

Case Study

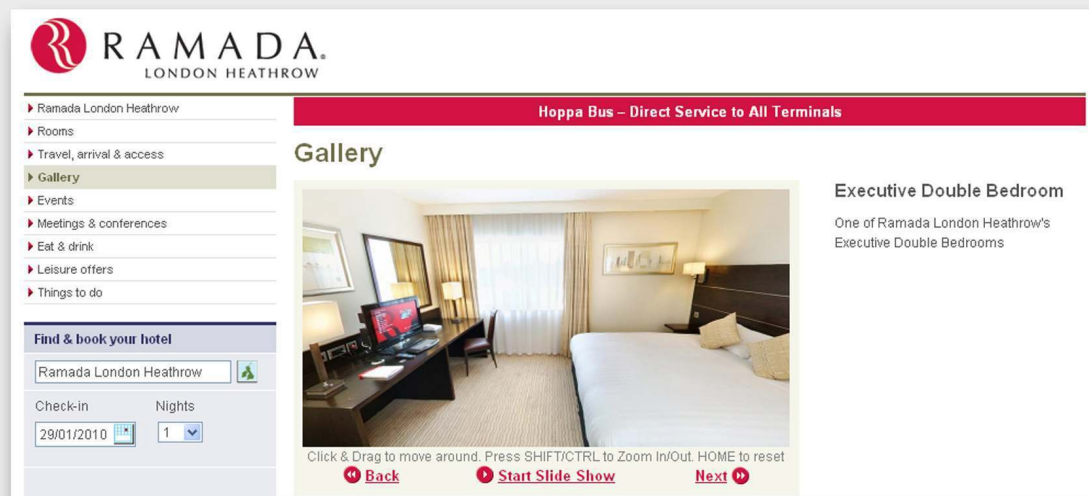


360 Vision works with Ramada, the leading mid-market hotel group in the UK, providing a wide range of innovative & cost effective rich media content solutions:

Virtual Tours

Phase 1 of the virtual tour programme put Ramada Jarvis in a unique position among their competitors of having 360 imagery for virtually every bedroom type and conference & event room set-up. Since initial photography, we have returned to re-shoot hotel areas which have since changed or been refurbished, ensuring the imagery is as up to date as possible.

We worked closely with the client's web developers as they launched Ramada's new website, so that the Flash based virtual tour content fit seamlessly within the site's new CMS.



Still Photography

Ramada asked us to create high quality web & print quality stills where required. Our photographers are able to shoot both stills and 360s on the same visit, thereby keeping costs and disruption to a minimum. The stills have been used in a wide range of marketing media.



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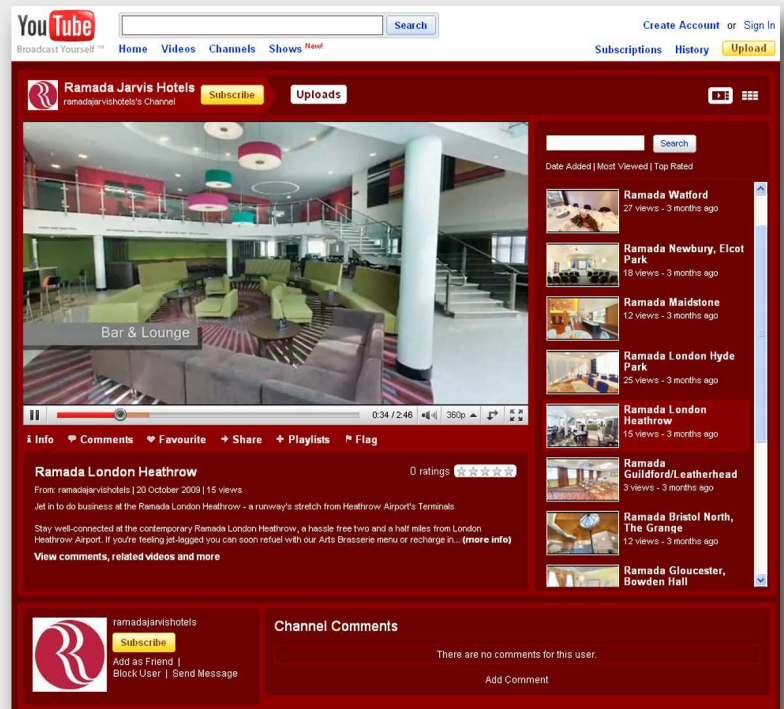


360-2-Video

Following on from the success of the Phase 1 360s, Ramada asked us to convert the virtual tours into video format.

Much more cost effective than shooting separate video, we created a range of 3 minute videos for each hotel, covering all the main public areas and bedroom types.

By adding these videos to YouTube.com and other social networking sites, Ramada is able to reach out to and engage new audiences.



Interactive Flash Banners



The versatility of our 360° Virtual Tours allowed us to create a range of unique and interactive Adobe Flash banners for Ramada's website.

The client needed the banners to conform to precise dimensions to fit into their site's existing architecture and also needed in-image signage and graphics to be added, for example informing clients of special offers.

Users are able to view the banners passively or interact with them in the same way as 360 imagery

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DVD Authoring & Production

Ramada also needed to make use of the 360° Virtual Tours in an offline environment, for staff training & familiarisation, public use in 'kiosk' mode and in marketing mailouts.

360 Vision offers a full range of digital production skills, and we designed a bespoke Adobe Flash viewing system for distribution by DVD, including artwork design and disc production.

RAMADA WATFORD

Green Tourism AA Rating ★★ ★

360° Virtual Tour

At a Glance

Location

- M1 motorway 1 mile (2 km)
- Watford Junction railway station 3 miles (5 km)
- Stanmore Tube station 4 miles (6 km)

Time off

- Gym, heated indoor pool, sauna and steam room
- Whipsnade Zoo 19 miles (30.5 km)
- West End London 22 miles (35 km)

Weddings

- Civil wedding licence
- 200-capacity ballroom

Meetings & conferences

- 17 daylight conference rooms
- Wireless Internet access

Hotel Information

A41 Watford Bypass
Watford, WD25 8JH
Hertfordshire
Tel +44 (0)844 815 9056
Fax +44 (0)208 950 7809

Public Areas

- The Arts Bar
- Gym
- Pool
- Reception
- The Arts Restaurant

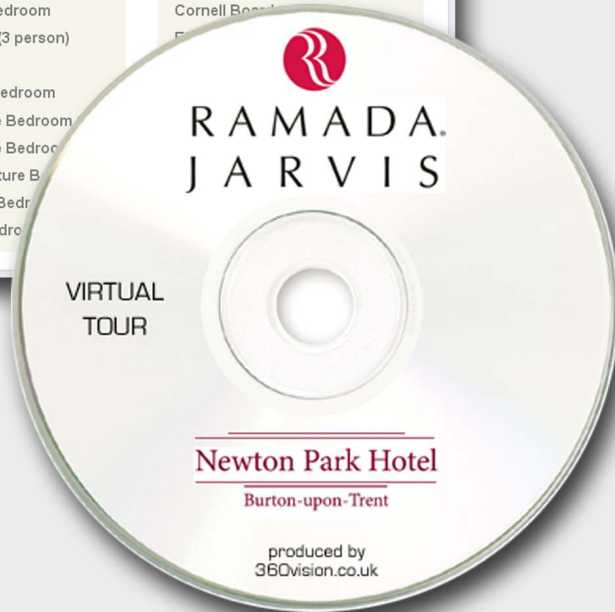
Rooms

- Standard Double Bedroom
- Standard Twin Bedroom
- Family Bedroom (3 person)
- Double Suite
- Executive Twin Bedroom
- Executive Double Bedroom
- Executive Double Bedroom
- Double Exec Feature B
- Adapted Double Bedr
- Adapted Twin Bedro

Meetings & Events

- Cambridge Cabaret
- Cornell Board

Click & Drag to move. Mouse wheel to Zoom In/Out. ?



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