

**EMERGING TECHNOLOGY:
YOUR GUIDE TO INTERACTIVE 360° VIDEO**

.....

sponge^{uk}

Emerging Technology: Your Guide to Interactive 360° Video



Kate Nicholls,
Head of Learning Innovation,
Sponge UK.

Concurrent Session:
**111 – Interactive 360° Video
For Learning: From Concept to
Case Study**

Time and date: **10.45am,
Wednesday, November 16**

Track: **Emerging Tech**

Video has always been a great tool for learning, but it's entering a new era. As technology develops, we can create video content that is more immersive, contextual and highly interactive.

This guide explains how best to use this new type of video experience within workplace learning. It compliments my presentation at DevLearn 2016.

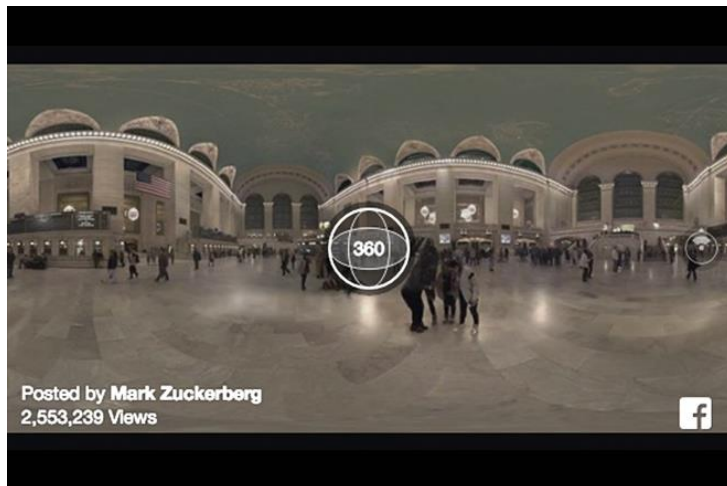
Where are we now with 360° video?

Whether it's on social media, on brand websites, or in entertainment, 360° video is popping up everywhere.

It's visually exciting and fun to use, giving viewers the power to explore a video from any angle, as we would in the real environment.

360° video is created using a set of special cameras that record the scene in every direction. When it plays, the viewer can drag the video to move around the scene using a cursor, touch or tilt, depending on the device. There's no need for a headset.

Advances in technology are making it easier to film and stream 360° video on the internet. Big players like YouTube and Facebook are hosting 360° content and sharing immersive videos on everything from deep-sea diving to music festivals, to volcanic eruptions and aerobatic displays.



"This opens new ways of sharing experiences and makes you feel like you're part of what you're watching. It's a step towards even more immersive experiences."
- Mark Zuckerberg, Facebook Founder

With the emergence of this rich and immersive new video format, questions are being asked about the role it might play in workplace learning. Can 360° video engage hard-to-reach employees? Offer a sense of physical space? Create an environment for exploration?

The answer is yes.

But, I argue that for 360° video to be truly effective in corporate learning, it needs to go a step further.

Interactivity – The Game Changer

With 360° video, viewers can control where they look (often guided by what they hear), as their field of vision is expanded, matching that of a natural scene.

But if that is all users can do, then its usefulness as a training tool is limited.

Adding more complex interactions to 360° video not only creates a more meaningful experience for users, but adds the elements that help people learn.

Truly interactive 360° video allows people to:

- Make decisions
 - Respond to events or characters
 - Practice tasks
 - Test their knowledge
 - Get relevant and timely feedback
-

Practical business uses for interactive 360° video

Before thinking about how interactive 360° video could benefit your organization, it's worth focusing on its key attributes.

Immersive – An absorbing experience that draws the user in

Contextual – Creates a powerful sense of space and realism

Exploratory – Puts the user in control and encourages discovery

These are valuable strengths to meet challenges in a wide range of industries and sectors.

Here are **5 workplace scenarios** where interactive 360° video is most appropriate:

Health and Safety – Identifying and managing the complex risks and multiple hazards on a deep-sea oil rig.

Crisis and Emergency – A major incident scenario with fast moving events and conflicting demands allows leaders to practice in a realistic but safe environment.

Onboarding – New recruits take an immersive tour of an office or laboratory from anywhere in the world.

Customer Service – Helping staff understand customer needs and learning how to make decisions that support improved service in a busy retail environment.

Systems and Procedures – Factory workers learn the sequence and timing of a new process and how it fits into the wider assembly line.

Obstacles and challenges

Interactive 360° video is new so there are some technological considerations to bear in the mind.

Very large file size – Interactive 360° video involves multiple video files to be combined meaning file size is larger than a normal video. This can challenge computer processing and buffering leading to long wait times or laggy playback.

Picture quality – One way to resolve the issue above is to compress the file which can lead to reduced picture quality. This means it can be harder to view the details.

These issues can be overcome but are likely to be more significant for organizations running legacy technology and outdated operating systems.

However, as 360° video goes mainstream, it will undoubtedly become easier to integrate into the workplace.

360° to Virtual Reality

What's the link?

Interactive 360° video and VR are two sides of the same coin. Both immerse viewers and allow them to explore a space. VR requires the user to wear a headset and use the movement of your head and gaze to control the experience.

VR is often associated with a deeper level of immersion because you are cut off from the distractions of the real world around you. Currently, this technology is not widespread in the workplace, so using a desktop or laptop is a good stepping stone towards more immersive experiences.

Given the fact that interactive 360° video does not require wearables, it's more suited for large scale roll-out in a corporate setting.

Next Steps

To find out more about taking an interactive 360° video project from concept to case study, join my concurrent session at DevLearn, or drop me an email with your 360° questions.

Kate Nicholls

Head of Learning Innovation, Sponge UK

kate.nicholls@spongeuk.com

www.spongeuk.com