World's first
web-based GIS platform
in full-motion 360° video

www.videostreetview.com

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For additional details, please contact:

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1. World's first «made in Switzerland»

► Overview

GlobalVision Communication was already the **first europen business** to **create 360° immersive videos**. Today, the company creates a new buzz publishing a « StreetView » service of a new kind, composed with geo-referenced immersive videos: **a world's first**!

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, Bellinzone, Coire, Zurich, Basel, Romanshorn, Frauenfeld, Bienne and Vaduz among others.

Externally, the Citroën C5 car is modified, equipped with a mast and a **360° panoramic camera**. In the inside, 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.

On the website **www.VideoStreetView.com** the public can navigate in many different cities in full-motion 360° video, while visualizing the exact position of the camera on the map. The viewer is represented by a cute little panda.

► Information box

Company:	GlobalVision Communication sàrl	Personnel:	7 people on the project (technical advisory, graphism, programming, capture, updating ...)
Founders:	Jan-Mathieu et Marek Donnier		
Headquarter:	Geneva, Switzerland	Project duration:	Immersive views captured from july 08 to october 09
Coverage:	14'000 kilometers	Data volume:	10+ tera-octets of raw data
Technical name:	geo-referenced immersive video	Website:	www.StreetView.ch / www.VideoStreetView.com

2. Interface description

360° immersive imagery technology allows the user to move the field of view of any image in any direction in a photo-realistic environment. Augmented with 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.

Street name

Language choice
(Fr., En., Ger., It.)

360° geo-referenced
immersive video

Dynamic map and
position Panda

Street listing and
instant filetring of
search requests

List of Points of interest,
partners and private
virtual tours

* Points Of Interest

3. Details of our 360° imagery service

► Technologies

• Our 360° camera comes from the **robotic world** and has been refined by our service. Made Lightweight and easily movable, it is now capable to be engaged in demanding environments of various nature, shall it be mapping, entertainment, tourism, real estate or security.

• 360° videos are intially captured at the **size of 3500 x 1750** pixels, for an average 2Go every 90 seconds. After post-production those high-definition images are usually downscaled for the desired output, according to the target audience and the focus-bandwidth.

• Post-processing softwares and 360° display plugins have been exclusively developped by GlobalVision or have been derived from free software (GNU) applications. Our computer park runs on Windows and Linux alike.

►Privacy policy

GlobalVision is really 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 zone without consent.

• As much as possible, we avoid capturing high-density zones during rush hours and when it is too crowdy.

• All of our videos have been downscaled in quality to avoid the possibility to formally recognize one's face, car, etc.

• People are invited to send a report of their concern to info@globalvision.ch if they feel harmed in their private sphere, so that our team can take appropriate measures.

4. Company history

GlobalVision started as a **collective name company in 2003**. From the beginning on, the company realised 360° pictures with a system of parrabollic mirror, also designing and programming websites to host them.

In **january 2007, GlobalVision Communication sàrl** had been officially registered in Geneva and the Donnier brothers moved along with their hardware to an office in Geneva city center. As both brothers finished their studies, the company grew even more dynamic and engaged in its actual path, giving the high-hand to innovation and stunning visual effects.

The initial services have been completed by proper graphic design, programming and photographic capability, allowing to serve always bigger clients and find new markets. As such, immersive imagery proved to be the most successful department and the most promising one. Our research and development developped its very own **360° video-camera prototype** and established new solutions to create high-definition 360° pictures.

As a european first, the company published in may 2008 its first publicly released 360° immersive video at **Cannes Film Festival**. With this release, the company showed, once more, its capability to innovate and commercially produce 360° immersive movies. Progressively, the market extended to reach tourism and hospitality industry, then, institutionnal (City of Geneva, schools) and industrial partners such as Citroën car-maker.

During the second semester 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**. In a first step, GlobalVision focused on Geneva area to use it as a sandbox. The interest grew stronger in all related industries and the project was quickly sponsorized by Citroën. The brand also decided to ask GlobalVision to tour all of its car-dealers in Switzerland.

In august 2009, GlobalVision has been proud to release, as a **world's first**, a **geo-immersive video map**, on a nationwide scale. The high-level of technicity of the project, as well as its large coverage show the capability acquired by the company to handle complex mapping projects. The data capture and publishing phase lasted for about a year until the launch of our websites at «**http://www.streetview.ch**» and «**http://www.videostreetview.com**». And Switzerland is only the beginning!

5. Business model

Our **public mapping service** StreetView is our direct way to popularize further the 360° imagery technologies to the public and professionals alike. As such, our web-platform is **VideoStreetView.com is highly evolutive**, going to be filled with various contents and become a touristic reference. We aim at realizing a **complete virtual tour on a country-wide scale**.

How do we intend to do so? While our Citroën C5 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 integrate such tours onto our map and allow our clients to gain more visibility online. Visitors can then see a place and all of its surroundings 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. Alternativelly, it also fits on DVDs and USB keys and can prove decisive in convincing a client of the quality of a particular place or business. Additionally, one can extract «normal» images from our 360° tours, thus saving time, effort and money on an other photoshoot and maximizing the visual impact.

Our website **VideoStreetView.com** demonstrate the public use of our **geo-panorama mapping capability**. However, our business model include the creation of same service for public and private/confidential uses as well. Target customers in this field are mainly composed by tourist office, industrial areas, oil and gas energy suppliers. Theme parks, holidays villages, etc. Using our service, clients car explore the entire facility without having to physically get there. It saves costs, increases reliability of observations and facilitates discussions about security, planning and construction issues within the covered perimeter.
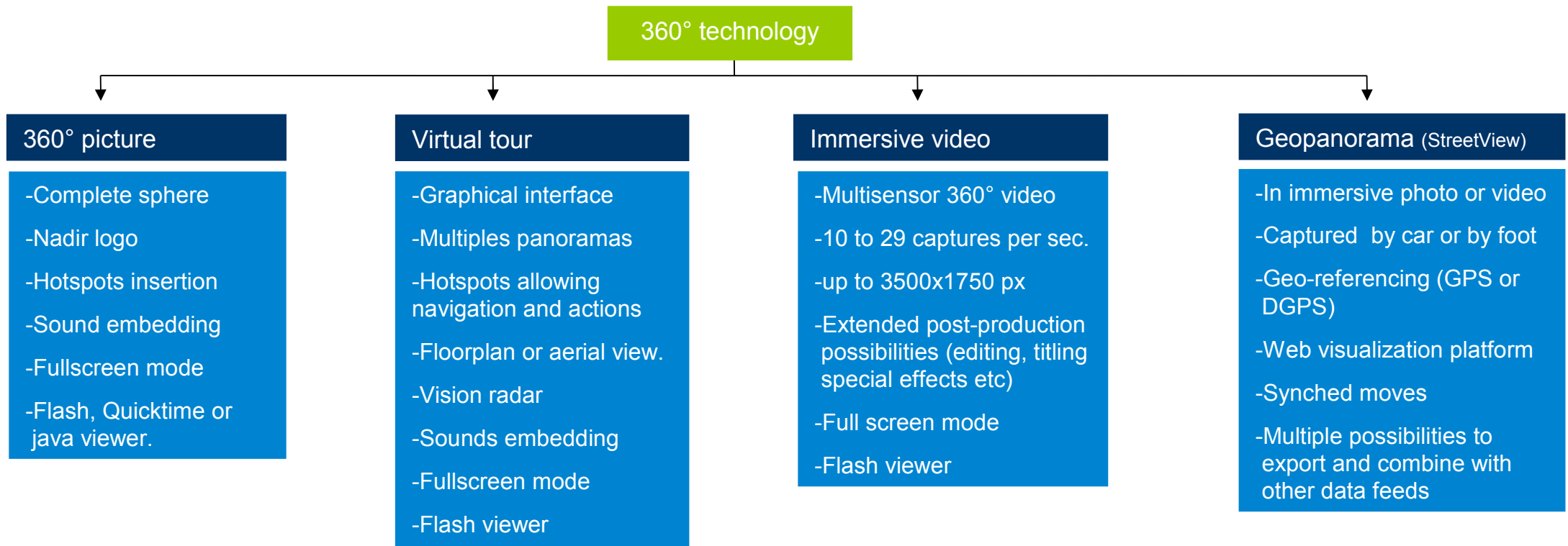
► Competitors and innovation

Currently, one can find a fair number of companies creating content for the GIS/Mapping community. In Europe and elsewhere major companies in this field include the raw data collection companies (Navteq,TeleAtlas) and the new web-mammoths (among whom Google and Microsoft). Several smaller companies have appeared recently in the field of geo-panoramas.

By launching its **world's first video StreetView** GlobalVision distinguishes itself by showing its capability not only to create «classical» geo-panoramas (=photos 360°) but also to create stunning, yet useful **immersive videos** allowing to know one's position at any point in time. Realizing such a platform, publicly available on the web, demonstrate how a small company can improve existing systems and innovate in a highly-technical field, previously dominated by much larger players.

6. 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 immersive vision. We provide the following possibilities:

360° technology

360° picture

- Complete sphere
- Nadir logo
- Hotspots insertion
- Sound embedding
- Fullscreen mode
- Flash, Quicktime or java viewer.

Virtual tour

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

Immersive video

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

Geopanorama (StreetView)

- In immersive photo or video
- Captured by car or by foot
- Geo-referencing (GPS or DGPS)
- Web visualization platform
- Synched moves
- Multiple possibilities to export and combine with other data feeds

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7. Management

► Main collaborators

Jan-Mathieu Donnier – CEO
GlobalVision co-founder.

Graduated from Institute of High International Studies (IHEID) in 2003. Master of Communication and Media Science at the University of Geneva.
In GlobalVision, Jan-Mathieu is in charge of research, public relations as well as external developments and partnerships.

Marek Donnier – Administrative manager
GlobalVision co-founder.

In 2000, Marek obtained a CFC in micro-electronicsen in Geneva. Following this he got involved in computing and decided to certificate as a project manager at IFCAM Lausanne (2005).
As a NTIC expert, at GlobalVision he is in charge of all administrative aspects as well as technologies and market monitoring.

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8. Illustration

►Official images available

Ref.: TV report
Image taken during a TV report.
Resolution: 604x453

Ref.: StreetView 180°
Image extracted from Geneva streetview.
Resolution: 604x226

Other pictures available upon request
Please contact **info@globalvision.ch**

Ref.: GlobalVision Management
Two founders (brothers) picture
Resolution: 42564x2848

Photo credit: « GlobalVision 2009»

9. Main references and partners

Golf de Bossey