

Running Wild Media and KODAK PIXPRO Activating Change through 360° Education

The Challenge

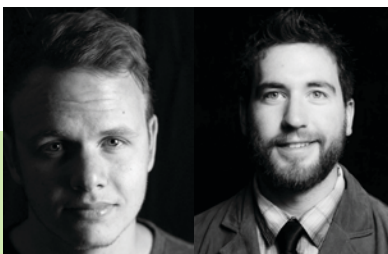
Running Wild Media Co-Founders Justin Grubb and Alex Goetz aim to inspire change and stewardship for wildlife and the environment by producing impactful and engaging educational videos for the public. By utilizing the KODAK PIXPRO SP360 4K VR Cameras and PIXPRO waterproof housing, Running Wild Media films breathtaking underwater footage of the Florida ecosystem, creating an unforgettable 360° video experience with unparalleled quality. They then provide this material to conservation-minded youth groups, immersing them in the experience to further heighten their awareness and understanding. Providing an entirely immersive experience is key to their work as doing so makes a lasting impact on the viewer, ideally inspiring them to learn more and take action to preserve the wildlife and environment we so often take for granted. Through the many educational projects the gentlemen of Running Wild Media have underway, they have found a means of intersecting nature with 360° technology in a way that provides unmatched experiences that will ultimately impact wildlife and nature far beyond the traditional means of delivering content and video.

The Solution

- KODAK PIXPRO SP360 4K VR Cameras & PIXPRO Waterproof Housing
- VR Goggles
- Networking relationships to provide a platform to share the experience

The Results

- Unparalleled underwater immersive experiences
- Engaging educational video assets
- A more informed, engaged and inspired public and youth community
- Shift of community focus to actively preserving our wildlife and environment



"I am really impressed with the image quality and underwater capabilities of the KODAK PIXPRO SP360 4K Cameras."

– Justin Grubb
Co-Founder



Find out more information about **KODAK PIXPRO & Running Wild Media**, please visit kodakpixpro.com

KODAK PIXPRO
DIGITAL CAMERAS

