

Lemon Oak Tree & KODAK PIXPRO

Immersive Storytelling and Inspiring Travel Adventures with 360° Video

The Challenge

Memo Macalpin, principal of Lemon Oak Tree, is a visionary who started managing celebrity clients in the burgeoning world of social media long before followers grew into millions of fans. His natural curiosity to push the limits of traditional video found him drawn to the world of 360° as a better way to move audiences into a more immersive and heightened experience.

Social media was the vehicle that transitioned Memo and Lemon Oak Tree into merging creative story telling with his passion for travel. Previous projects had only been possible with much more expensive equipment ranging from tens of thousands of dollars to six figures and requiring teams of 10 to produce. Memo's decision to invest in the KODAK PIXPRO ORBIT360 4K camera has enabled him to capture content in many exotic locations of the over 50 countries he has visited around the world and share it with inquisitive audiences.

Lemon Oak Tree has produced numerous projects distributed on various digital platforms including a travel series. They are committed to continuing to strive for innovative ways to use KODAK PIXPRO VR cameras to tell and share their adventures with others. Their dream is for any filmmaker to be able create authentic and compelling content that pulls at the heart strings and stirs a curiosity for more.

The Solution

- KODAK PIXPRO ORBIT360 4K VR Camera
- KODAK PIXPRO 360 VR Suite Stitching and Editing Software
- Facebook™, YouTube™ and other Social Media Platforms

The Results

- Engaging 360° content and filmmaking with simplified production & post-production workflow
- Drastically reduced cost of content acquisition and production
- Expanded travel to more international and remote locations



"The ORBIT360 4K has made virtual reality a pocket-sized solution that lets you find some of the most alluring and fascinating places on the planet and push beyond typical excursions to capture the extraordinary."



– Memo Macalpin
Lemon Oak Tree



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KODAK PIXPRO
DIGITAL CAMERAS

