass management wanted to increase Web site traffic and enhance visitor experience.

Studio360 Solution

Studio360 photographed QuickTimeVR panoramas of various locations on the ski slopes and coded html pages to integrate the virtual tour with the existing Stevens Pass

Highlights

Stevens Pass Marketing Director, John Gifford, said that the virtual tour has become one of the most popular areas on the Web site.



CASE STUDY



Solution Summary

Create an interactive educational kiosk in the Epcot Innoventions pavilion at Disney world.

Challenge

Disney needed a fun interactive medium to entertain and educate visitors on sustainable forest issues in the Epcot Innoventions pavilion. This installation needed to appeal to both children and adults while comprehensible to foreign visitors.

Studio360 Solution

Studio360 developed "The Wildlife & Agricultural Story," an immersive environment kiosk with a 360-degree forest panorama and seven educational videos. We designed the user interface with a touch screen for specific images to launch the videos. The program includes a help screen and time-out feature that auto-rotates while the kiosk is not in use.

Highlights

To maintain the forest theme we designed the kiosk to fit in a replicated tree within the pavilion. It has become a popular attraction and successfully educates and entertains a wide variety of visitors.



CASE STUDY



Solution Summary

Develop and implement a cruise package promotional campaign including 360-degree virtual ship and island tours featured on Travelocity.com and a complementing advertising campaign.

Challenge

Miami-based Norwegian Cruise Line (NCL) is an international cruise company whose fleet sails to over 200 ports around the world. NCL needed an interactive media product to promote NCL cruise packages on Travelocity.com. NCL's business objective was to increase cruise bookings and generate qualified leads for future direct marketing campaigns.

Studio360 Solution

As one of the most visited Internet travel sites, NCL had the opportunity to impress millions of viewers daily on Travelocity.com.

Studio360 developed an interactive media-rich product that enabled users to explore 360-degree views of the interior spaces of the S.S. Norway and panoramas of the Caribbean islands of St. Thomas, St. John, St. Martin and Dominica. Virtual tours create an immersive experience for the visitor of being on the cruise ship and the four Caribbean islands.



Studio360 negotiated a link to the tour from Travelocity's landing page and Destination page for one month. Studio360 also helped NCL promote the tour by creating and executing an advertising and public relations campaign consisting of press releases and banner ads on numerous distribution channels, including Yahoo Travel, Netscape, and DoubleClick's travel network sites.

Highlights

The campaign generated a direct marketing mailing list with over 13,000 highly qualified prospective travelers. NCL benefited from a 1,400% increase in cruise bookings on Travelocity.

CASE STUDY



Solution Summary

Develop interactive content, virtual tours, and audio for various editions of Microsoft Expedia and Encarta products.

Challenge

Microsoft Expedia and Encarta product managers recognized the value of immersive content to enhance user experience and increase the value of their products.

Studio360 Solution

Studio360 developed virtual tours of exotic locations throughout the world using 360-degree panoramas, still images, QuickTime audio and copy.

Highlights

The Studio360 virtual tours have enhanced user experience on both Microsoft Expedia and Encarta products.

