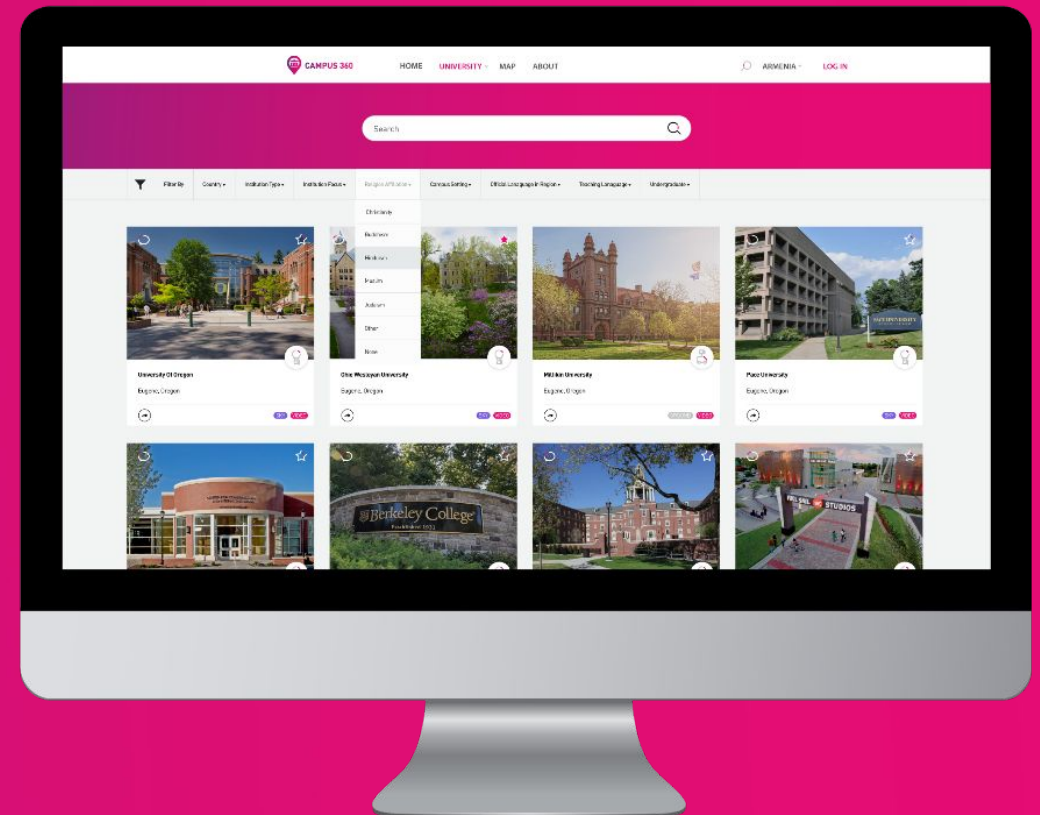
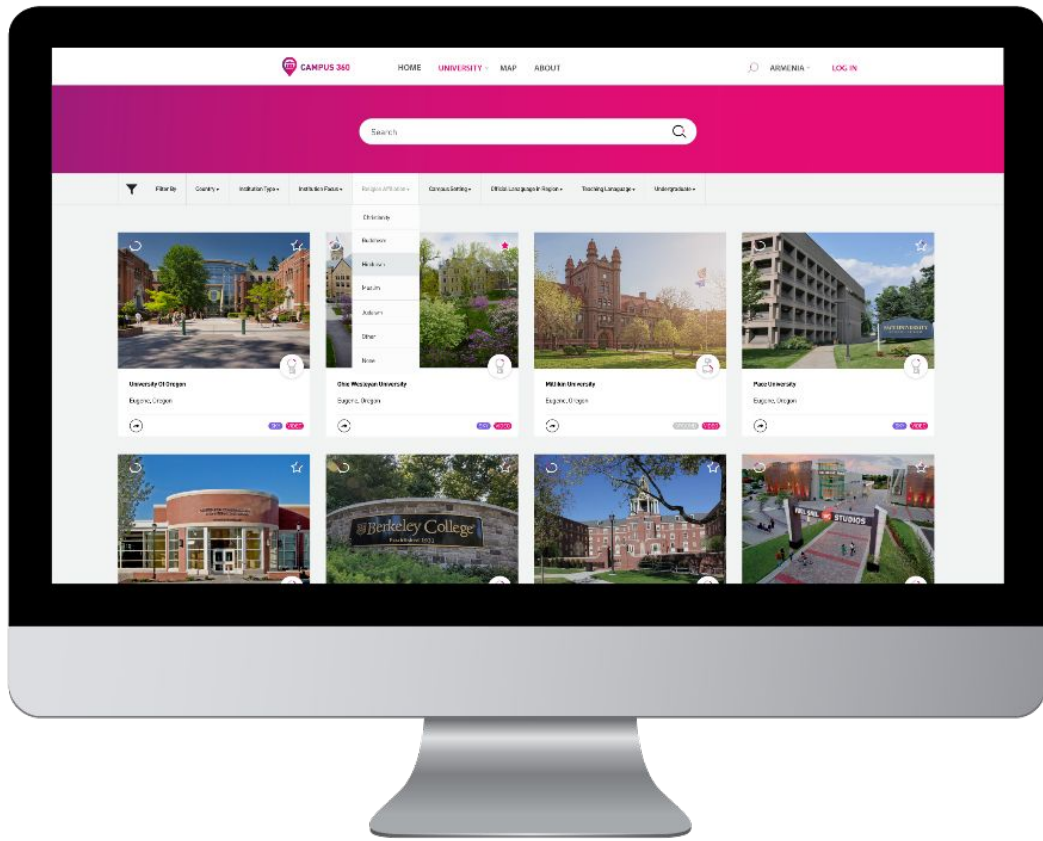




Creating Awesome DIY Virtual Reality Campus Experiences

www.campus360.org
info@campus360.org





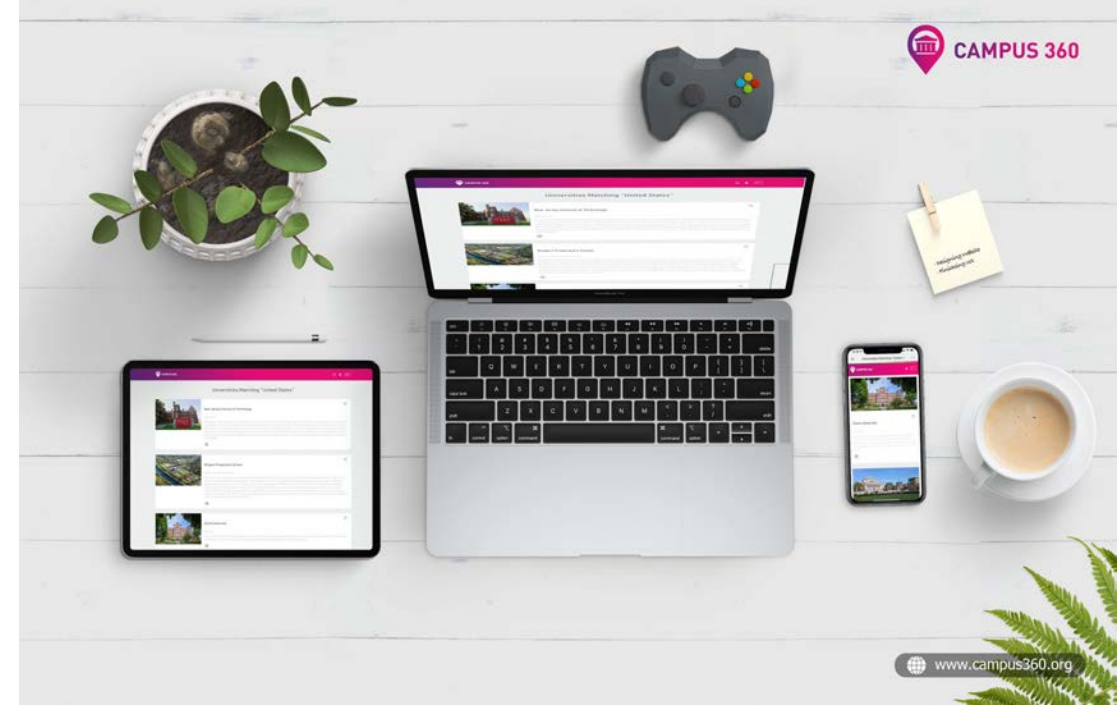
Campus 360 makes it easy to share with a focus on accessibility. Regardless on where your students are, Campus 360 servers expand around the globe to offer fast access (including to those in China!)

DIY individuals just have to send their filmed content and a roadmap directing our designers to which location connects to which and our software will bring your content out of a 360 bubble and into a 360 world.

For universities looking for higher quality content and professional assistance, **Campus 360's** photographers and programmers will take over the project from start to finish, visiting your campus, filming, and programming your tour.

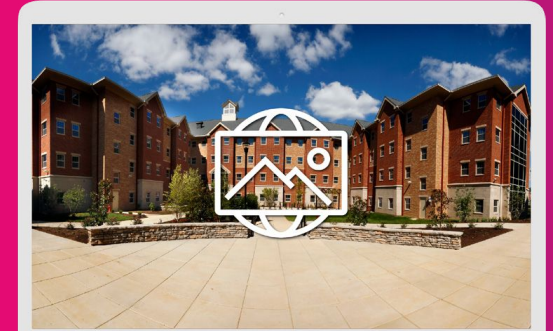
The 5G Revolution: Web Based VR and AR Experiences

- **Internet Speeds are Fast Enough:** Global Internet Speeds are 300% faster than 2017, and US home internet more than 10 times faster since 2009.
- **Filming is Affordable Now:** 300% Cheaper Than 2007
- **The Devices are User Ready:** Cell phone driven innovation has led to radically cheap solutions.
- **Multi-Platform Accessibility Increased:** Third party software has made browser driven VR as responsive as application driven (HTC/Oculus)



Use Cases:

- **VR-supported fairs and campus info sessions:** Bring your tour with you as an attractive feature to draw students to your booth at high school fairs.
- **Promotional Videos (2.0):** Students are 85% more likely to complete a 360 video v. standard format (Omnivirt) and more social media platforms are 360 compatible than ever before, offering a beautiful opportunity to grab students attention online.
- **Emails to Students that Show Them the Parts of Campus They Care About:** Combining valuable insight from your applications and interests forms to share the most relevant aspects of your 360 tour with prospective students will show an added level of personal touch and can increase ROI.
- **Self-Guided Tours, Powered by Augmented Reality:** a peek into the future, or a glimpse into the past, AR technology can add another level of interactivity as visitors tour your campus.
- **Boosting Yield and Making Pre-Departure Orientations Come to Life:** Engaging and interactive, international students will find comfort visiting your campus and meeting your rep before flying halfway around the world.



VR Production Tools



Equipment

Consumer-grade filming tools such as the Insta360 One X and the GoPro 360 Fusion cost as little as \$400 with the filming capabilities to capture your campus in beautiful 4k quality.



Technology

Don't have to worry about difficult editing anymore either, by downloading the camera's respective free software, viewing, editing, and more is available with just a few clicks and a creative eye. **A great opportunity to tap some creative talent from your student body.**



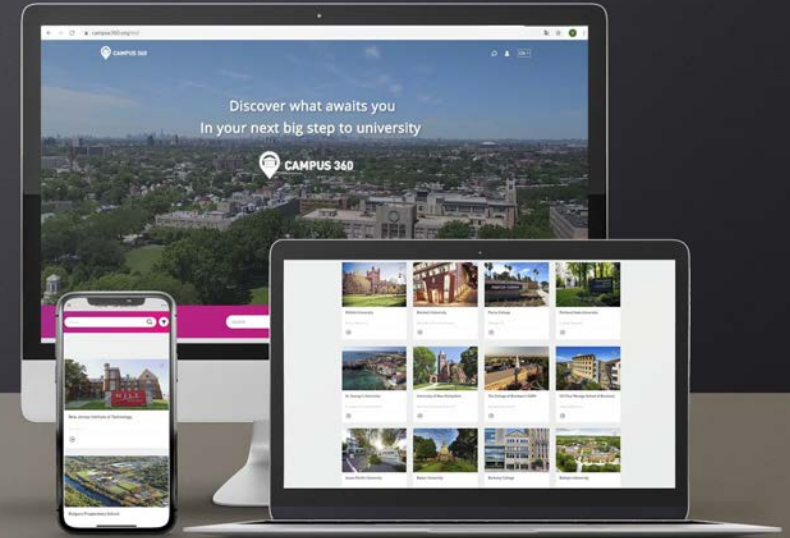
Hosting

Inexpensive and easy to use webhosting, such as Campus360, can bring your content together to a complete tour experience with directional clues and seamless transitions from location to location.



These cameras can help you create amazing virtual experiences for as low as \$400 if you're on a tight budget!







Oculus Quest



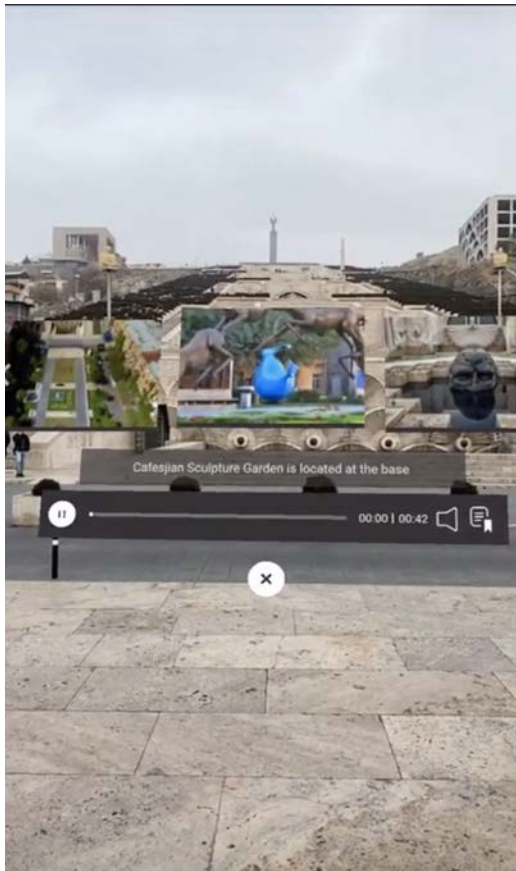
HTC Vive Cosmos

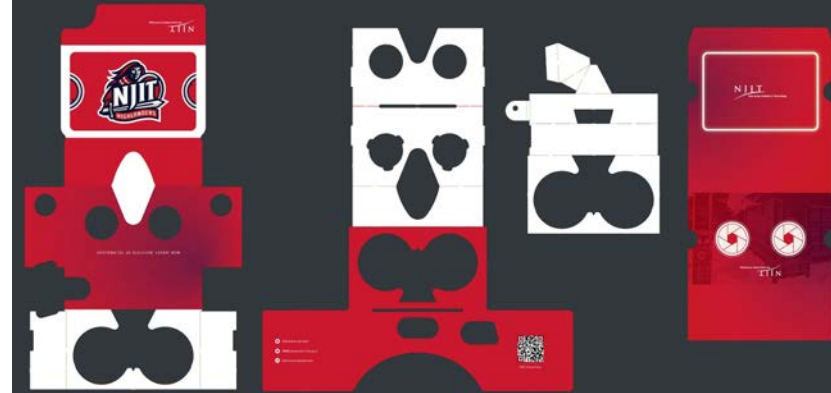


Sony VR Headset

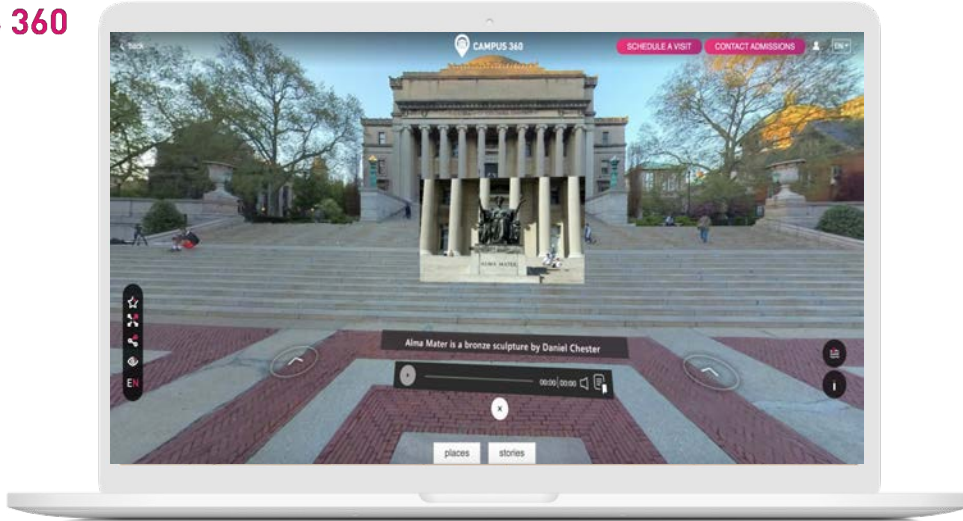
Augmented Reality

Merging the Physical and Digital Worlds. Some examples of Augmented Reality Devices include NREAL, Microsoft Holo Lens, Vuzix Blade, Epson

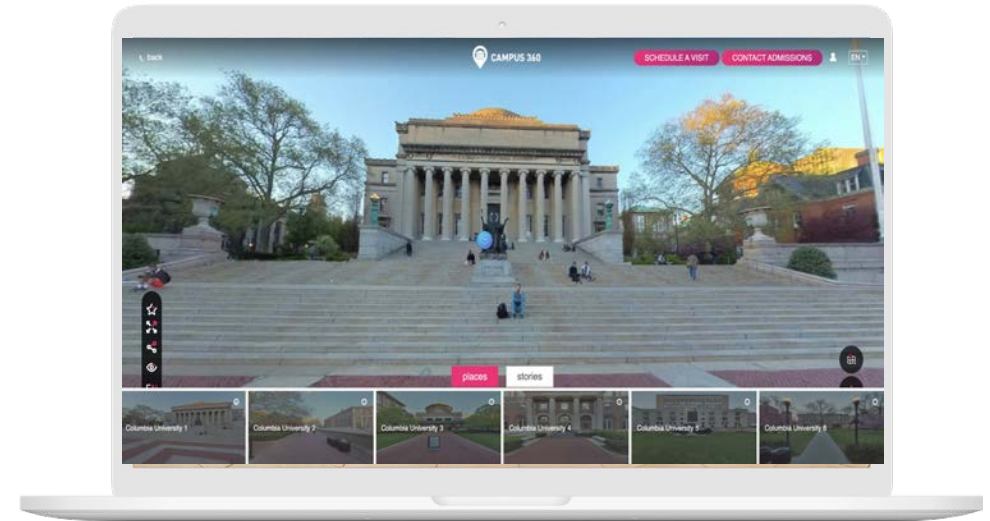




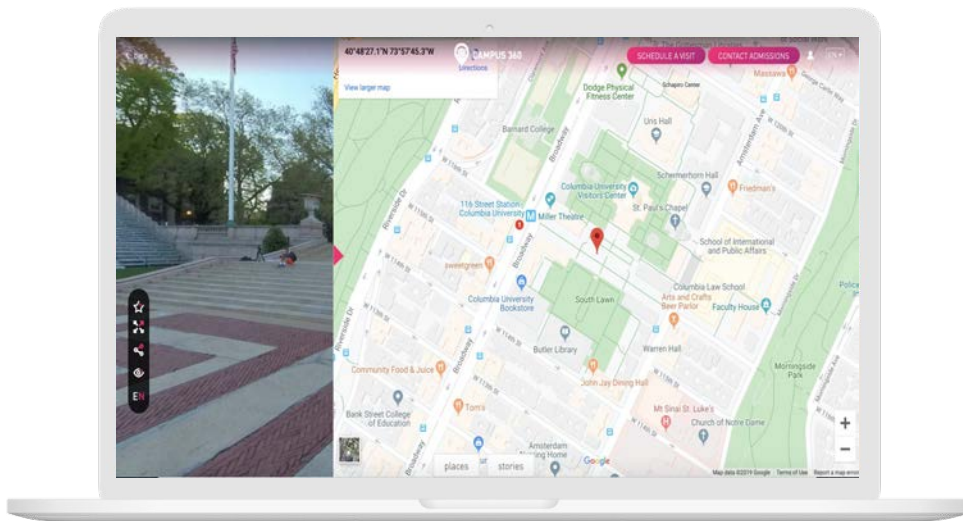
There are many ways to view VR content - from your cell phone, laptop to an immersive VR headset device.



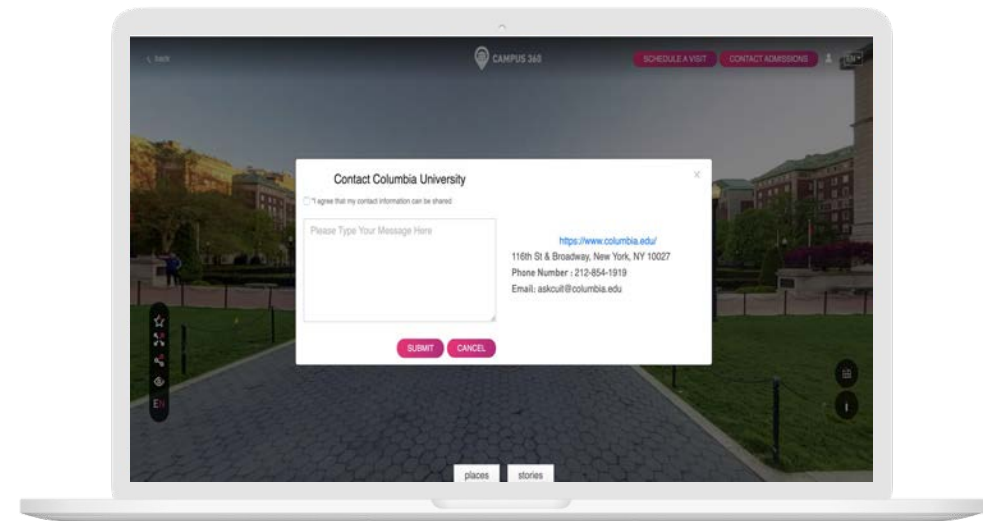
Pop up stories, with customizable text, pictures, audio and video.



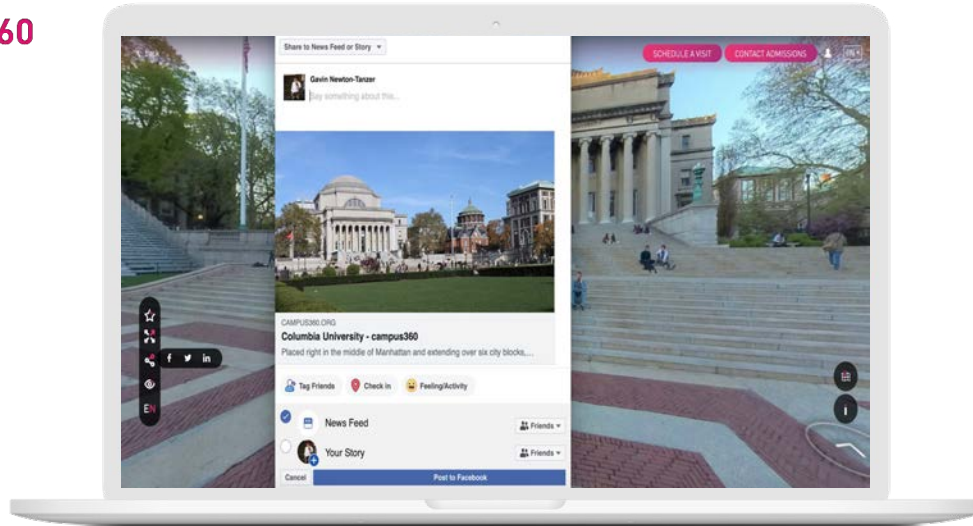
360 VR Images, visited by picture menu or walking arrows.



Dynamic map feature for simple campus navigation.



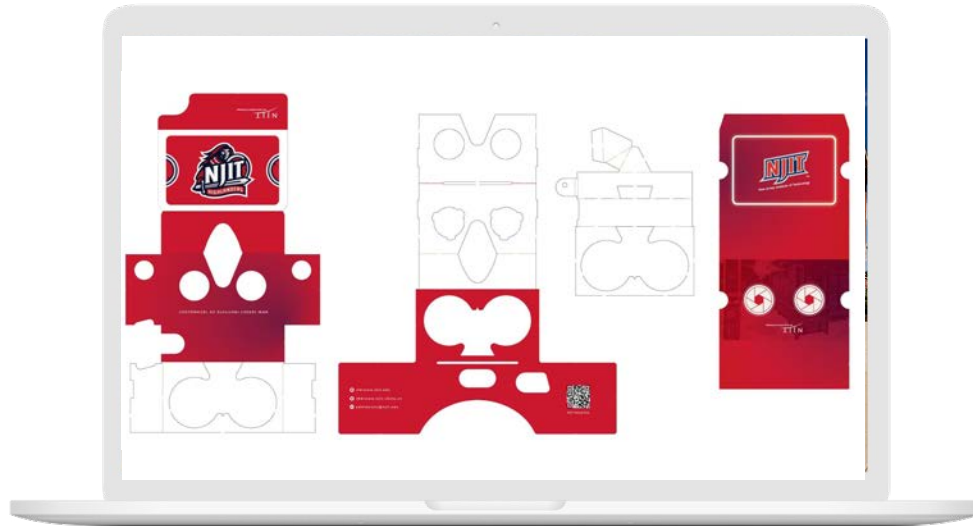
Contact form, like buttons, and CRM integration for easy engagement.



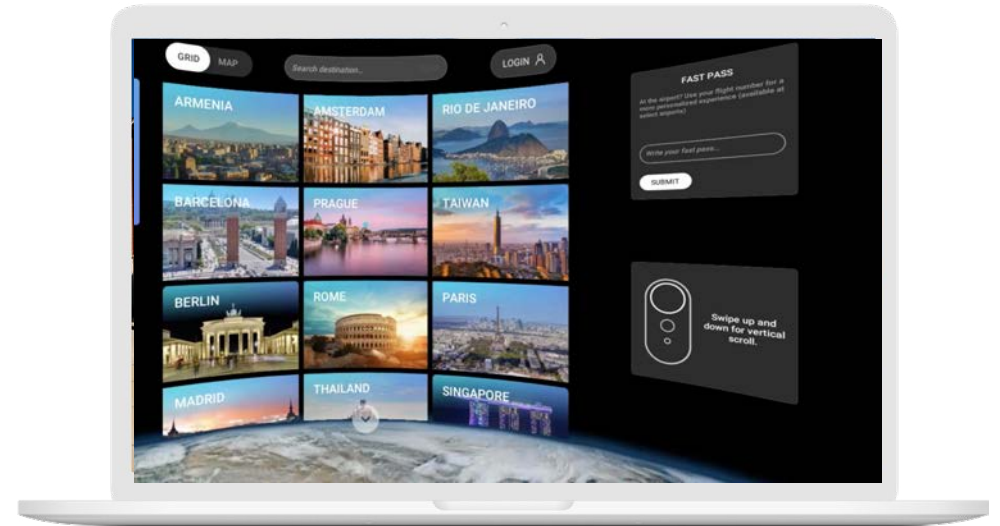
Website embeddable and integrated share buttons for Facebook, Twitter, and LinkedIn.



Guided virtual college visit takes you from story to story.



Custom cardboard VR headsets for giveaways and mailers.



Custom VR app development for HTC/Oculus.

DIY REVOLUTION IS HERE!

- Download Our VR “DIY” Guide: [Here](#)
- Send Us 6 VR Images, or Contact Us with Any Questions: Info@Campus360.org
- Get a VR Camera (10% Discount + Free VR Stick from our Partner Insta360): [Here](#)
- Contact Us: Gavin@SunriseInspires.com
- Visit Campus360.org: [Here](#)



Section 1.

The DIY Revolution in VR and AR Campus Tours: Enabling Campus Visits and College Fair Experiences of the Future

New trends in VR and AR technology have made it easier than ever before for universities to make a campus tour experience available to any student in the world with a phone and an internet connection. VR campus tours are nothing new: some universities have had campus tours for a decade or more. What's new is that internet speeds are fast enough for an average student to access the tour easily, and VR-friendly cameras are inexpensive enough that most universities can make their own tours with a few hundred dollars and some energetic students. These technological changes will help fulfill the astounding promise of VR and AR campus tours: to allow students around the country and the world to experience the magic of each college campus that they're considering before making one of the most important decisions of their lives.

THE TERMS

Augmented Reality (AR) is where a digital element could be anchored, on top, into its surroundings and not the other way around. For most users, this means holding a device up to a real-world situation to see something on their phone that's not there in person. Pokémon GO, the immensely popular free-to-play game, was an example of AR technology because you could now a Pokémon living on your desk or outside in a field. A user must physically be at the location that they're interacting with.

Virtual Reality (VR) is where the user is brought to a digitally created world without any interaction with the real world. Virtual reality may be a copy of a real place as with a campus tour. Users can view a VR tour from anywhere. Fully immersive VR is possible with high-end headsets, or inexpensive cardboard holders (or smartphones) for a simpler experience, a computer or tablet user can also just open a 360-degree photo and browse with a cursor.

VR is a term used for both VR and AR technology or media. It's a simpler way of writing "VR and/or AR".

Section 3.

Use Cases of VR in Student Recruitment and Yield

According to one service provider, universities that created a virtual campus tour saw a 22% increase in applications and a 28% increase in yield. Universities have utilized VR and AR media in different ways so far, ranging from integrating into fairs and info sessions, making promotional videos immersive, hosting virtual admitted student receptions or pre-departure orientation, or helping self-guided in-person campus visitors who weren't able to book an official tour through the admission office.

Use Case 1: VR-supported fairs and campus info sessions

Universities use VR campus tours as an asset for college fairs and information sessions on local campuses. If you have trouble talking to more than one or two students at once and find yourself with a small line of students waiting to speak with you at a fair, a VR tour is a helpful way to engage students waiting in line to hear from you, allowing them to explore campus and formulate more informed questions by the time that it's their turn to approach your table. Having a VR headset or cardboard holder for a smartphone also provides an added draw for students to come to your table, bringing in students who may be unfamiliar with where your school is located or what your school offers, whose students live at school "away", you can stand out by giving away branded cardboard holders that turn a cell phone into a VR headset, complete with a link or a QR code to your school's campus tour.

On-campus information sessions also benefit from having VR assets. You can direct students to particular parts of campus, having them look at the buildings that house your best programs. Particularly for campuses further away from the entertainment, shopping, and internship opportunities that big cities afford, it's imperative to use impressive visual media to draw home the virtues of a rural or suburban campus: safety, natural beauty and immersion in academics. Or particularly during OGA, VR campus tours offer a way for more casual audience members to explore, freeing up the presenter's time to answer more specific questions from students and parents who have displayed more serious interests.



Section 2.

Three Reasons Why the Time of VR Has Finally Arrived

Higher education has seen a rising sense of excitement about VR and AR. The idea of a digital campus tour is not new: the first VR tours came out nearly a decade ago. But like many new technologies, there were growing pains. Filming services and gear were extremely expensive. Internet speeds were too slow for most users. Most prospective students didn't have high-end VR headsets to use the tours. As time went on, VR tours moved from the fringes to the center, with many VR tours becoming an obscure corner of a university's admissions page instead of the cutting edge of student engagement. But times have changed. Never before has VR been more affordable for universities, accessible for students, and suitable to use on both sides.

1. Filming Is Affordable Now

VR campus tours can now be created at a low cost. Whereas filming a VR tour used to be a massive commitment of time and money, VR filming is now much more affordable and DIY-friendly. The costs of having a VR tour professionally filmed and hosted are about 300% cheaper than in 2017 as new service providers have entered the market. Cameras capable of filming 360 content have become much cheaper (less than \$400 for basic devices and \$2,000 for tripod-type cameras), and DIY-friendly software can eliminate the need to stitch photos together. Filming a VR campus tour is now as simple as purchasing an Insta360 or GoPro360 camera and having a group of students go hunting for photogenic areas of campus. Of course, there's still value in filming professionally since professional support will boost image resolution, production quality, and help support advanced features like AR guides, videos, and popup stories. But it's never been easier for universities to leverage VR technology to offer students a glimpse of their campuses.

2. Internet Speeds Are Fast Enough Now

Good VR media is bandwidth-hungry on the viewing end. Internet data speeds and plans have reached a threshold where opening a VR tour isn't the same as streaming internet from the neighborhood. In 2009, at-home internet speeds were advertised at 7-8 mbps and phone data plans were usually capped at 3 Gb/month. Fast forwarding to 2019, it's common to see advertisements for speeds upwards of 100 Mbps at home and with phone plans offering unlimited 4g data plan for \$40 a month. Similar trends are apparent outside of the US; in 2017 alone, the world's internet connections got 35% faster on average. Internet speeds at last have caught up with the size of VR media, such that it's possible to easily download VR media before the start of a fair, or even stream it directly from a student's cell phone.

3. The Devices and Users Are Ready

Never before have students and schools around the world had so much access to VR-enabled devices, from cheaper high-end headsets and budget-friendly variants, to supercharged smartphones. Even as recently as 2017, a fully loaded Oculus Rift cost about \$800, and only the last few generations of iPhones were powerful enough to support a VR experience. Things have radically changed since then, with Oculus permanently discounting some devices by 50% and cheaper devices coming from overseas. Adoption of VR devices is growing quickly with global adoption growing by 23% annually and with major international student sending territories like China growing even faster. The average smartphone bought since 2017 supports VR with a cardboard holder that costs pennies to make (and even co-brand). Today, it's possible to simply provide a link or a QR code to a virtual campus tour, and a fair attendee can be exploring campus in mere moments.

Special thanks to "The World's Internet Speeds Increased More than 10% in 2017" and "VR Headset Sales '19: Best 2017" for their data. Source: "VR Adoption of Virtual Reality (VR) Devices Worldwide from 2017 to 2019 in billions of units" 2019. <https://www.statista.com/statistics/544444/vr-adoption/>

User Case 2: Promotional Videos (2.0)

Videos filmed in 360-degree mode are more likely to get traction, and some universities have taken note. Video content represents an ever-growing percentage of the media shared on the internet and social media, with a Facebook executive going as far as to predict that the platform will consist entirely of video media by 2021. With more video-forward platforms like TikTok, Snapchat, and Instagram on the rise, it's clear that video footage will become an increasingly important marketing asset, and 360 view videos are on the cutting edge of the medium. Users are about 85% less likely to stop watching a video on social media if that video is viewed in 360 degree view mode; in other words, users are 85% more likely to completely watch a 360 degree view video rather than prematurely stop viewing it, according to a study by Omnicast. And if included in an advertisement, 360 degree media has about a 10% higher return on investment as compared to conventional media. Some universities have taken up this trend, including 360 degree view filming promotional videos on their social media, promotional emails, or in person information sessions. VR videos can capture exciting moments like sports games, concerts on campus, large-scale campus gatherings and traditions, matriculation or graduation ceremonies, the hubbub of a busy student union, or lab experiments happening in a popular science course.

Use Case 3: Emails to Students that Show Them the Parts of Campus They Care About

When a student begins their application or fills out an interest form they provide a variety of useful information about them which can help you craft customized email campaigns that appeal to their interests. If a student indicates they're interested in Studio Art, your follow up email might include a direct link to the university's art studio and gallery. If a student indicates they're interested in Engineering, you might provide a link to the part of your tour to take them directly to the engineering labs or maker space on campus. If you ask about a student's extracurricular interests, you can link them to a tour of your sports fields or student activities center. If your CRM supports customization by interests or desired major, then you can easily customize the starting point of your VR tour for all of your inquiries.

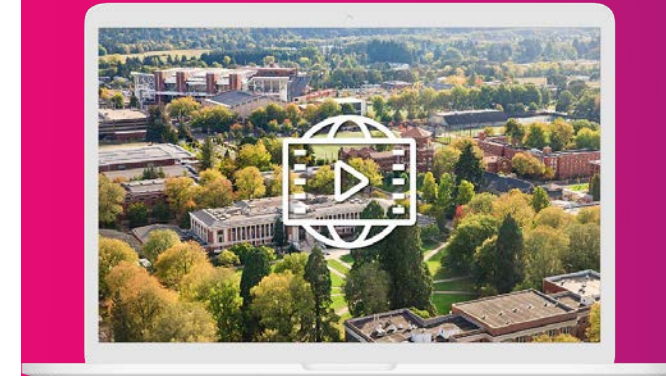
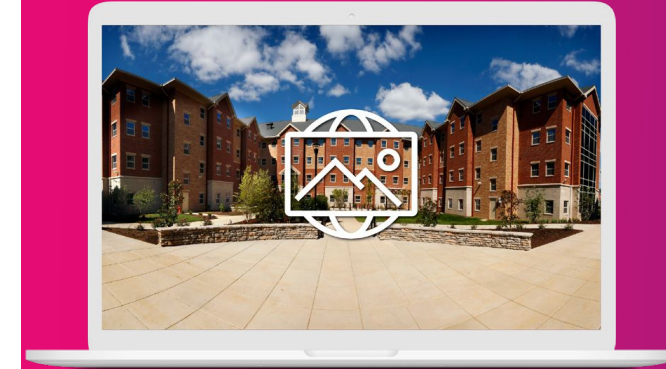
Use Case 4: Self-Guided Tours, Powered by Augmented Reality

Even on campus walking tours have an opportunity to be buffed by the inclusion of XR technology because augmented



Virtual Reality Campus Tour

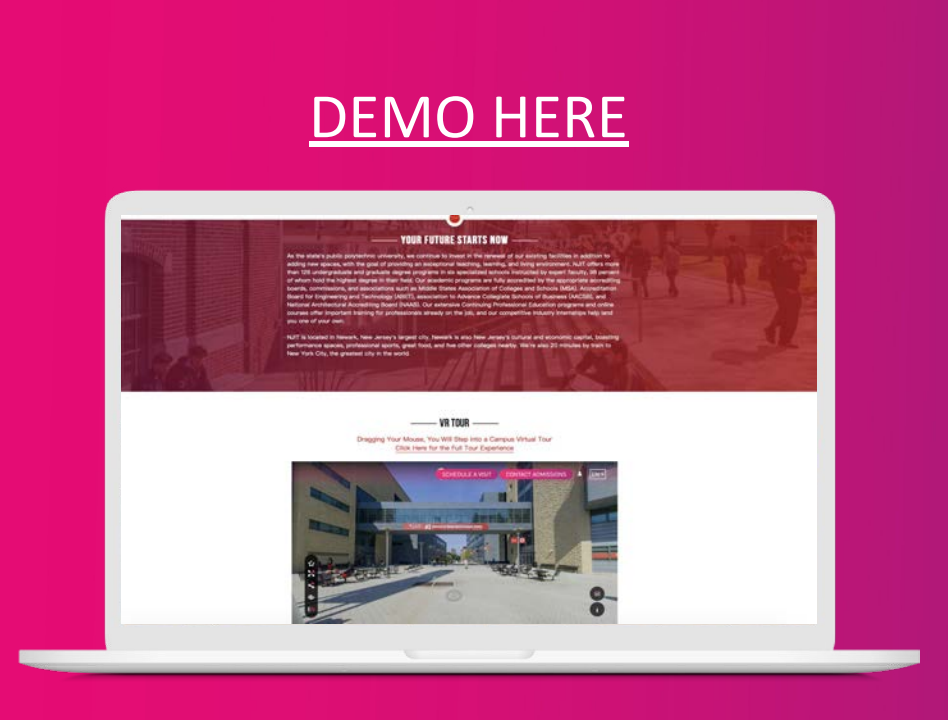
 VR Tour Development	Intermediate Development: \$10,000	Advanced Development: \$18,000
Maximum Hosted: 360VR Images / Stories	27 Images / 54 Stories	54 Images / 108 Stories
OPTIONAL: On-Site VR Tour Filming	(\$4,000 add on)	(\$6,000 add on)
360VR Video Hosting (10 Seconds Maximum)	Three 360VR Videos	Six 360VR Videos
Map Stitching and Walking Arrows	√	√
Audio and Video Stories Compatible	√	√
Lead Generation Contact Button	√	√
Data and Analytics	√	√
Website Embeddable	√	√
Global Accessibility and Web Hosting	√	√
Multi-Language Menu Functionality	√	√
Custom Cardboard VR Headset Design	√	√
Guided “Virtual College Visit”	X (\$2,000 add on)	√
Dynamic Map Feature	X (\$2,000 add on)	√
Custom VR App Development	X (\$2,500 add on)	X (\$2,500 add on)
Annual Renewal Fee	\$4,000	\$8,000



Virtual Reality Enhanced Landing Page

Virtual reality content is powerful, but how to best tell a narrative or effectively capture leads? We can custom design a landing page to feature the VR images and videos of your campus to target a specific group of students.

- Campus 360 will help develop custom landing page for targeting a specific student group
- Campus 360 will embed up to six locations/videos into the landing page, creating a specific path and story
- Cost: \$5,500, not including filming



DEMO HERE

Virtual Reality Promotional Videos

Whether a promotional video, an admitted student reception, or a pre-departure orientation, an immersive VR video can make an incredible impact on prospective students.

- Campus 360 will help develop script for VR film leveraging existing tour resources and student ambassadors
- Campus 360 will film a 90 second VR video, including up to 10 different locations/scenes
- Campus 360 will manage post production, including integration of existing video/photo content
- \$6,000, filming included



DEMO HERE