VRdirect User Guide

Chapter overview

VRdirect

A. Preparation

- **Concept**
- **Storyboard**
- **360° Production List**
- **360° Camera Guide**
- **Tips for 360° Production**

B. Production

- **Specifications & Formats**
- **Alternative Options for 360° Material**
- **Editing 360° Content**
- **2D Media & Assets**

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Preparation: Concept Creation

Develop a good concept for the VR project!

- **What is the VR project about?**
  - ➢ What is the presented use case? (Training, onboarding, marketing etc.)
  - ➢ What should be achieved with the VR project? (More efficient processes, secure working conditions, ... etc.)
- **Determine the content of the VR Project**
  - ➢ What type of production is needed? (Professional? DIY?)
  - ➢ Which media types should be used? (Video, images, 3D objects, ...?)
  - ➢ How should the user be guided through the project? (Linear or open guidance?)
  - ➢ What design style should it have? (Professional, suitable for children, corporate CI, ... ?)
- **Definition of target group**
  - ➢ What is the target group? (Age range, VR-experienced, etc.)
  - ➢ Which devices are mainly used for cconsumption? (Web, mobile, VR glass)
  - ➢ How large is the audience? (Internal / external use? Marketing campaign?)
- **Selection of distribution channels**
  - ➢ VRdirect App (For mobile devices and VR devices)
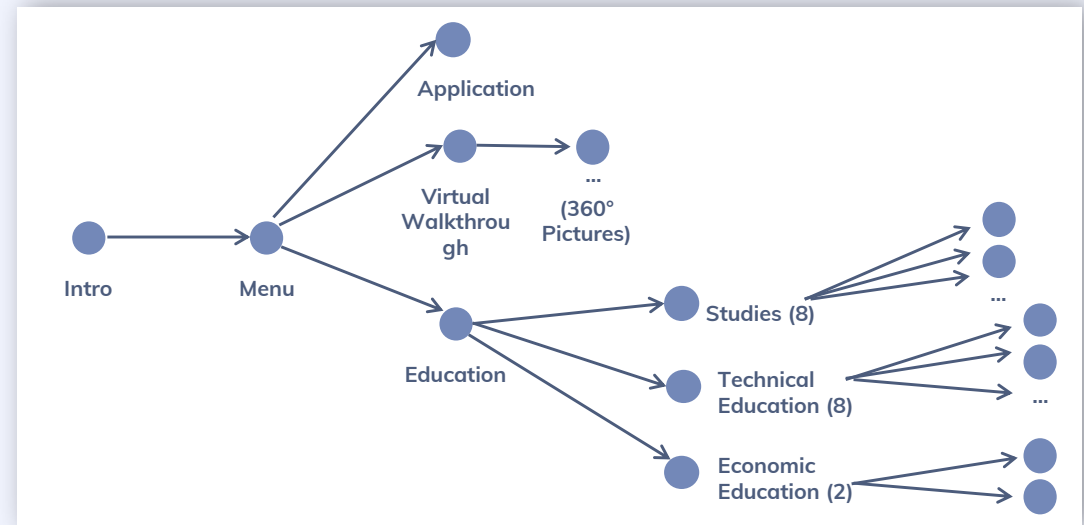 - ➢ Web Player (For the web browser on all devices, website integration?)

Figure 1: Example of project structure

Preparation: Concept & Storyboard Creation

Develop a good concept for the VR project!

- **Structure of VR project (see figure 1)**
  - Approximately how many scenes / chapters are needed?
  - How are these scenes connected to each other?
  - Is (external) help needed to realize the project?

- **Create a compelling story**
  - What story should the VR project tell?
  - How can your ideas be transferred to Virtual Reality?

- **Create a storyboard (see figure 2)**
  - Which scenes must be included?
  - The further the storyline is defined, the better.

- **Develop a detailed timetable for the production (see figure 3)**
  - When should production begin?
  - How long should the production take? (Consider pre- and post-production)
  - Is there enough time for feedback loops?
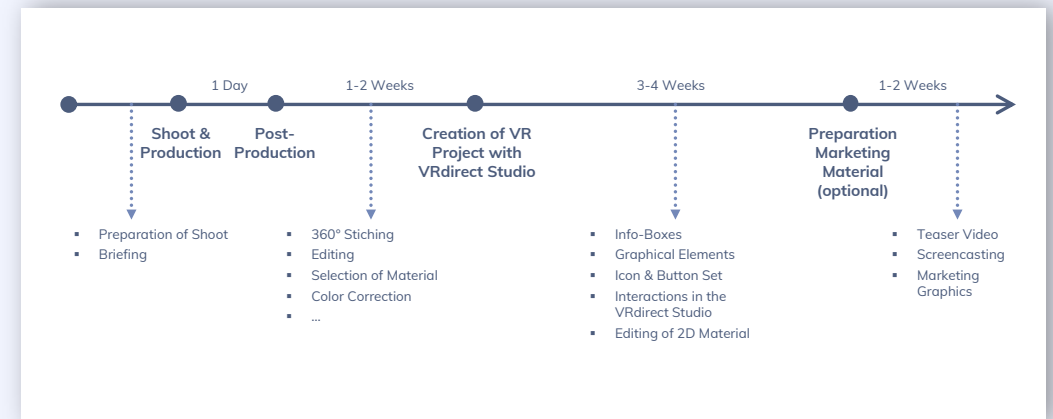

Figure 2: Example of storyboard

Figure 3: Example of timetable

Preparation: 360° Production List

VRdirect▶

Create a detailed production list for the project!

- **Purpose of a production list**

  - The production list results from the concept & storyboard planning and helps the coordination of the upcoming 360° production (camera shoot).

  - The parameters must be clarified in advance as detailed as possible - especially if several people are involved in the production.

  - It is recommended to visit the locations on-site in advance

- **Components**

  - General information about course of action

  - Overview of all scenes

  - Required 360° content in the scene (images or videos)

  - Required staff / persons (actors, production team, …)

  - Required tools and equipment

  Note: The tips apply to both - a professional production and a "do-it-yourself" production.

  For virtual tours it is recommended to mark the stations / camera positions on a floor plan (see Fig. 5).

Figure 4: Template of a 360° production list

Download template here:

Link
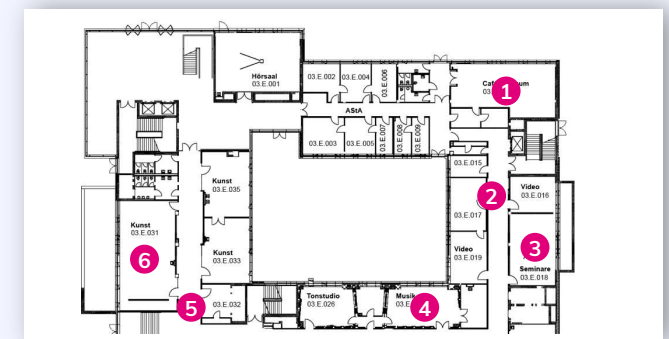
Figure 5: Position markers in floorplan

Preparation: 360° Camera Guide

What to look for in a 360° camera

- **Special features in 360° cameras**
    - High 360° image and video resolution
    - Stabilization for moving images
    - Support for dark and night shots
    - Stitching options (automatic stitching or manual stitching?)
    - More lenses = higher quality of the image → but also more complicated handling
- **Cameras for beginners**
    - Insta360 One R (ca. 260 EUR)
    - Ricoh Theta V (ca. 350 EUR)
    - Insta360 One X2 (ca. 400 EUR)
- **Advanced / professional cameras**
    - Ricoh Theta Z1 (ca. 970 EUR)
    - GoPro Omni Rig (ca. 2500 EUR)
    - Insta 360 Pro 2 (c. 5000 EUR)

Insta360 One R

Insta360 One X2

Insta 360 Pro 2

Ricoh Theta Z1

- **General tips**
  - ➤ Use as much lighting as possible.
  - ➤ Use a stable tripod to ensure the camera is centred and steady
  - ➤ Set the camera at a person's average eye level (approx. 1,60 meters)
  - ➤ Do not position the camera too far or too close to the subject / object of attention
  - ➤ Clear the space around the camera and make sure that people in the background are not visible in the scene (or staged on purpose)
- **360° Images**
  - ➤ Ensure that you also take "neutral" 360° photos (e.g. for a menu or intro scene)
  - ➤ Rather take too many photos than too few
- **360° Videos**
  - ➤ When taking a 360° video it is recommended to also take a 360° image in the same camera position (in case the video appears laggy or has poor quality)
  - ➤ Please consider that most 360° cameras take better quality images than videos
  - ➤ Only record video sequences that are worth showing, as some viewers may lose interest over time
  - ➤ Make sure the 360° video is sharp, to the point and rather short
  - ➤ Rather record too many videos than too few

Download info sheet here: Link

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Use these specifications and formats when importing content into the VRdirect Studio!
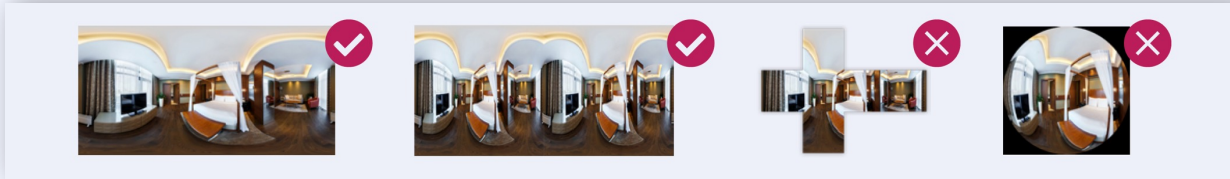
- **360° images**
  - Projection type: Equiangular monoscopic or stereoscopic
  - Quality: 8K (recommended) = 8000 x 4000px JPG or PNG

- **360° videos**
  - Projection type: Equiangular monoscopic or stereoscopic (side-by-side)
  - Quality: 4K (recommended) = 4096 x 2048px MP4 - H264 encoded, 30 fps, 12 mbps bitrate

- **2D images**
  - Format: JPG or PNG
  - Stereo images: Stereoscopic side-by-side images, JPG or PNG
  - Quality: HD (recommended) = 1920 x 1080px

- **2D videos**
  - Format: MP4 (transparency is not supported)
  - Audio format: MP3 stereo mix
  - Quality: HD (recommended) = 1920 x 1080px

- **Audio**
  - Format: MP3 stereo mix - Recommended: 128 Kbps
  - 1,2,6 and 8 audio channels for AAC codec
  - Spatial audio in TBE format (44.1 KHz)

VRdirect▸
S T U D I O

Download specification sheet:

[Link]

Production: Alternative Options for 360° Material

Existing 360° content from Stockfootage libraries

- **360° images and 360° videos**
  - Bigstock (Link)
  - Adobe Stock (Link)
  - Shutterstock (Link)
  - Pond5 (Link)
    royalty-free, also offers music

- **3D models**
  - Turbosquid (Link)
  - Sketchfab (Link)
  - cgtrader (Link)

  Note: When making use of a 3D model, the 360° content must be rendered in monoscopic format from the 3D model. This can be done in a 3D software (e.g. Blender, Cinema4D or Maya).


3D

Edit 360° content for a professional touch!

Optional

- ▪ **Stitching within the 360° camera**
  - ➤ The so-called "stitching" combines the individual shots from the camera lenses to create a 360° image or video
  - ➤ Most 360° cameras perform stitching automatically after an image or video has been captured
  - ➤ Look for this feature when choosing a 360° camera
  - ➤ Manual stitching can get very time-consuming and therefore only recommended for professionals
- ▪ **Tools for professional editing**
  - ➤ Use of professional design software for adjustments to brightness, contrast, color correction, video cutting ... etc.
  - ➤ Adobe Photoshop (Link)
  - ➤ Adobe Premiere (Link)
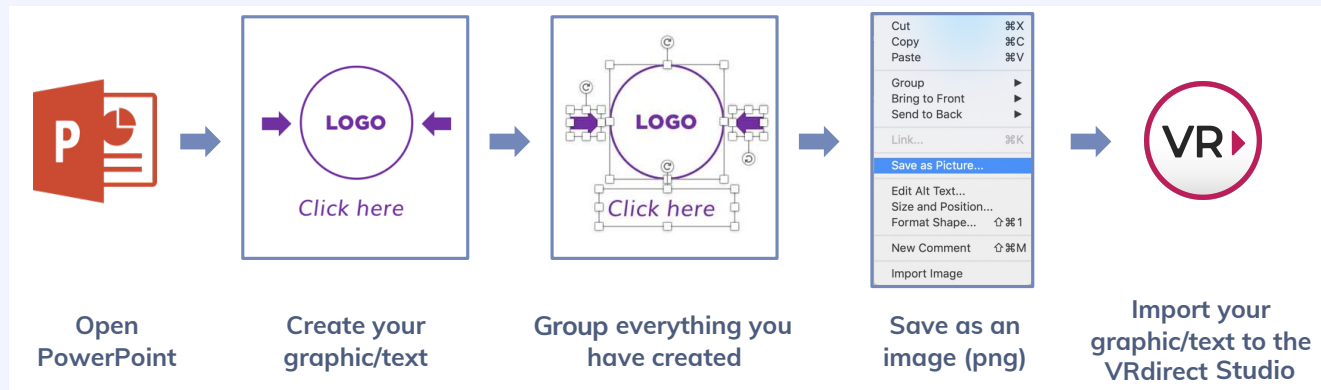 - ➤ GIMP (Link)
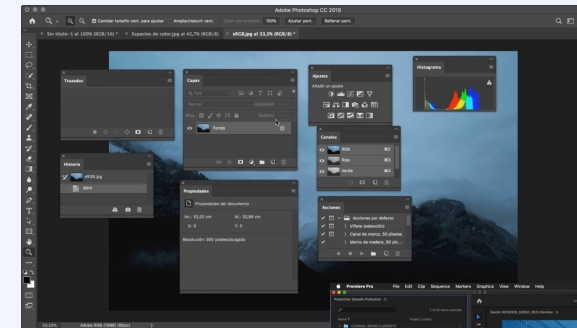
Adobe Photoshop
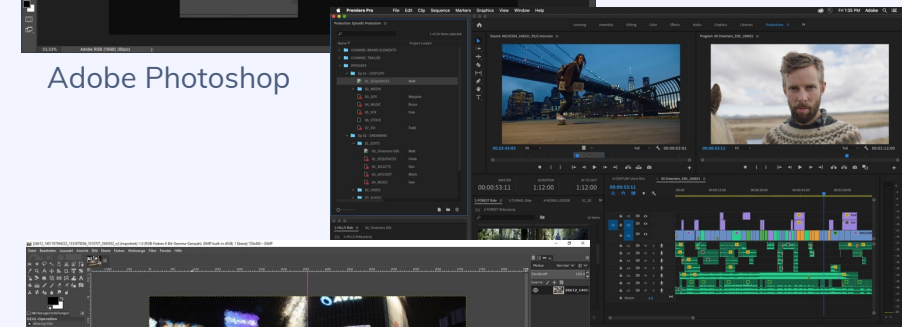
Adobe Premiere
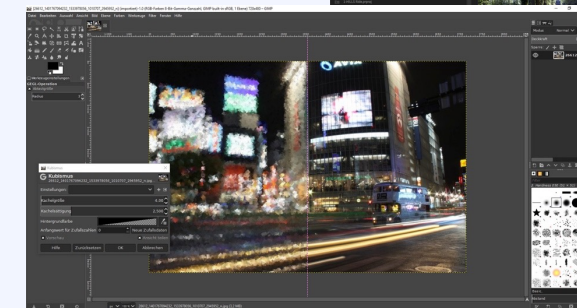
GIMP

Enriching the VR project with media and graphics

▪ **Creation of graphics, buttons, icons, text boxes ...**

➢ The creation of such 2D assets can be done via common software (e.g. PowerPoint) or other graphical design programs

➢ In PowerPoint, you can export the 2D assets as a PNG image and then add them to the VR project

| Open PowerPoint | Create your graphic/text | Group everything you have created | Save as an image (png) | Import your graphic/text to the VRdirect Studio |

▪ **Other possibilities**

➢ Find buttons, images, icons and more on the internet (Flaticon, Pixabay, ...)

➢ Use the VRdirect icon library (see next slide)

UPSTAIRS

DOWNSTAIRS

NEXT

PREVIOUS

HERE

CLOSE

PLAY

ZOOM IN

ZOOM OUT

INFO

ADD

REMOVE

START

STOP

GO HERE

Download the VRdirect icon set: Link

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# Overview of the VRdirect Studio: Introduction

When the studio is opened for the first time, an instruction video provides the necessary all-round introduction and visualizes the process step by step.

In addition, five instruction graphics are displayed there. Those again visually describe how to start creating the project.

The window can be closed at any time by clicking the „Close" or **"Don't show again"** button.

If this introduction slider needs to be looked at again at a later time, it can be found by clicking on the **"Need help?"** button in the Home tab of the sidebar.

# Overview of the VRdirect Studio: The Studio Environment

VRdirect
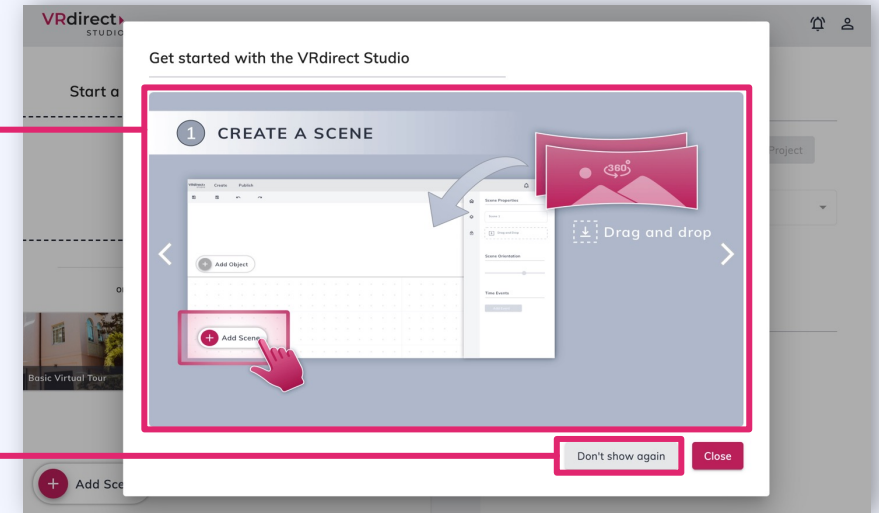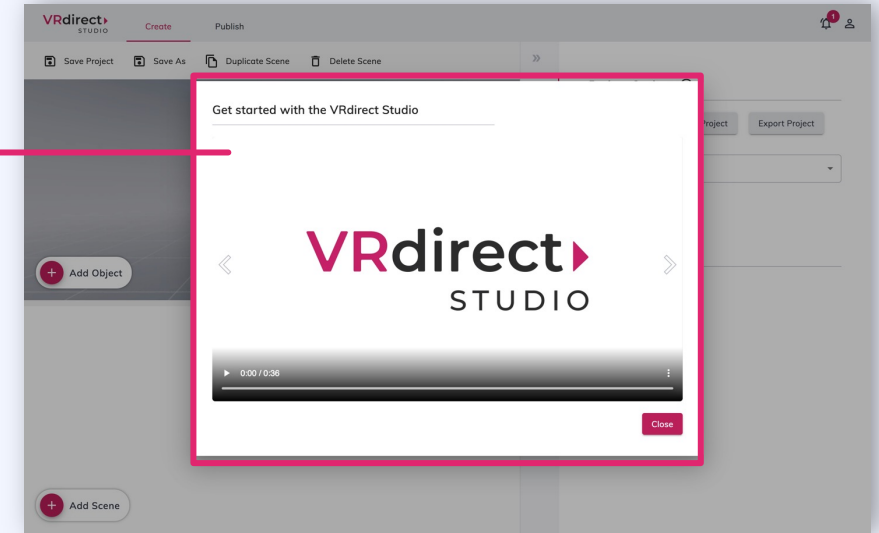
Toolbar:
The toolbar is only displayed on the creation side of the Studio. Here you can save the project and delete or duplicate scenes and objects.

Scene View:
This window shows the inside of a scene. Here you can add objects and look around the scene (360° environment) by dragging your mouse left or right.

Storyboard View:
All scenes are displayed and arranged here. New scenes and connections can be added.
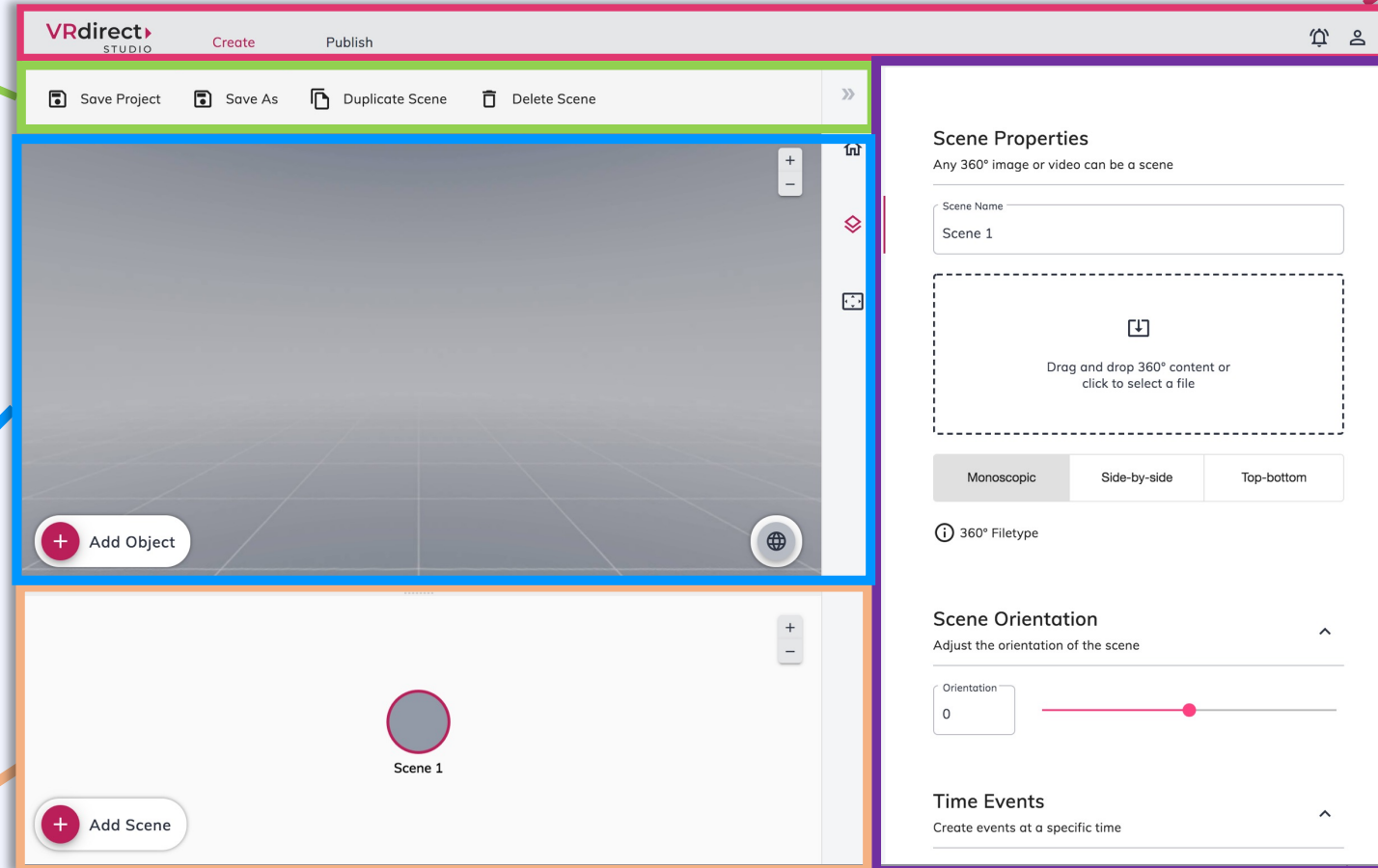
Tab bar:
Here you can switch between the tabs 'Create' and 'Publish'. Notifications and profile options are also located here.

Sidebar:
The sidebar shows the properties of the selected object or scene. As well as the general project options and the so-called background scene.

VRdirect STUDIO   Create   Publish

Save Project   Save As   Duplicate Scene   Delete Scene   »

Add Object

Scene 1

Add Scene

Scene Properties
Any 360° image or video can be a scene

Scene Name
Scene 1

Drag and drop 360° content or click to select a file

| Monoscopic | Side-by-side | Top-bottom |

360° Filetype

Scene Orientation
Adjust the orientation of the scene

Orientation
0

Time Events
Create events at a specific time

# Creation Area : Adding a Scene

VRdirect

- When you open VRdirect Studio for the first time, you will see this screen after the instruction window.

- **Start a VR project** by adding 360° content - either by dragging and dropping it or by clicking into the large field in the middle of the screen.

- A 360° scene will be **automatically created** from the 360° content.

- Alternatively, you can click on the plus button **"Add scene"** (bottom left corner).
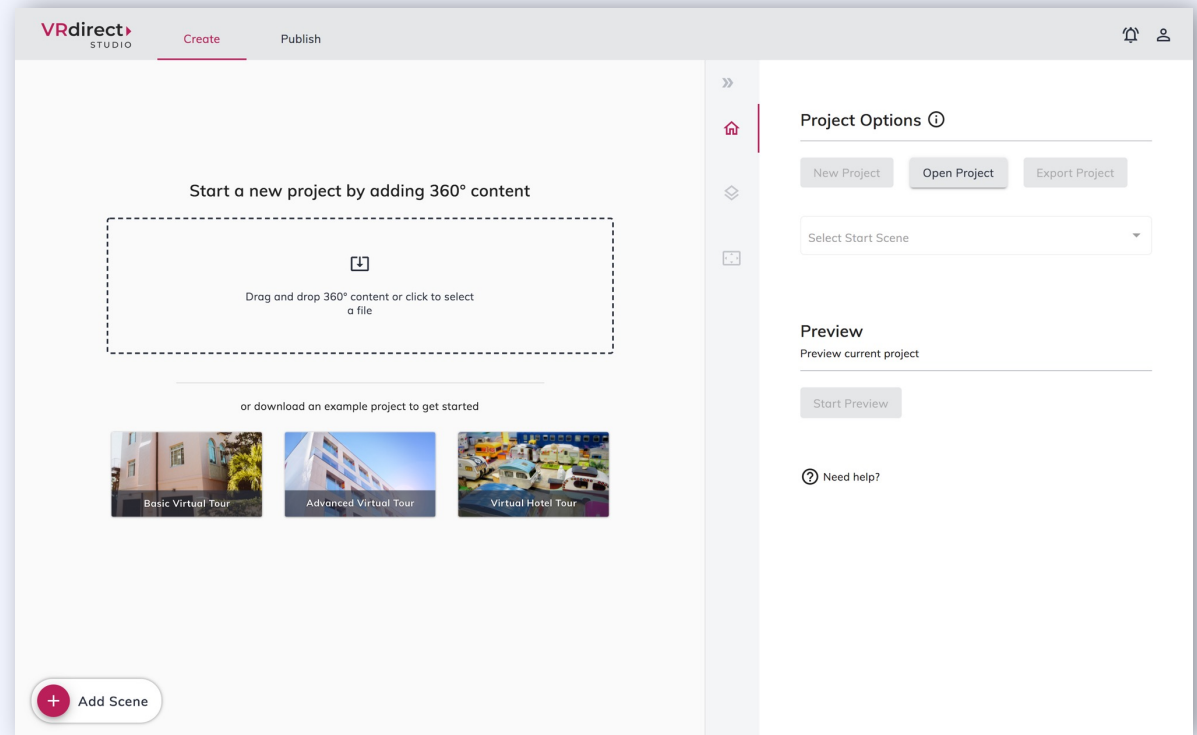
What is a scene?
A scene represents a 360° environment in which the user is standing in. Scenes are filled with 360° images or videos.

Creation Area: Selecting the 360° Content for a Scene

- As soon as a scene has been created (here in the example: via the **"Add Scene"** button), it can be edited in the scene properties in the right-hand sidebar.

- To keep the project organized, it is advisable to name the scenes in **the "Scene name" field**.

- 360° content (images or videos) can be directly dragged and dropped into the VRdirect Studio or chosen afterwards in the **scene properties** by clicking on the **large import field**.
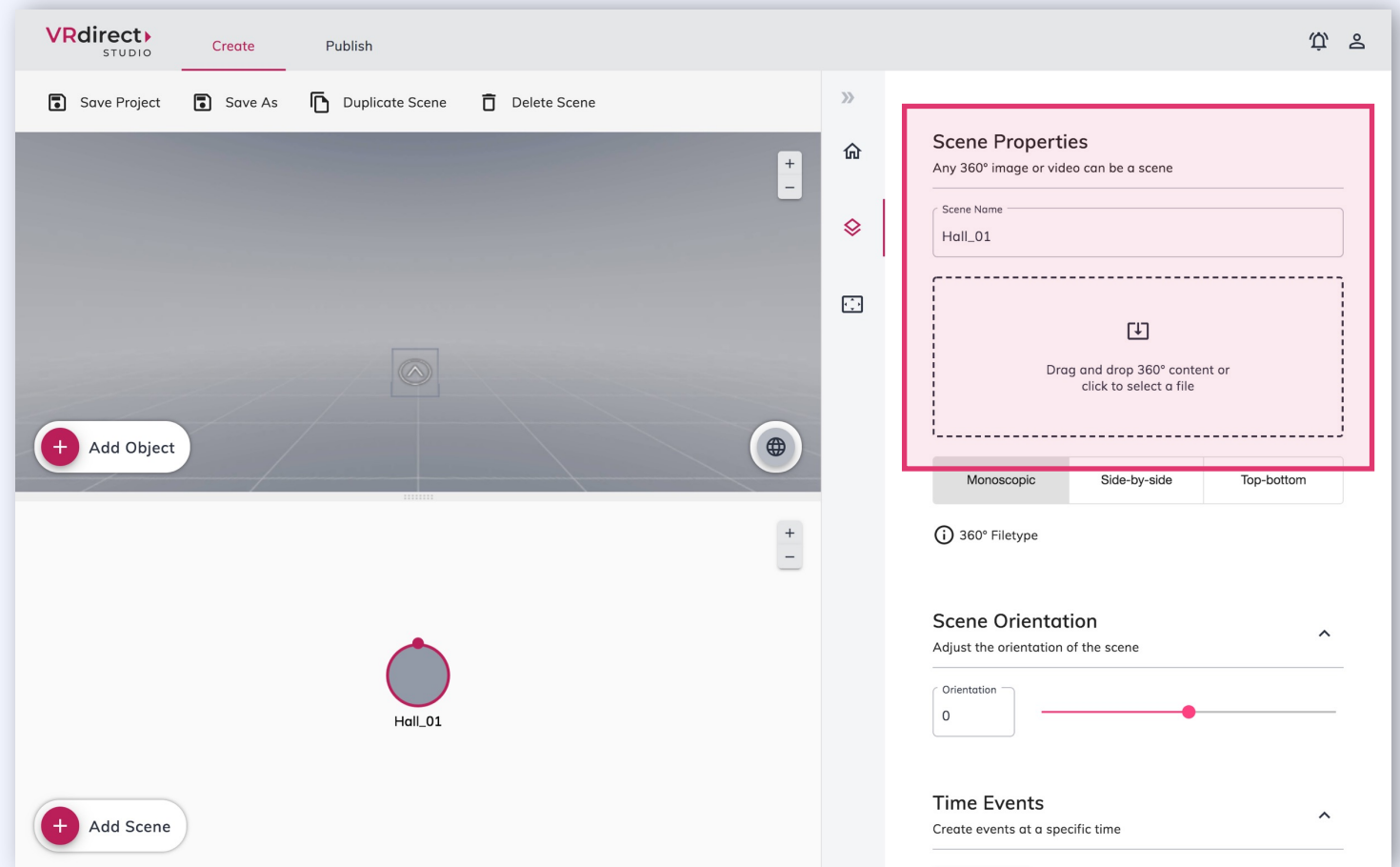
- To expand the VR project, you can add more scenes.

- This can be done repeatedly by clicking on the plus button **"Add scene"**.

Creation Area: Connecting Scenes
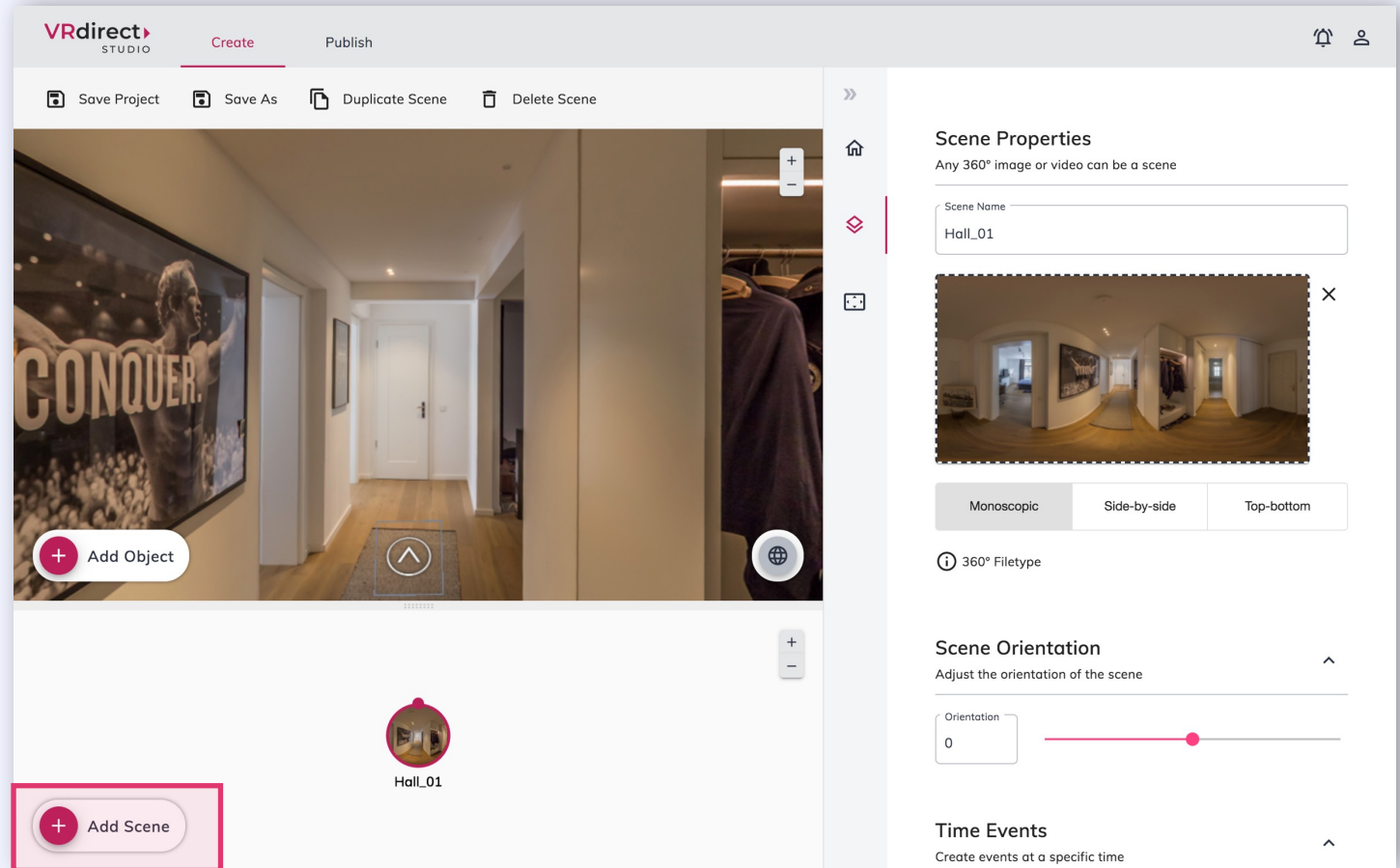
- To move from room to room, as in this example, insert a **connection** between the scenes.

- Two scenes are connected **by clicking on the small upper circle** in the first scene and attaching the resulting **arrow** to the second scene (by dragging it out and releasing).

- A connection between two scenes is after creation only existing and not yet doing anything. It **must be actively triggered by an interaction** in order to bring the user from room to room. This interaction must **additionally** be created in the respective scene (see later chapter **"Interaction"**).

Creation Area: Adding an Object

- To trigger the interaction of a **scene connection** (e.g. jumping from room to room), you need an object that the user can click on - meaning a **trigger for the interaction**.

- Back in the first scene, a click on the **"Add object"** button adds a new object to the scene. This element can be placed freely in the room by dragging it with the mouse.

- In the **object properties** (sidebar on the right) you can set and adjust various **parameters of the object**.

What are objects?
Objects are elements within a 360° scene that can trigger an interaction (e.g. the connection to another scene, the fading in of a text/image, the playing of music/video etc.).
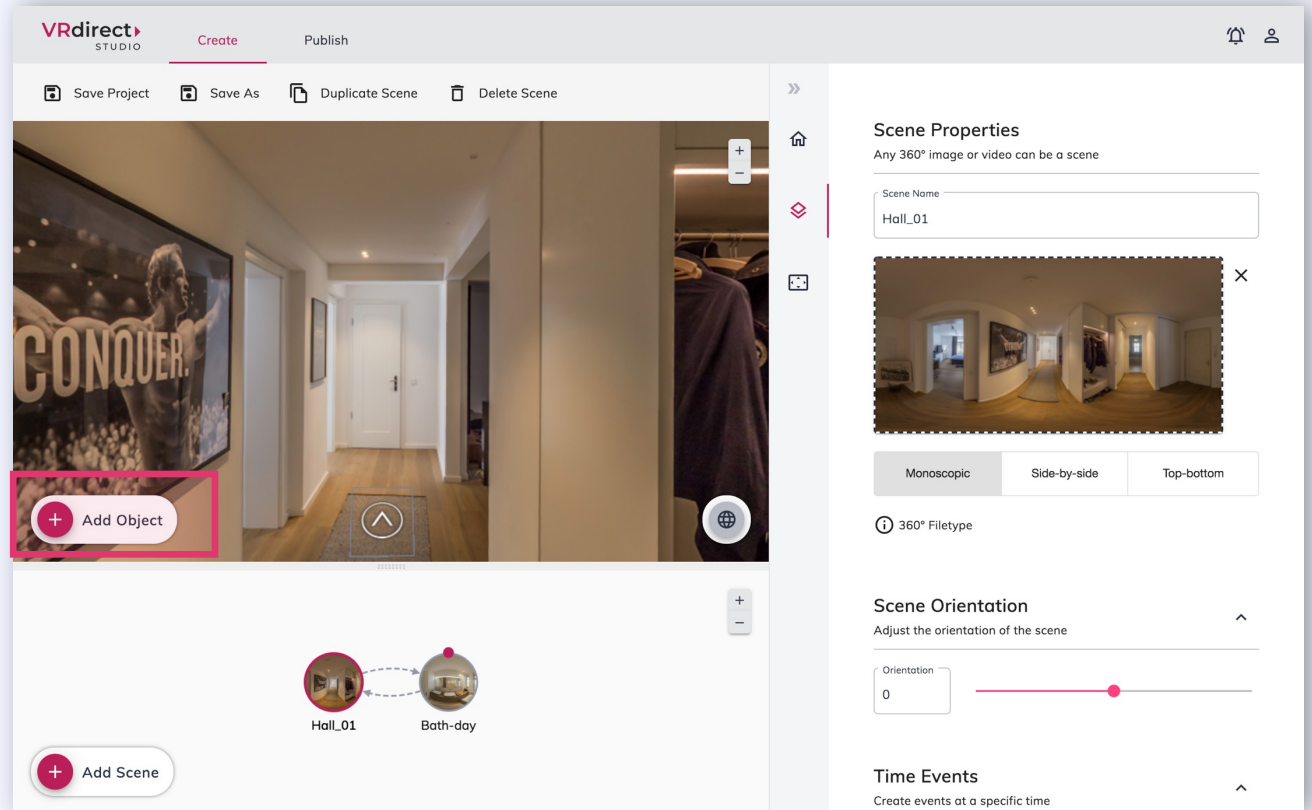
🎵 Music   ▶ Video   🖼 Image
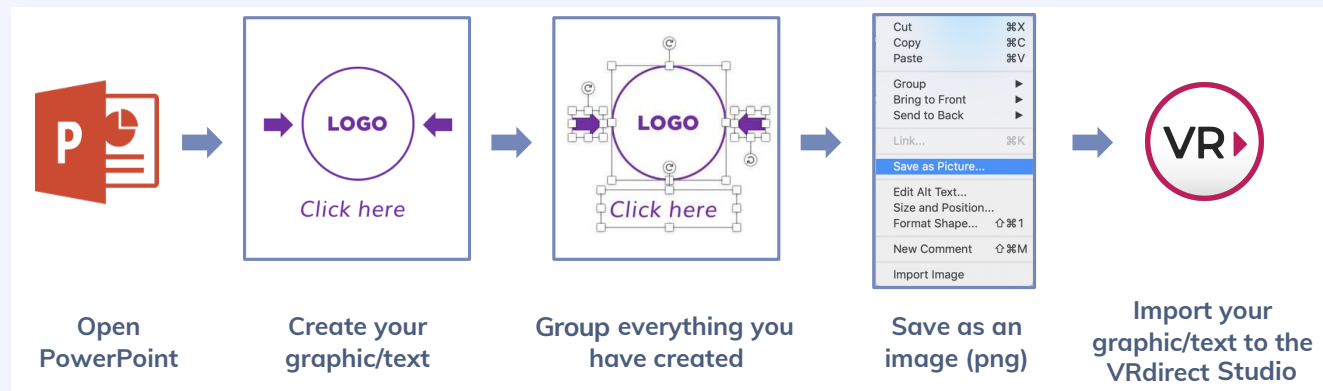
Creation Area: Graphics for Objects

VRdirect

Options for creating graphics (for objects)

- The graphics for objects serve as 2D assets (icons, buttons, graphics, etc.).

- The creation of such 2D assets can be done using common software (e.g. PowerPoint) or other graphical design programs (e.g. Photoshop).

- In PowerPoint, you can export the 2D assets as PNG and then add them to the VR project.

| Open PowerPoint | Create your graphic/text | Group everything you have created | Save as an image (png) | Import your graphic/text to the VRdirect Studio |

Alternative options:

- Use existing 2D content

- Find buttons, images, icons and more on the internet

- Download and use the standard VRdirect icon library: **Download**

VRdirect

- To **insert an interaction** (e.g. connecting two scenes) the object must be selected and then an interaction can be defined in the right-hand **sidebar** (scroll down to bottom).

- For an interaction, 3 parameters must be set:

① The trigger (the way the **interaction** is **triggered** by the user on the object)

② The **action** (the type of interaction that should happen - e.g. activate object)

③ The **target objec**t (what does the interaction refer to - e.g. the target scene for a connection)

ⓘ **What are the types of triggers?**

- **Select** = User clicks on the object
- **Gaze In** = User moves / hovers with mouse or view over the object
- **Gaze Out** = User moves / hovers away with mouse or view from the object

VRdirect
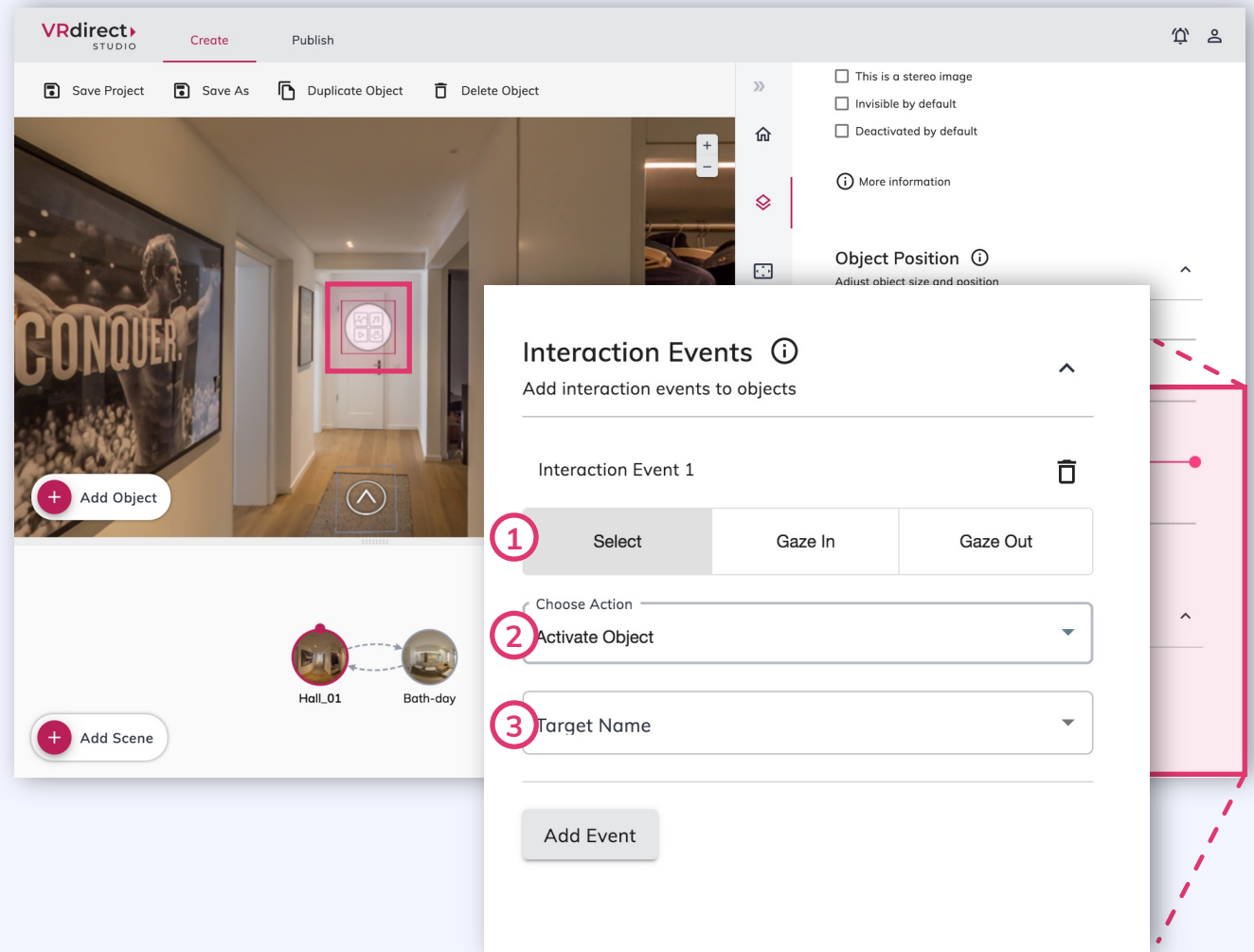
- So-called **"time events"** can be set in each scene to trigger a time-based interaction.

- To do this, simply **select the respective scene** and scroll all the way down in the scene properties (in the sidebar).

- Add a time event and set the timer in the first field to start the interaction - meaning the seconds until the event happens.

- Example: 3 seconds after the user has entered the scene, ... should happen.

- Then, as with interactions, an action must be selected and a target object to which the action refers to.

**Which interactions are suitable for time events?**
Time events are particularly suitable for guiding the user through a VR project like in an animated video (e.g. text fades into the scene as a speaker talks).

25
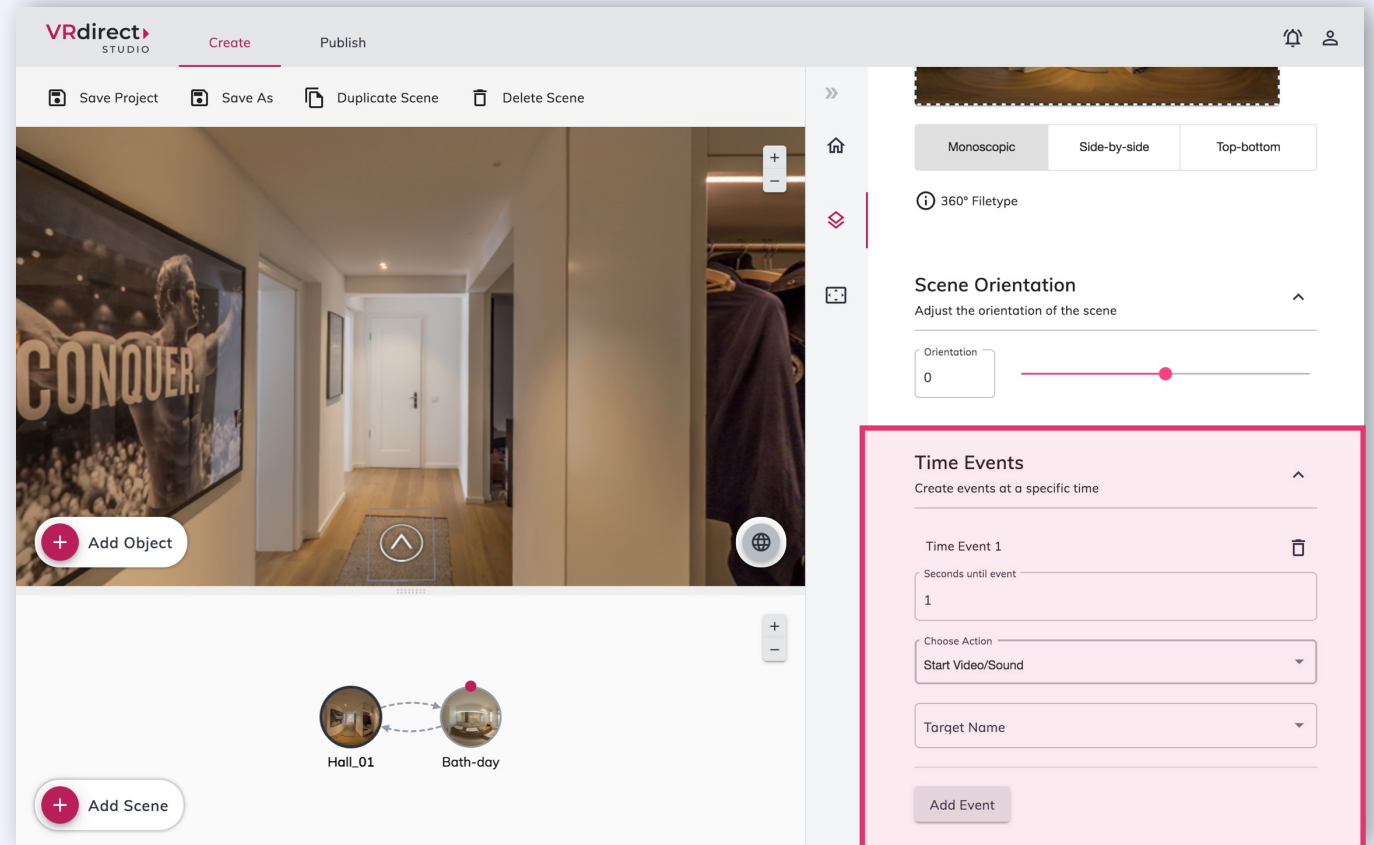
- The **background scene** is a scene that is **not visible** on the storyboard. It runs in the background of the project but can be edited like a normal scene.

- It is **located behind the third icon** in the sidebar.

- All objects, interactions and time events in the background scene are **visible and available throughout the entire project** (e.g. a music object in the background scene runs throughout the entire project and does not reload in every scene).

ⓘ **What is the background scene suitable for?** The background scene is helpful for integrating background music (which runs during the project) and menu graphics (which e.g. lie at the bottom of the users feet).

Creation Area: Adding an Invisible Object
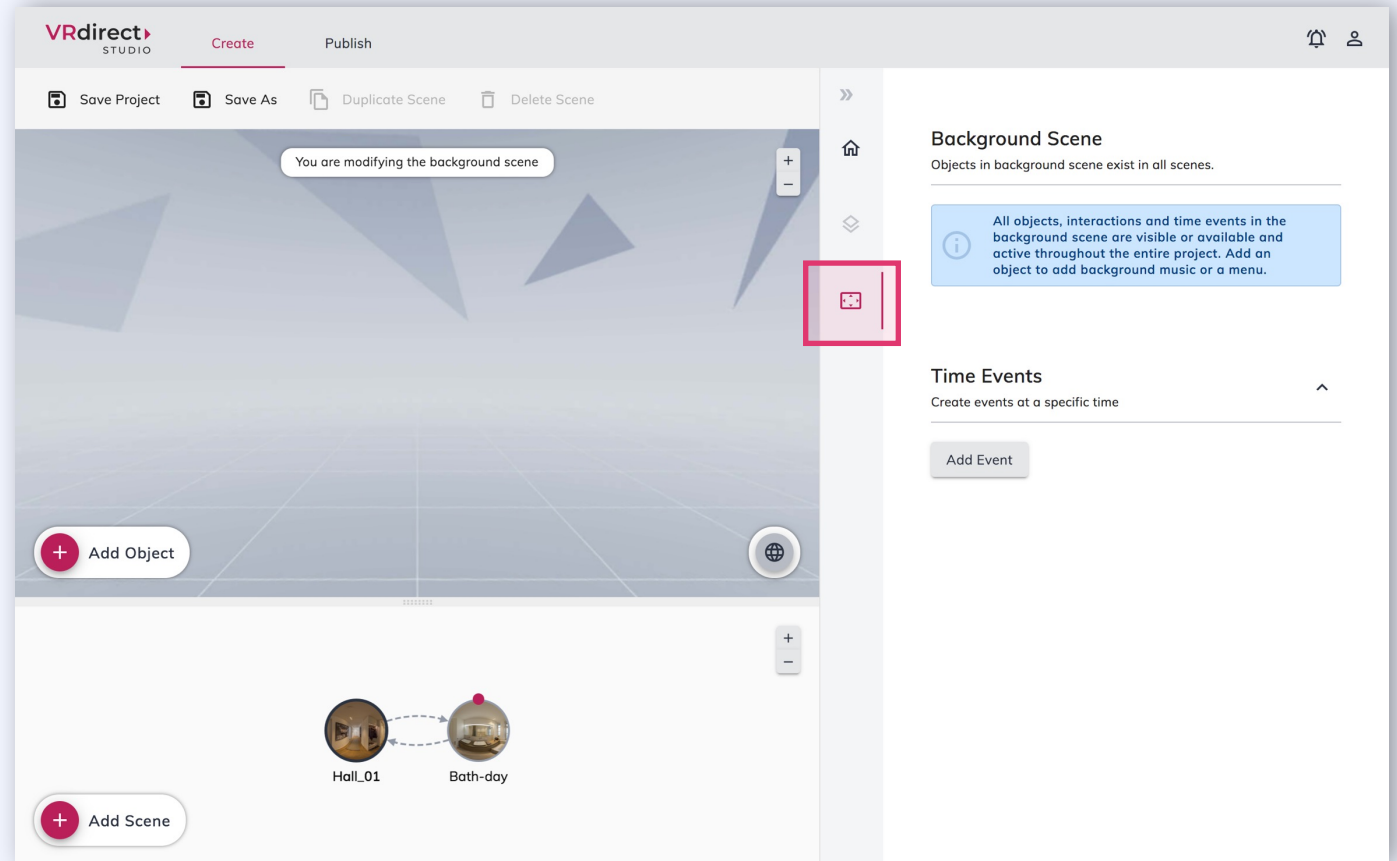
- To add an invisible object, first add a **new object** to the scene.

- Then click the checkbox **"Object is invisible by default"** in the object properties. This hides the object when entering the scene (it is not visible).

- To show the object again, a **corresponding interaction** is necessary - either via a second interaction on another object or via a time event.

- For this, the action **"Show object"** is necessary.

ℹ **What are invisible objects suitable for?**
An invisible object can be, for example, a video that is only displayed and played as soon as the user clicks on a "Play" button. In this case, the video object must first be invisible and will then appear once the user actively clicks on „Play".

Creation Area: Adding External Links

VRdirect
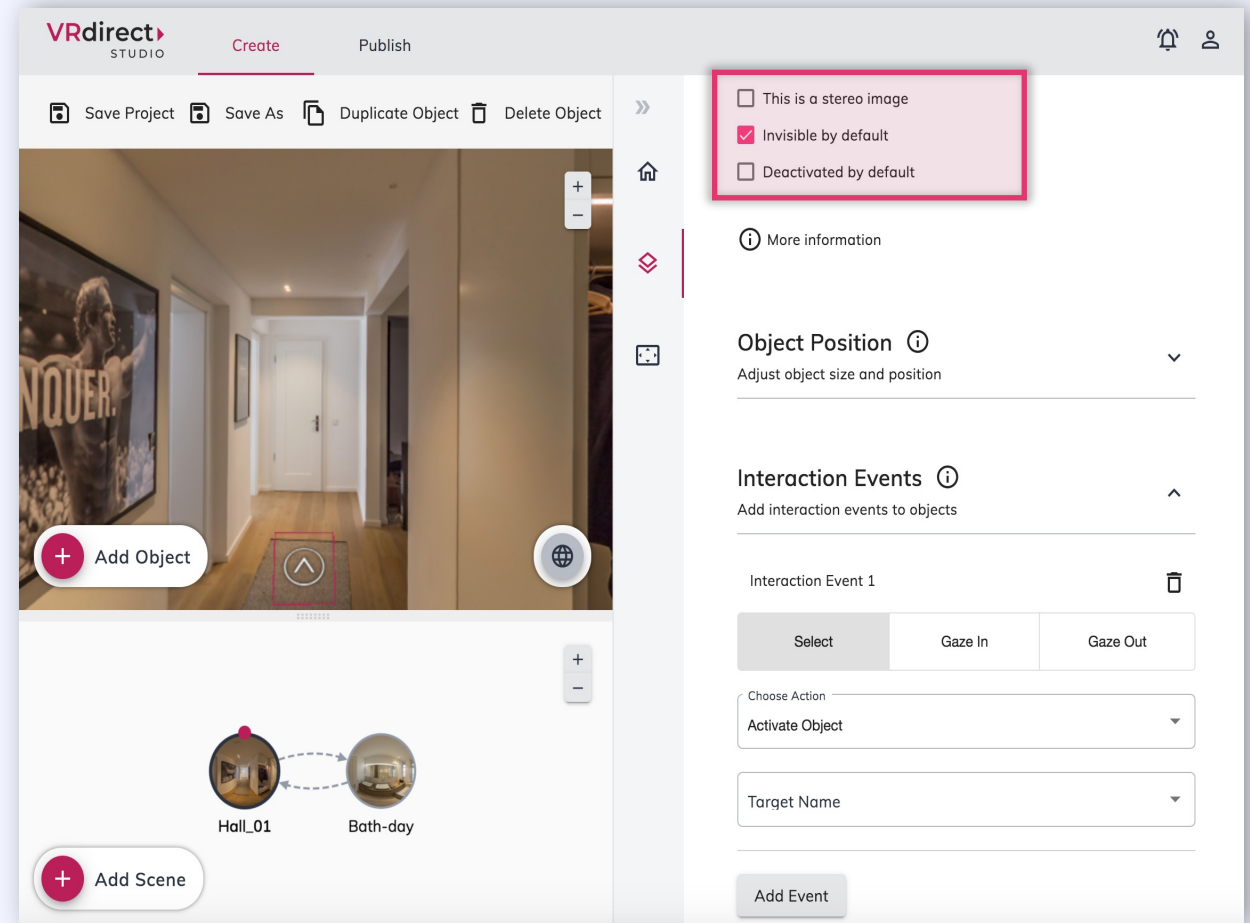
① When adding an object to a scene you have the possibility to either **upload a media file** or to **add an external video link** (for 2D videos).

The external video link then **pulls the video** from the internet source **via stream** and thus makes it possible to save the file size of the video file.

A **precise link format** must be integrated (more information on VRdirect support page or blog).

② The interaction **"Open Web Link"** allows you to open an external web link in a new web browser.

Such external links can, for example, **trigger the opening of websites**, chat windows or PDF downloads.
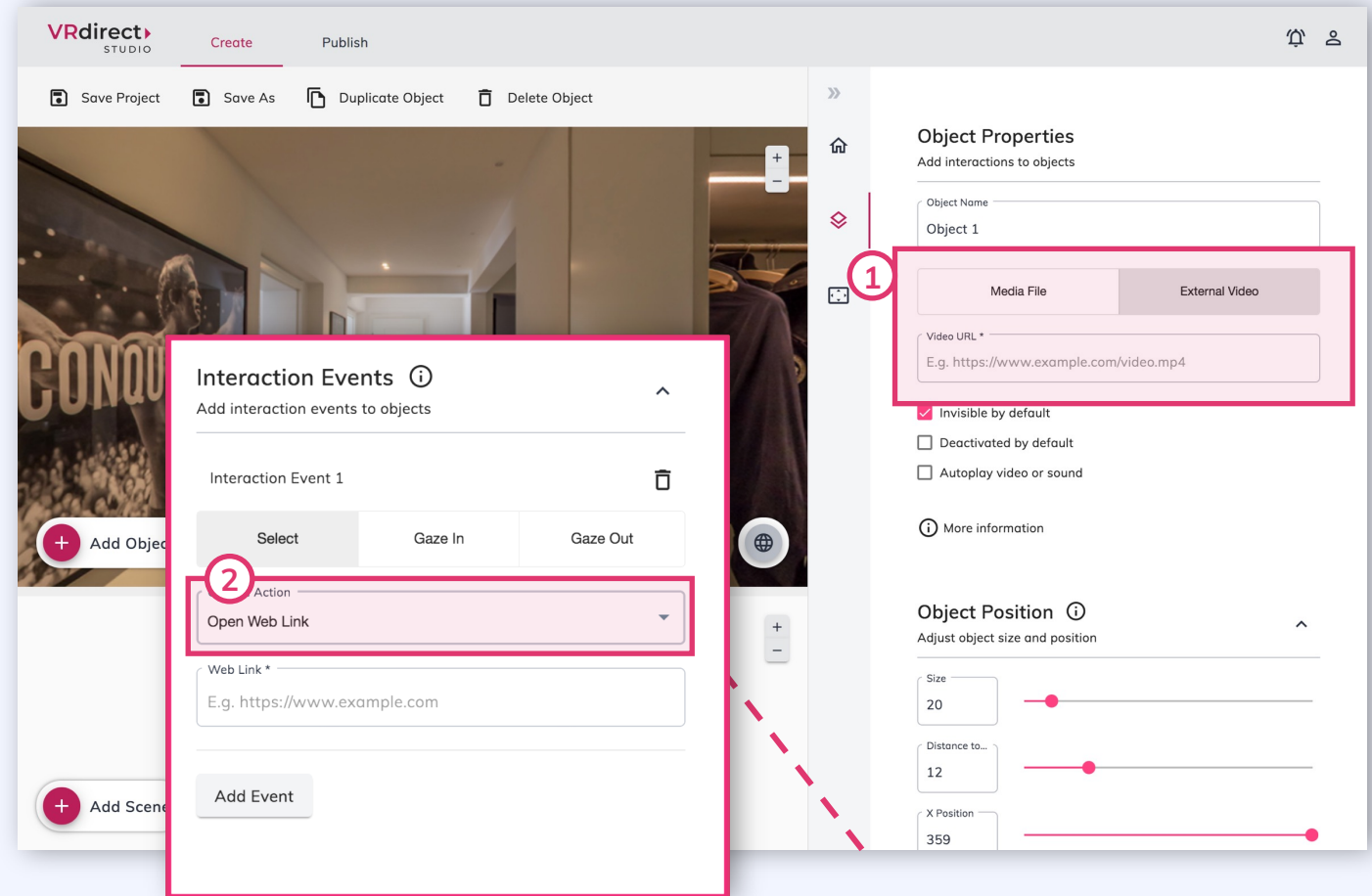
Please note:
For both features - "External Video Link" and "Open Web Link" - the end user must have a stable internet connection when viewing the VR project.

- A **preview** of the built VR project is possible at any time in order to test / check the project and all interactions while creating.

- To do this, click on **the first icon** in the right sidebar and select the button **"Start preview"**.

- This opens a **new window** in which the VR project is displayed from a user's point of view.
  Here, you can see what your users will see once the project is published.
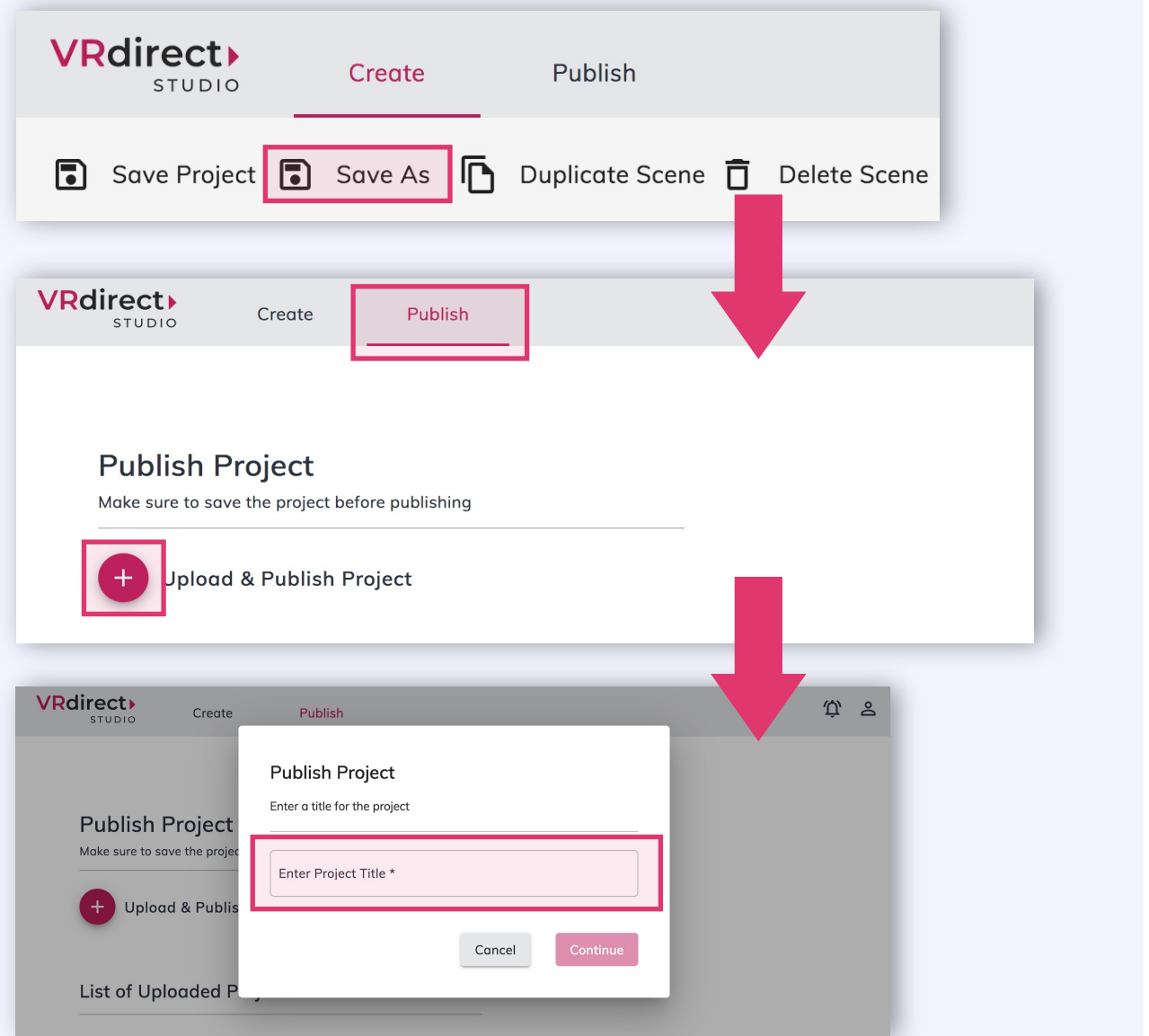
Publishing Area: Add VR Project Entry
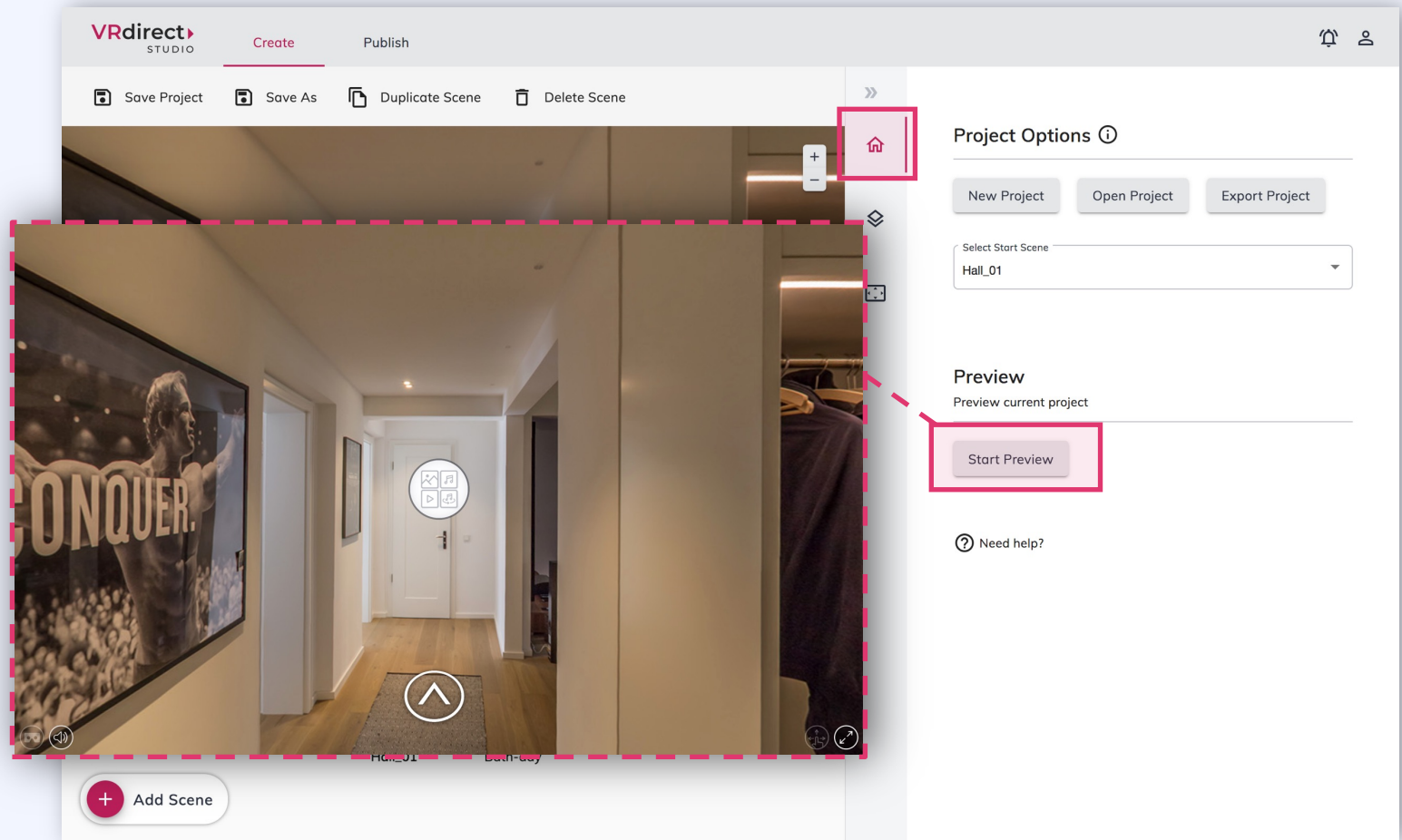
- Please **save** the VR project in the creation area first (via the **toolbar**).
  The project will locally be **saved** as a **.vrprj file.**

- Then switch to the second tab of the tab bar **"Publish"**

- Click on the big button "**Upload & Publish Project**" to create a new VR project entry that will later on be published. Please enter a **project title** to do so.

Please note:
In the publishing area, already existing projects can be edited or updated. They appear in a list after they have been created.

VRdirect STUDIO   Create   Publish

Save Project   Save As   Duplicate Scene   Delete Scene

VRdirect STUDIO   Create   Publish

Publish Project
Make sure to save the project before publishing

+ Upload & Publish Project

VRdirect STUDIO   Create   Publish

Publish Project
Make sure to save the proje...

+ Upload & Publis...

List of Uploaded P...

Publish Project
Enter a title for the project

Enter Project Title *
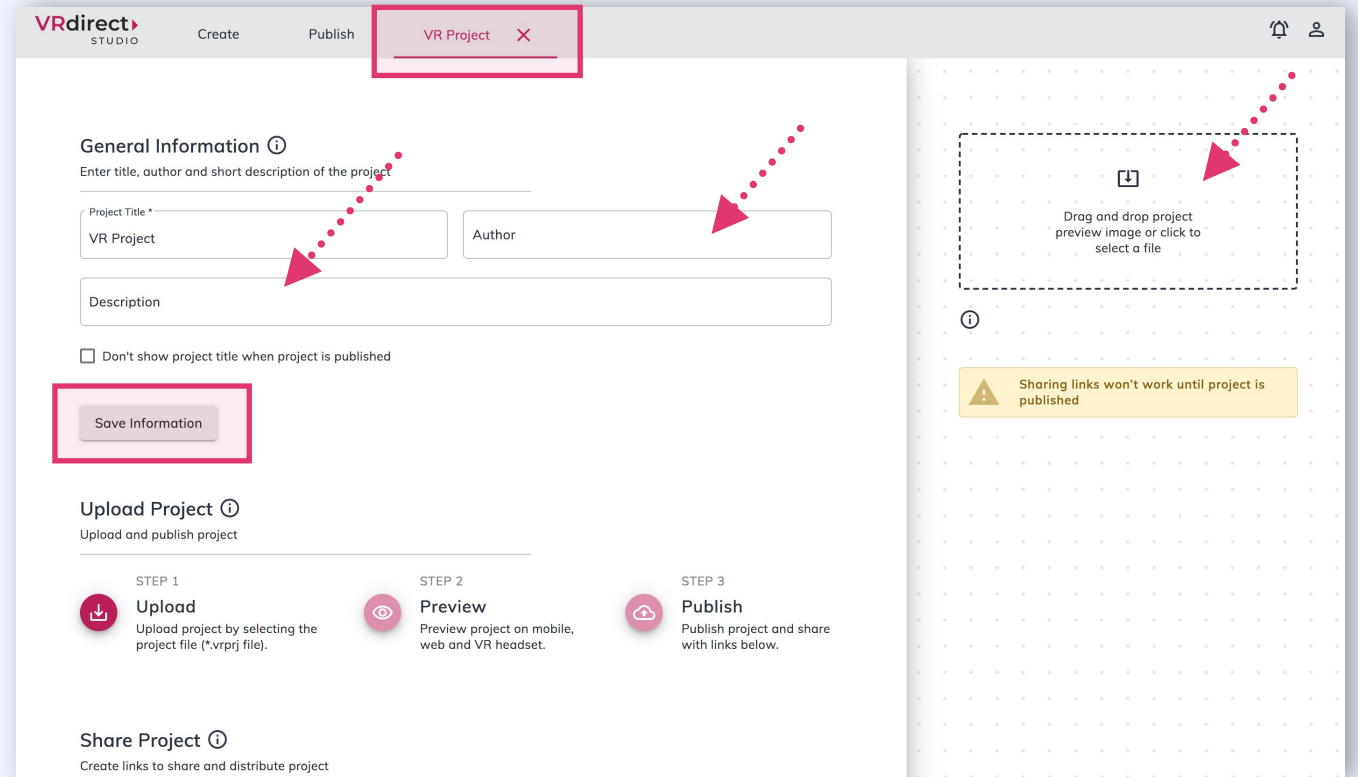
Cancel   Continue

VRdirect

- After entering a project title, a new **tab** appears in the tab bar with the **new project entry**.

- Here you can add and edit additional information for the project **(meta data)**, such as a **project author** and a **description**. Additionally, you can add a **preview image** for the project.

- All meta data in the upper area must be actively saved via the button **"Save Information".**

What does the yellow box on the right-hand side mean?
The boxes on the right side are so-called „**Status informations**" and indicate whether a project is being processed, is ready for publication or has already been published.

VRdirect STUDIO   Create   Publish   VR Project ✕

General Information ⓘ
Enter title, author and short description of the project

Project Title *
VR Project

Author

Description

☐ Don't show project title when project is published

Save Information

Upload Project ⓘ
Upload and publish project
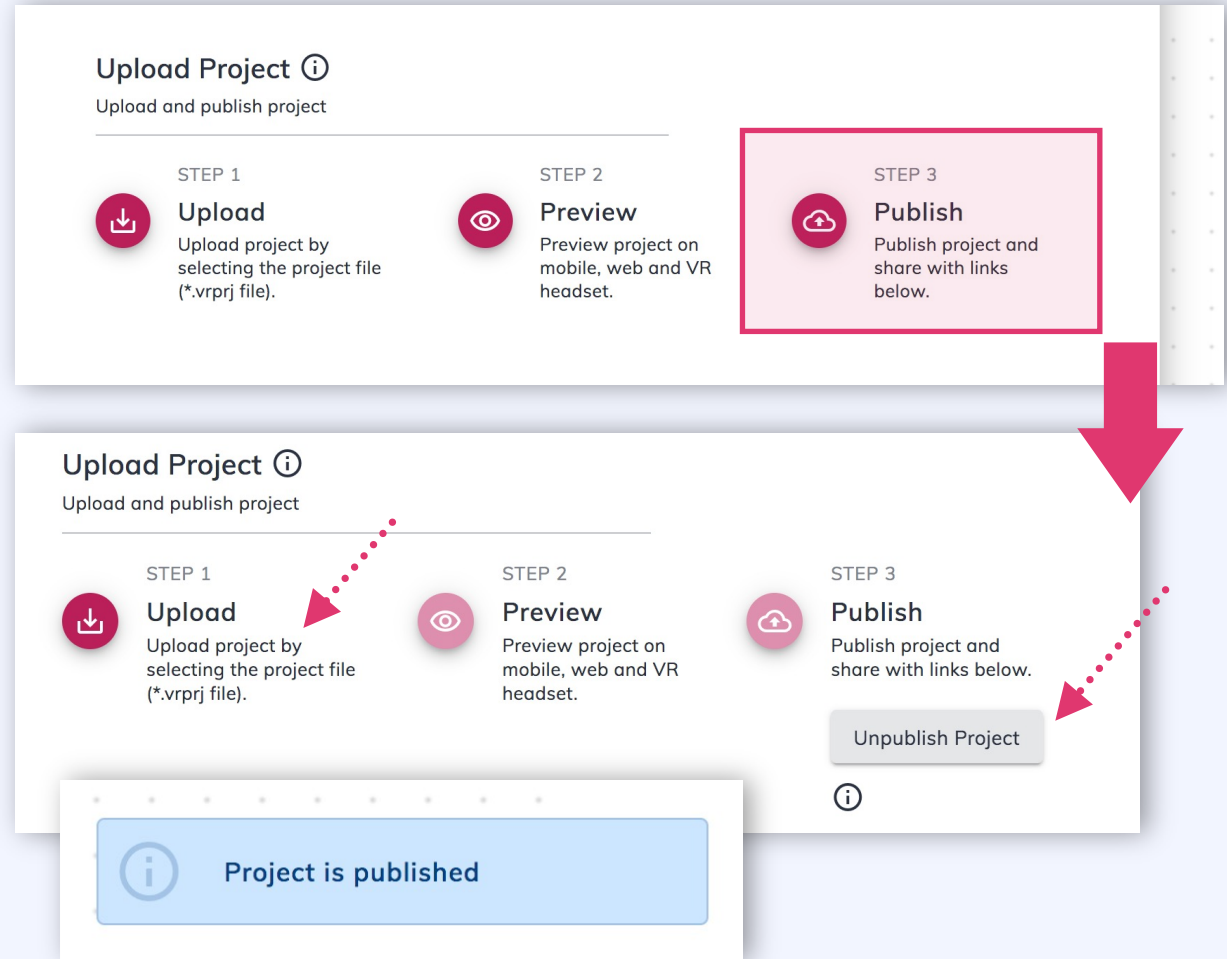
STEP 1
Upload
Upload project by selecting the project file (*.vrprj file).

STEP 2
Preview
Preview project on mobile, web and VR headset.

STEP 3
Publish
Publish project and share with links below.

Share Project ⓘ
Create links to share and distribute project

Drag and drop project preview image or click to select a file
ⓘ

⚠ Sharing links won't work until project is published

Publishing Area: Uploading the VR Project

VRdirect

- After the **information** and **preview image** have been added, the VR project can **be uploaded** in the next step.

- To do this, **select the locally saved project** (.vrprj file) via the **"Upload" button**. All media files and assets are uploaded into the VRdirect cloud in this step.

- After uploading, the data is being **processe**d and made available for all devices.

- After the processing time, the project can be viewed again via the **"Preview" button** (also on the app or in the VR headset).

- Please note that the preview links are not suitable for distribution or sharing.

VRdirect

- In the third step, the VR project can be published via the **"Publish"** button.

- After a **successful publication**, the status of the project is changed, and one has the possibility to **"take back"** the project at any time (i.e., to cancel the publication).

- The **"Upload"** button is active again in the published state so that a new project version can be uploaded. In this case, the 3-step cycle starts again.

- The **published project** is now ready to be **shared** via the **distribution links** below.

Upload Project ⓘ
Upload and publish project

STEP 1 — Upload — Upload project by selecting the project file (*.vrprj file).

STEP 2 — Preview — Preview project on mobile, web and VR headset.

STEP 3 — Publish — Publish project and share with links below.

Upload Project ⓘ
Upload and publish project

STEP 1 — Upload — Upload project by selecting the project file (*.vrprj file).

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STEP 3 — Publish — Publish project and share with links below.

Unpublish Project ⓘ

ⓘ Project is published

▪ The **distribution links** make it possible to share the published project with your audience.

(1) The project code can be entered into the VRdirect App*. It leads the user directly to the VR project, which can then be downloaded and even consumed offline.

(2) The **URL (Web Player Link)** can simply be opened in a web browser and leads the user directly to the VR project. An internet connection must be available here.
Please note that the web player works on all devices that have a web browser available (also mobile devices and VR headsets).

Share Project ⓘ
Create links to share and distribute project

(1) Project Code

uqnylg

Link to Project in App

https://apps.vrdirect.com/player/?cinex-token=uqnylg

☐ Disable Project Code and Link to App

(2) Link to Project in Web Player

https://player.vrdirect.com/?cinex-token=oddwai

☐ Disable Web Player Link

Generate New Links

ANDROID APP ON Google play

Download on the App Store

* The VRdirect app can be downloaded from the App Store or the Google Play Store

Publishing Area: Integrating the VR Project into Website

VRdirect

- The VR project can **be integrated into any website**, just like a YouTube video, by embedding the project via the **"Embed Code"**.

- To do this, click on the **"Embed Code" icon** below the Web Player link.

- A new window opens with the embed code generator. It generates the so-called **HTML snippet (iframe)**, which must be inserted into the source code (HTML) of the desired website.

- Here you can also adjust additional parameters such as the size of the window or the full-screen mode.

Link to Project in Web Player

https://player.vrdirect.com/?cinex-token=oddwai

☐ Disable Web Player Link

‹embed code›

VR Project

Embed VR Project onto Website

Paste embed code (HTML snippet) into website code

Embed Code

```
<iframe title="VRdirect VR Web Player" width="600"
height="330" src="https://player.vrdirect.com/?cinex-
token=oddwai" allowfullscreen frameborder='0'
allow="fullscreen; vr; gyroscope; accelerometer">
```
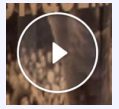
☑ Enable fullscreen mode

☐ Responsive dimensions

Width (px)
600

Height (px)
330

Close   Copy Embed Code

Distribution of the VR Project : 3 Channels for Distribution

VRdirect▸

1. Web Player

2. App

3. VR Headset
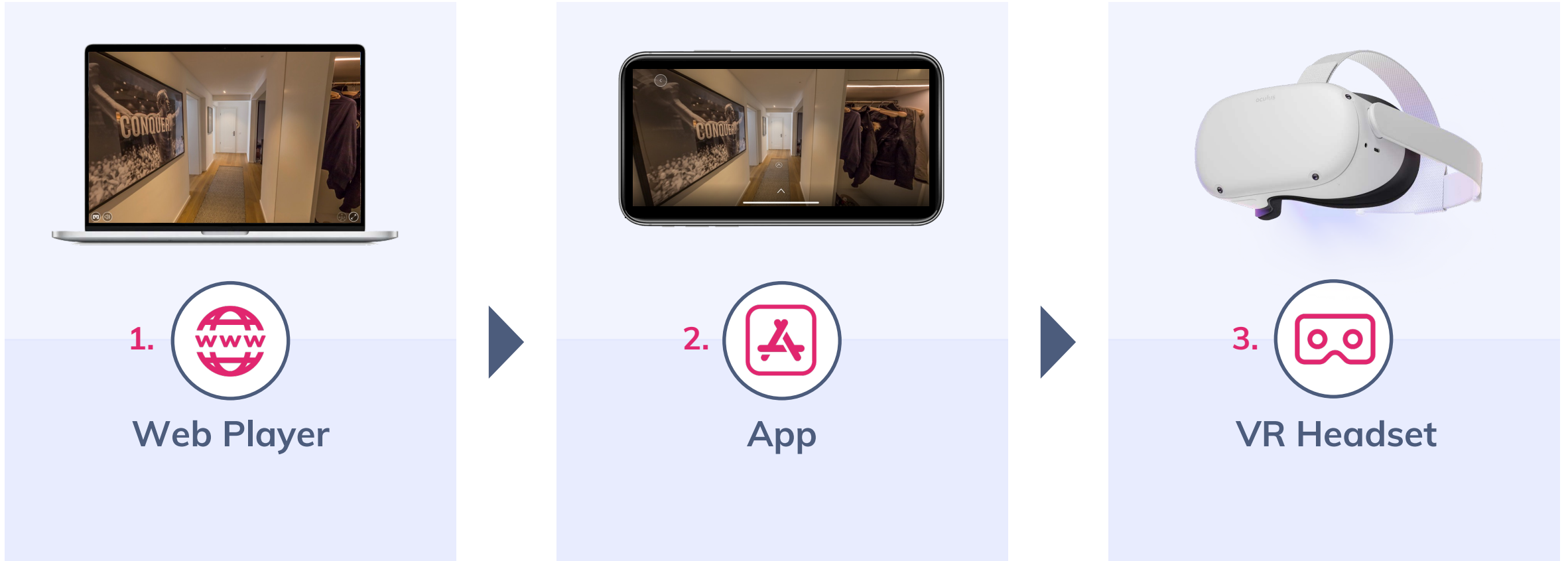
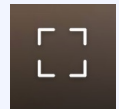*The published VR project can be consumed by the end user in various ways and via various channels*

Distribution of the VR Project: Web Player

Start the VR project by pressing the play button in the middle.
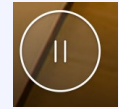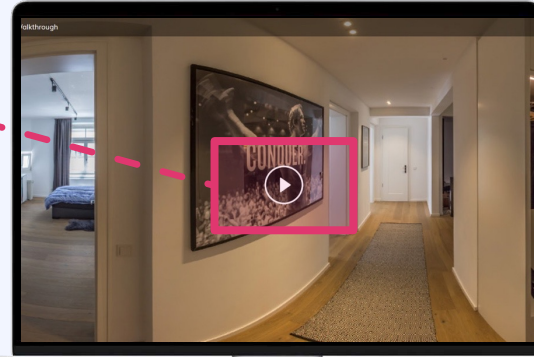
Pause the VR project any time (bottom centre).

Activate the full screen mode in the lower right corner to see the VR project in full screen.

Switch to the Virtual Reality mode on a smartphone by clicking on the VR icon in the bottom left corner.

- Navigation within the VR project:

  - In the 360° environment, you can look around to the left and right by dragging the mouse (mouse drag).
  - In the 360° environment you can zoom in or out with the mouse.

- The small white arrow (at the bottom) can be used to display the controls (pause, full screen, VR, ...)
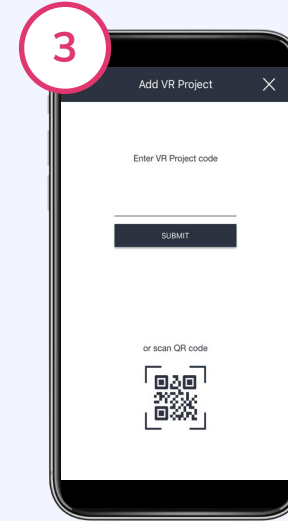
Please note:
The Web Player also works on the smartphone, the tablet or in the VR glasses - everywhere where a web browser can be opened.
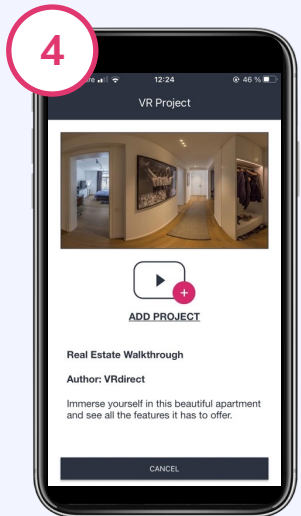
Distribution of the VR Project: App
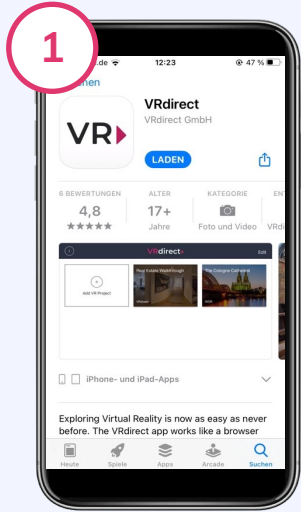
VRdirect

1 The app is available in the **Apple and Android Store** and can be downloaded for **free** on iOS and Android devices.
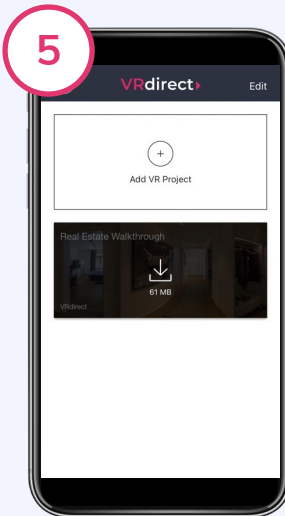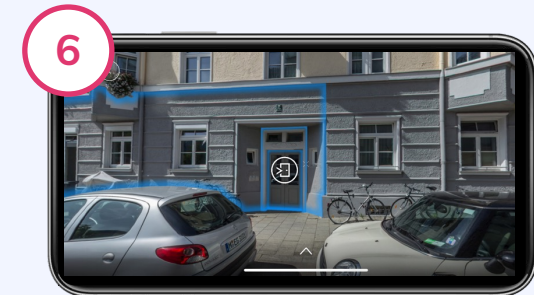
2 After installation, open the **VRdirect App.**

3 Click on **"Add Project"** (plus button). Then enter the **VR Project Code** or scan the **QR Code**.

4 As soon as the project is found, confirm the addition again via **"Add VR Project".**

5 The project then appears in the app menu and can be downloaded via **the download button**.

6 Once the VR project has been downloaded, it can be viewed. For this purpose, it is recommended to turn the smartphone into **landscape mode**.

Distribution of the VR Project: App

- After the project has opened, you can look around in all directions by **navigating left and right** in the 360° scene with your finger.

- You can **select an object** using the **cross** in the centre. It functions as a "mouse cursor" and selects an object after the circle is complete.

- Clicking on the **lower arrow** brings up further controls.

- The **"Back Button" (arrow)** at the top left of the screen leads back to the app menu with the overview of your added VR projects.

- The project can be paused via the **"Pause" icon**.

- A click on the **"Swipe" icon** switches to the **"Gyroscope Mode"**. There you can look around in the 360° environment to the left and right by moving and tilting the mobile device.

- Click on the **"VR glasses" icon** to switch into the "**Cardboard Mode**".
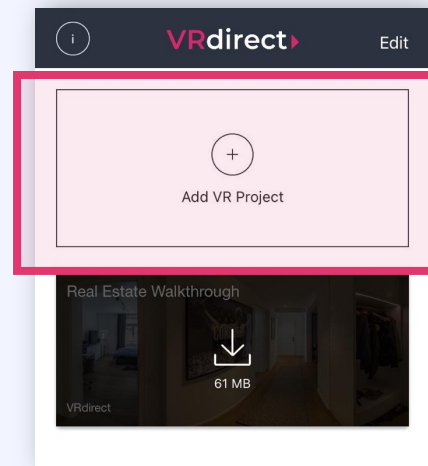
Distribution of the VR Project: App Menu
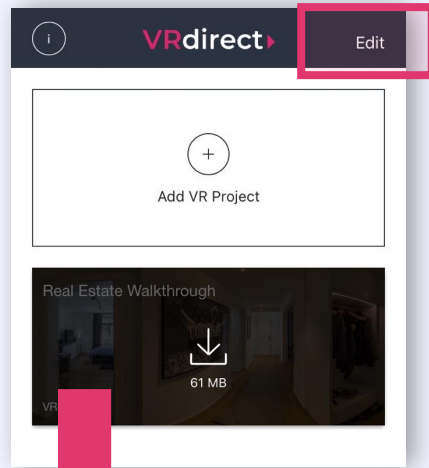
- At the top right is the **Edit button**, with which you can delete added projects.
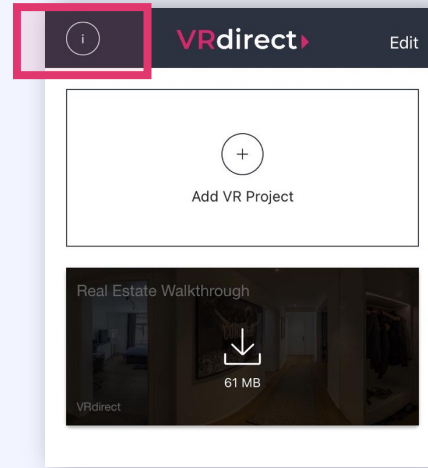
- Behind the information icon in the upper left corner you will find **legal information** and the legal notice.
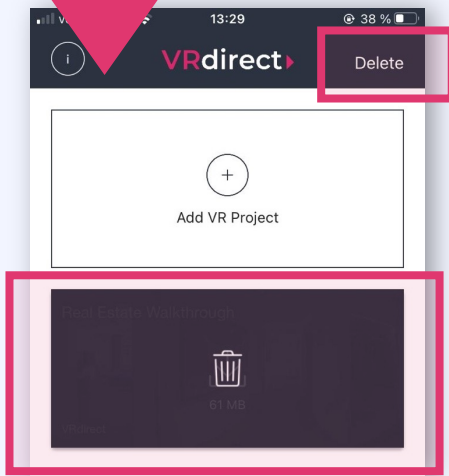
- Select the project that **should be removed** by clicking on it in the list.

- Then click on the **"Delete" button** and confirm the deletion.

- The **menu can be extended** at any time by adding new VR projects.

Distribution of the VR Project: VR Headsets

VRdirect▸

1 **Cardboard mode for any mobile headset**

2 **Oculus Quest / Oculus Quest 2**

3 **Oculus Go** (Headset is no longer supported by Oculus)

- Download the VRdirect App via iOS or Android and then switch on the VR mode (Cardboard Mode)
  → VR button at the bottom left of the app

- Access to project via the **Oculus Browser**
- After entering **the Web Player** link, the project can be viewed via the VR headset in the Web Player

- Download the VRdirect App via the **Oculus Go Store**.
- Note: Device is no longer supported by Oculus - therefore app updates are no longer possible.

Selecting objects via eye control (selection cross in the centre of view).
Within a VR project the use of a controller is not necessary.

Next steps?

Get to know the advantages of Virtual Reality and contact us!

▶ contact@vrdirect.com