

VirtualView - Executive summary

WHAT

Advanced touristic web marketing

An innovative and really unique way to market touristic locations and structures on the Web, using live streaming video from network cameras linked to multimedia content. Live video streaming is the best way to make visitors of the site really feel the beauty of a place and **interactive video** really make them feel like being there and wish to actually visit!

WHY

Interactive content

The first generation of web cameras were simple, fixed webcams giving low-quality still images, updated at best every few minutes. The second generation brought live video to the users, but still without the ability for the user to control the camera or explore its field of view.

VirtualView heralds the new generation: the user is given real-time control of the camera: **different point of interest are associated to automatically updated content.**

Think of architectural details in a building or different works of art in a museum: each one can have multimedia content - text, images, video - brought on when the users brings it in his or her field of view - it's like being there.

WHERE

Visit our pilot project!

Visit our pilot project at: www.cesenaticolive.it

WHO

Innovative ICT and consulting firm

The application is completely developed in-house by **StudioAG** in **partnership with Canon**, who allowed us access to exclusive technical know-how on their top-quality hardware. We can supply a turn-key system, from design to roll-out, to maintenance, in partnership with local firms if needed. Nothing more than the cameras themselves and Internet connection is needed on site. More, we can offer web marketing and business consulting services, if required.

StudioAG
ICT Consulting & Engineering

www.studioag.eu/en

info@studioag.eu

via G. Zanella, 166
36010 Monticello C.O., VI
Italy

Phone: +39 0444 945523
Fax: +39 0444 298549

EU VAT# IT02857650242

