



## 360° production guide and costs:

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## Introduction

Unfamiliar with this exciting new media? – Don't worry, our aim is to de-mystify all aspects of 360° video production which means you can relax and enjoy the creative process.

WaveFX was born in 1999 to offer a realistic price for video and event production whilst still ensuring the highest possible service – all our costs are transparent, video crews professional and above all we're flexible and proactive.

We film, edit and stream live 360° VR video for brands, events and corporate clients. We're also a Google 360 accredited and recommended agency so you're in good company.

## Why go 360?

This great new technology puts the viewer in the director chair, and it really does work. Imagine being at a conference or meeting and being able to choose where you look.



### Viewing examples:

- The presenter at the lectern
- The PowerPoint graphics on the screen
- Someone in the audience asking question
- One of the panel replying

360 degree video and photography offers the online viewer the very best seat in the house, creating an engaging and interactive experience with or without a VR headset.

## How to view?

Viewing a 360 degree event requires no extra software or hardware; you simply open your favourite browser and watch the video or webcast as normal. You also have the option to fully immerse yourself in the event by wearing a VR headset.



360° videos, photographs and webcasts will play happily on all up-to-date smartphones, tablets and laptops. No specialist knowledge is required and all the major social media platforms and browsers support it.

Try for yourself and watch our latest 360° video on YouTube [https://youtu.be/gEivl\\_veP0k](https://youtu.be/gEivl_veP0k)

## Our 360° camera

We really took our time evaluating many cameras before settling on the Insta 360 Pro.

It has 6 independent HD lenses which capture 360-degree 8K resolution video in both RAW and HDR. When in 4K mode, the camera can also record up to 100fps.

The process of stitching the 6 cameras together is done beautifully in real-time within the camera, so no extra software or hardware to worry about.



### Key Features

- Six 200° fisheye lenses
- Shoot monoscopic and stereoscopic 3D
- 4K Live streaming
- 8K filming for editing
- 360 VR live to Facebook & YouTube
- Real-time stitching
- Built in microphones and external input
- Battery powered for remote locations
- HDMI video output
- Ethernet connection for stable internet
- Flight cased with spare batteries and cards

**Costs:** based on a daily basis, weekly and projects rates available.

Item or Service	Cost	Quantity	Total
<b>Production</b>			
Camera Hire	£250	1	£250
Technician (recommended)	£450	1	£450
Delivery and collection (London)	£150	1	£x
<b>Post- Production</b>			
Stitching and colour grading	£650	1	£x
Video editing	£650	1	£x
			£700 +vat

### Useful links

- 360° video production: <https://goo.gl/cki3fT>
- 360° virtual tour example: <https://goo.gl/yVXcTk>
- Insta 360 pro quick start and user guide: <https://goo.gl/XN9Q3w>
- Official insta 360 pro website: <https://goo.gl/h22UEr>

## 360° Live Streaming

This option allows your event to be streamed live in 360 to Facebook and YouTube in 4K.

To be able to stream an event in 360 the camera needs to stitch together all six lenses in real-time. This is a complicated process requiring powerful internal software, which is why you won't find this feature in every camera.

Event filming and streaming is what we do every day and we're confident we can help you connect with your audience. We're a full service agency offering all you need for a successful webcast.

We regularly work with production companies, event organisers and venues to offer their clients a 360° webcasting service. We are completely white label and happy to wear any company T-shirt



### Key Features

- 4k real-time streaming
- Stream to Facebook and YouTube
- External mic input for perfect audio
- HDMI video output
- 3 batteries for remote use
- HP G3 ZBook for webcasting control
- Professional on-site technician

**Costs:** based on a daily basis, weekly and projects rates available.

Item or Service	Cost	Quantity	Total
<b>Pre- Production</b>			
Project management, site visit and testing	£450	1	£450
<b>Production</b>			
Camera Hire	£250	1	£250
Technician	£450	1	£450
HP G3 ZBook for webcasting control	£250	1	£250
Trunk of cables and connectors	£150	1	£150
Travel	£0.45	Per mile	£x
			£1550 +vat & travel

**Notes:** For live streaming we will need a dedicated internet connection of 30mb up/down

## Photography

The Insta 360 pro is an incredible 8K stills camera shooting 360 images to watch on your computer/smartphone or 360 3D images to view via a VR headset.

### What's the difference?

**Monoscopic 360** or standard 360 video is a flat equirectangular image displayed on a sphere. Think of it like the face of a world map on a globe. As you move your mouse you move around the image.

**Stereoscopic 3D** adds depth between the foreground and background making the image look and feel more real, this is typically viewed with a headset.



### Features:

- Monoscopic at 7680x3840 (8k)
- Stereoscopic at 7680x7680 (8k)
- 6 x F2.4 fisheye lenses
- Files: MP4, JPG, RAW
- Hi-speed pro 128gb SD card included
- Tripod available
- Kit comes flight cased with 3 batteries
- Controlled remotely via free app

**Costs:** based on a daily basis, weekly and projects rates available.

Item or Service	Cost	Quantity	Total
<b>Production</b>			
Camera Hire	£250	1	£250
Technician (recommended)	£450	1	£450
Delivery and collection (London)	£150	1	£x
<b>Post- Production</b>			
Stitching and colour grading	£650	1	£x
Video editing	£650	1	£x
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### Useful links

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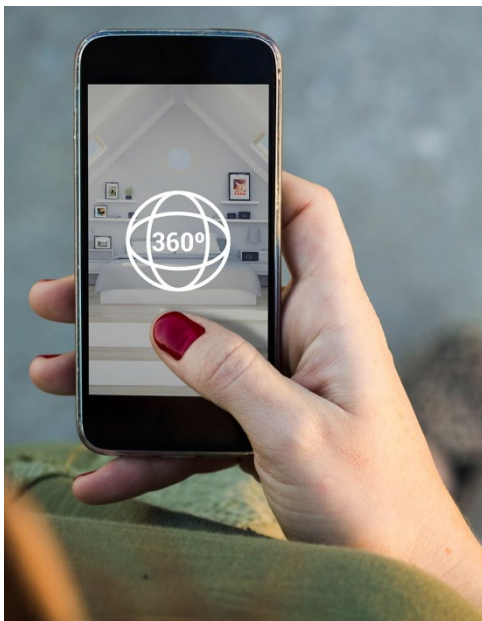
## 360° virtual tours

Visit and fully explore a venue, hotel or event space without leaving the office.

Interactive virtual tours hold your audience for longer and let them quickly find the information they're looking for in an immersive experience. Our tours can be easily embedded on your website and no extra software is required to view.

Each tour is fully customisable to match your brand and can include many extras such as "hot spots". Hot spots are small icons we place over areas of interest which the viewer clicks on to display information boxes and web links.

Easily move between rooms or scenes via navigational hot spots, an interactive map or picture gallery.



### Key features

- No additional software needed to view
- Works on all browsers and devices
- Easy to navigate and use
- Ability to add information hot spots
- All 360 photography created in-house
- Storyboarding service
- Full technical support
- Share via email and social media
- Approximate completion time 5 -10 days

**Costs:** based on an average project with approximately ten 360° images

Item or Service	Cost	Quantity	Total
<b>Pre- Production</b>			
Project management, planning and storyboarding	£450	1	£450
<b>Production</b>			
Camera and Technician capturing ten 360 images	£850	1	£850
Stitching and colour grading of images	£650	1	£650
Building 360 Tour plus adding hot spots and navigation	£550	3	£1650
Export, hosting and embedding	£150	1	£150
			£3750 +vat & travel

### Useful links

- 360° virtual tour example: <https://goo.gl/yVXcTk>

## Awards

We're please to have won several industry awards including:

- **Best Live Streaming Solution** – Event Technology Award
- **Best UK Live Event Streaming Company** – Technology, Media & Telecoms Award
- **RAR recommended** since 2010
- **Best Social Media Streaming Company, UK** – Media Awards
- **Best Animation Company** - East England TMT Awards

## 360° Portfolio

Please visit our portfolio and select 360° <http://www.wavefx.co.uk/portfolio/>

## Referees

Dave Glass – Head of Video, Smyle Productions. 01992 525535

Pam Ashton – Events Director, MND Association 01604 611845

Kurt Bowen – Creative Director, WhiteSpace Productions 01206 877450

Please visit our website for a full list of testimonials

## Contact

If we can help any further with your project or idea please do get in touch.

**Jamie Huckle**

WaveFX Ltd.

19 Edward Street

Cambridge

CB1 2LS

Office: 01223 505600

Mobile: 07779 240169

Email: [jamie@wavefx.co.uk](mailto:jamie@wavefx.co.uk)

Web: [www.wavefx.co.uk](http://www.wavefx.co.uk)