

Experience 360° and KODAK PIXPRO Narrative-Based 360° Tourism Content

The Challenge

Experience 360°, a production execution company, found that many industry VR and 360° cameras limited their capabilities in creating compelling, narrative-based content for their clients. As this content is their specialty and primary offering to their destination tours like visitcalifornia.com, the guys at Experience 360° simply needed a better solution. With heavily-scripted content and necessity to keep their cameramen out of the shot, the KODAK PIXPRO SP360 4K VR cameras enabled Experience 360° to plan shots that come within “inches of the camera without issues with the stitch line,” a problem they found using other cameras. What’s more, they find the modularity of the SP360 4K cameras to be “unmatched and unrivaled within the 360° space,” for quick shooting and simplicity. As a result, the team could add as many cameras together as necessary to catch optimal VR footage. Experience 360° has experienced great success as a result of their productions, having been picked up by Getty Images, ABC’s program “The Great Christmas Light Fight” and much more thanks to their well-respected name in the 360° VR/AR space and the proximity capabilities and modularity flexibility of the SP360 4K cameras.

The Solution

- KODAK PIXPRO SP360 4K VR Cameras
- SP360 4K proximity advantages & modularity
- 360° VR camera rig

The Results

- Close-proximity content for interactive and narrative-style experience
- 1st person point of view and effect
- Expand offerings to varying industries, broadening reach and breadth of services



“KODAK PIXPRO’s cameras were a pivotal presence in the industry early on.”

– Jake Ingraham
Technical Director



Find out more information about **KODAK PIXPRO & Experience 360°**, please visit kodakpixpro.com

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