

# SBVR and KODAK PIXPRO

## Filmmaking Through 1st Person 360° Experiences

### The Challenge

Nothing can recreate a 1st person experience quite like 360° video. Wes Weber of SBVR, a video production company, relied heavily on multi-camera rigs to create this 1st person perspective in storytelling key to their broad range of productions. In comes the KODAK PIXPRO SP360 4K VR Cameras and SBVR's patent-pending Halo rig, enabling them to create the same immersive content but with a fraction of the hassle in post-production yet all the quality. SBVR has found that "much of VR now feels like a bystander and not a 1st person experience" but their use of the SP360 4K cameras enables them to blend traditional cinematography with 360° technology, allowing the audience to actively participate in the story. From cinematic storytelling to 360° virtual destination and commercial tours, SBVR creates traditional documentary-style VR content relying on the "simplicity, ease-of-use, and quality" of the KODAK PIXPRO SP360 4K cameras.

### The Solution

- KODAK PIXPRO SP360 4K VR Cameras
- SBVR's patent-pending "Halo" rig

### The Results

- Quicker post-production stitching and editing
- Improved 1st person storytelling experiences
- An active and engaged audience
- Expanded clientele and subsequent sales



"We did a blind test with two videos side-by-side of the OZO and SP360 4K, and we chose the SP360 4K Cameras, which outperformed in quality."

– Wes Weber  
Co-Founder



Find out more information about **KODAK PIXPRO & SBVR**, please visit [kodakpixpro.com](http://kodakpixpro.com)

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DIGITAL CAMERAS

