



VIDEOSTREETVIEW

www.videostreetview.com

“ World’s first web-based GIS platform in full-motion 360° video ”

globalvision
communication

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360° IMMERSIVE IMAGERY: GLOBALVISION LEADS THE WAY

Creating the world's first immersive Video StreetView, GlobalVision Communication is a swiss company based in Geneva, Switzerland.

We are leading the field of 360° immersive vision by creating new and exciting applications that will be at the heart of web 3.0.

We strongly believe that future internet browsing will replicate the real world and offer always more 360° photo-realistic captures and that part of for many fields and application.

Our cutting edge R&D allowed GlobalVision to offer a unique panel of services in 360° vision. We also offer a wide array of display and marketing tools for new vision technologies.

REFERENCES



Collège du Léman
Geneva, Switzerland



Golf de Bossey



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1. World's first «made in Switzerland»

OVERVIEW

GlobalVision was already the **first european business** to **create 360° immersive videos**.

WWW.VIDEOSTREETVIEW.COM

Today, the company creates a **world's first** by releasing its streetview of a new kind, created with 360° geo-referenced immersive videos.

Driving more than **14'000 kilometers** in Switzerland since august 2008, our capture team has mapped many towns and cities, including **Geneva, Lausanne, Vevey, Montreux, Martigny, Bulle, Sion, Sierre, Mendrisio, Lugano, Locarno, Bellinzona, Coire, Zurich, Basel, Romanshorn, Frauenfeld, Bienne and Vaduz** among others.

STATE OF THE ART GPS TECHNOLOGY

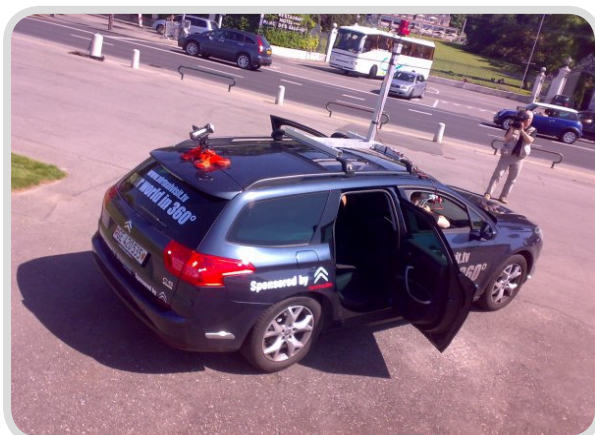
Our capture car has been slightly modified, equipped with a mast and a **360° panoramic camera**. Inside the cockpit, we installed a complex system of GPS tracking system, computer hardware and hard-disk storage.

Only one personnel is necessary to operate the whole optical and digital system, as well as to drive the vehicle.



ONLY ONE OPERATOR

On the website, one can navigate many streets in different cities in full-motion 360° video. A little panda-avatar moves in synch to show one's exact position on the map.



2. Interface description

360° immersive imagery technology is based on photo-realistic environment and allows the user to move the field of view of any image in any direction. With our adding of public-interest information it provide a **true contextual immersion**.

Our interface has been designed for a simple, yet complete, service allowing to search one's place and get the view of the surrounding environment along with information bubble and pictures. See the place as if you were actually there... simply within a clic of the mouse.

The screenshot displays the videostreetview.com interface. At the top, there's a header with the logo and navigation options like 'Avenue de la Gare', '287°', and 'French'. Below the header is a large 360-degree street view image of Avenue de la Gare in Geneva. To the right of the street view is a map showing the current location and surrounding area. Below the street view and map are two search result panels. The left panel is titled 'Rues / Chemins' and lists various streets. The right panel is titled 'Points d'intérêt' and lists various points of interest. Both panels have a search bar and a list of results.

Rues / Chemins		
• Avenue de Collonge VD	• Aarestrasse AG	• Aaretalstrasse AG
• Aarwangenstrasse AG	• Ackerstrasse ZH	• Aeschlenplatz BS
• Abomstrasse BL	• Albinrieder-Strasse ZH	• Albinrieder-Strasse ZH
• Alfred-Escher-Strasse ZH	• Alfred-Escher-Strasse ZH	• Allée David Morgé GE
• Allmendstrasse ZH	• Alle Steinhauserstrasse ZG	• Allstetterstrasse ZH
• Ankerstrasse ZH	• Artamis GE	• Artamis GE
• Auf der Lyss BS	• Ausstellungsstrasse ZH	• Avenue Adrien Lachenal GE
• Avenue Alexandre Vinet VD	• Avenue Alexandre Vinet VD	• Avenue Appia GE
• Avenue Appia (OMS) GE	• Avenue Casaj GE	• Avenue d'Aire GE
• Avenue d'Aire GE	• Avenue de Beau-Sejour GE	• Avenue de Beau-Sejour GE
• Avenue de Beau-Sejour GE	• Avenue de Reimont VD	• Avenue de Chamonié GE
• Avenue de Chamonié GE	• Avenue de Chillon VD	• Avenue de Chillon VD
• Avenue de Collonge VD	• Avenue de Crozet GE	• Avenue de Florimont VD
• Avenue de France VS	• Avenue de Gallatin GE	• Avenue de Gallatin GE
• Avenue de l'Ariana GE	• Avenue de la Concorde GE	• Avenue de la Gare FR
• Avenue de la gare des Eaux-Vives GE	• Avenue de la Grenade GE	• Avenue de la Jonction GE
• Avenue de la Praille GE	• Avenue de la Praille GE	• Avenue de la Riviera VD
• Avenue de la Roseira GE	• Avenue de Luserna GE	• Avenue de Pailly GE
• Avenue de Rossfeld VS	• Avenue de Saint-Jean GE	• Avenue de Saint-Paul GE

Points d'intérêt	
• Aebi Auto AG	• Auser-Garage AG
• Auto Chiesa SA	• Auto Leislach AG
• Auto Wattenhofer AG	• Auto Walt von Roiz AG
• Auto-Center H.R. Flückiger AG	• Autohaus Nord AG
• Autozentrum	• Bernauto S.A.
• Bolliger Nutzfahrzeuge AG	• Centre International de Conférences de Genève
• Centre International de Conférences de Genève (Suisse) S.A.	• Citroën (Suisse) S.A.
• Citroën (Suisse) S.A.	• Citroën (Suisse) S.A.
• Citroën (Suisse) S.A.	• Erme & Kall AG
• Faust Auto AG	• Garage A. Stocker GmbH
• Garage Auto Lang AG	• Garage Beyeler AG
• Garage Brändli AG	• Garage Carr. Burkhalter S&A
• Garage Cité du Soleil SA	• Garage de la Rive, Willemin SA
• Garage Dind S.A.	• Garage Dind SA
• Garage du Mont Pâlerin S.A.	• Garage du Rop
• Garage Elmüller AG Automobile	• Garage Faes AG
• Garage Galliker AG Aarburg	• Garage Galliker AG Kriens
• Garage Glin S&A	• Garage Gwin - Gerspacher AG

This section shows three smaller screenshots. On the left is a map view of the Hôpital Cantonal in Geneva, with a red location pin. In the middle is a search result for 'Hôpital Cantonal' on Rue Gabrielle-Perret-Gentil 4 Genève 1211 Genève 14, with a 'Zoom In - Zoom Out' button. On the right is a screenshot of the HUG (Hospices-Generaux de Genève) website, showing a search bar and various navigation options.

FUNCTIONNALITIES

- Street name
- Street listing
- Instant filtering of search requests
- 360° geo-referenced immersive video
- Language choice (Fr, En, De, It)
- List of Points of Interest (POI)
- Dynamic map and position panda
- List of partner and private virtual tours

3. Details of our 360° imagery service



TECHNOLOGIES

- Our 360° camera comes from the [robotic industry](#) and has been refined by our service. Made lightweight and easily portable, it is now possible to use it on environments of a demanding nature: construction review, oil and gas industry, security mapping, entertainment.
- 360° videos are initially captured at the [size of 3500 x 1750 pixels](#) (29 frames per second), for an average 2Go every 90 seconds. After postproduction those high-definition images are usually downscaled for the desired output, according to the target audience and the focus-bandwidth.
- All post-processing software and 360° display plugins have been exclusively developed by GlobalVision or have been derived from free software (GNU) applications. Our computer park runs on both Windows and Linux.



PRIVACY PROTECTION

GlobalVision is concerned about privacy issues and we respect this legitimate right of all. Unfortunately, the method we use does not allow us to warn each passer-by. Accordingly, we take the following preemptive measures before, during or after the image capture:

- Our vehicle never enters a clearly marked private area without consent.
- As much as possible, we avoid capturing high-density zones during rush hours and when it is too crowded.
- All of our videos have been downscaled in quality to avoid the possibility to formally recognize one's face, car, place, etc.
- If they feel harmed in their private rights, people are invited to send a report of their concern to info@globalvision.ch, so that our team can take appropriate measures.

4. Company history



GlobalVision Communication started in 2003 as a **small brother's company**.

The company focused on realizing 360° pictures with a parabolic mirror system, also creating platforms, systems and programming websites to host them.

As both brothers finished their studies in **electronics and media communication**, the company grew even more dynamic and engaged in its actual path, giving the high-hand to innovation and stunning visual effects.

In January 2007, the brother's company changed its legal structure to rename itself **Globalvision Communication Sàrl** officially registered in Switzerland.

The initial services have been completed by proper graphic design, programming and photographic capability, allowing to serve always bigger clients and find new markets.

Immersive imagery proved to be the most successful department and the most promising one. Our research and development developed its very own **360° video-camera prototype** and established new solutions to create high-definition 360° pictures.

Realized at the **Cannes Film Festival 2008**, GlobalVision's immersive video was a popular success and a **European first**.

Once again, GlobalVision showed its capability to innovate and commercially produce 360° immersive movies. The company progressively gained ground and respectability, reaching renowned private, institutional and industrial partners.

At the end of 2008, GlobalVision achieved a major enhancement of its capability by combining GPS coordinates to 360° images in an automated way, allowing for the creation of a **first prototype of immersive video cartography**.

GlobalVision began focusing on Geneva area. Partner's interest grew stronger and the project was quickly sponsored by Citroën. The brand decided to ask GlobalVision to tour all of its Swiss car-dealers.

In August 2009, GlobalVision had released the **world's first geo-immersive video map**, run on 14'000 kilometers. The high-level of technicity and the large coverage of this nation-wide initiative showed the capability acquired by the company to handle complex mapping projects. The data capture and publishing phase lasted for about a year until the opening of our websites www.streetview.ch and www.videostreetview.com ...and Switzerland is only the beginning!



5. Business model

[VideoStreetView.com mapping service](#) is a great tool to further promote the 360° imagery technologies to the public and professionals alike. As such, our web-platform [VideoStreetView.com](#) is highly evolutive, going to be filled with various contents and become a touristic reference. We plan to make it a useful visual and touristic reference website on a nationwide scale.

How do we intend to do so? While our car is cruising the public domain to capture the streets in 360°, businesses and companies from all the country can contract GlobalVision to [create virtual tours of private areas](#). We're able to integrate such tours onto our map and give our clients more visibility online. This way, visitors can see any place and all surrounding area as if they were physically looking around.

Our clients can also embed this virtual tour on their official website, on blogs or send it by email. Alternatively, it can also be copied on DVDs or USB keys possibly helping in convincing a client of the quality of a particular place or business. Moreover, one can extract «normal» images from our 360° tours, thus saving time, effort and money on an other photoshoot and maximizing the visual impact.

[VideoStreetView.com](#) demonstrates the public use of our [geo-panorama mapping capability](#). However, our business model includes the same service creation for public and private/confidential uses as well. Target customers in this field are mainly composed by industrial parks, energy suppliers, security firms, theme parks, holidays villages, etc.

Using our service, clients can explore full range of facilities without moving themselves, thus saving money, increasing view reliability and easing discussions about security, planning and construction issues within the covered perimeter.



COMPETITORS & INNOVATION

By launching its [world's first video StreetView](#) GlobalVision differs from Google or Microsoft, by showing its capability not only to create «classical» geo-panoramas (360° photos) but also to create stunning [immersive videos](#) allowing one to see the Life of the city evolve around.

Realizing a such a public platform on the web, demonstrate how our small company can improve existing systems and innovate in a highly-technical field, previously dominated by much larger players.

6. VideoStreetView coverage

ALREADY AVAILABLE SWISS COVERAGE

ARGAU	Aarwangen, Balstahl
BASELSTADT	Birsfelden
BASELSTADT	Basel
GENEVE	Geneva, Meyrin, Thônex
ST-GALL	St-Gall, Wil, Oberuzwil
THURGAU	Frauenfeld, Weinfelden
TICINO	Bellinzona, Locarno, Lugano, Mendrisio
VAUD	Lausanne, Montreux, Vevey, Nyon
VALAIS	Martigny, Sion, Sierre
ZUG	Zug
ZÜRICH	Zürich



NEXT CITIES / COUNTRIES TO BE MAPPED

ASIA	Vietnam	Saïgon, Hué, Hanoï
	Philipines	Manilla
	Singapour	Singapour
	Thailand	Bangkok
	China	Hong-Kong
	MIDDLE EAST	Dubaï
	Qatar	Doha

Captures will be taking place from June 2010 to December 2010. Most images are to be online by December 2010. The list above is for informational purpose only and may be restricted or modified at any time due to governments' authorizations.

7. Technical capability

In the field of 360° imagery, GlobalVision Communication is to this day the most advanced company in Europe. We have services ranging from still digital pictures to cutting-edge video production in 360° immersive vision.

We provide the following possibilities:

360° technologies

360° PICTURE

- Hotspots insertion
- Sound embedding
- Complete sphere
- Fullscreen mode
- Flash, Quicktime, Java viewer
- Nadir logo

IMMERSIVE VIDEO

- Flash viewer
- Full screen mode
- up to 3500x1750 px
- 10-29 img/sec.
- Multisensor 360° video
- Extended post-production possibilities (editing, titling special effects etc)

GEOPANORAMA (STREETVIEW)

- In immersive photo or video
- Web visualization platform
- Captured by car or by foot
- Geo-referencing of data
- Synched moves on a map
- Multiple possibilities to export and combine with other data feeds

VIRTUAL TOUR

- Graphical interface
- Hotspots allowing navigation and actions
- Floorplan or aerial view
- Multiples panoramas
- Vision radar
- Flash viewer
- Fullscreen mode
- Sounds embedding