



**GTI ENERGY**

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# 360° Experiences

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# Meeting Agenda

- Introduction to 360° experiences
  - Benefits of the technology and Use cases
  - Features and capabilities: *Demonstration of a 360° experience*
- Collecting, processing, and producing 360° content
  - Hardware and equipment required
  - Best on-site practices during filming
  - Recommendations on post-processing
  - Development and distribution
- Open forum and wrap-up

# Introduction to 360° Experiences



*“Digital media that present a panoramic or spherical perspective of a scene in all directions from a central viewpoint” - offering a heightened sense of immersion, presence, and engagement.*

Traditional media display a limited field of view; 360° media allows visualization in any direction.

# Benefits of the Technology and Use Cases



*Real Estate*



*Tourism*



*Education and Training*

360° experiences promote spatial perception, reasoning, and memory recall.

# Benefits of the Technology and Use Cases

## Panel with Connor Wells (NJNG)

- When and how did you first learn about 360° experiences?
- For your role, what do you find different and useful about the technology compared to others you've used in the past?
- How have you (or plan to) leveraged 360° experiences to enhance your training and workforce development programs?



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# Features and Capabilities

Live demonstration of a template 360° Experience created using Articulate Storyline

**Link:** <https://demo.dsjqay5o4smfn.amplifyapp.com/>





# Collecting, Processing, and Developing Content

Key considerations on capturing and editing raw footage and developing 360° experiences for distribution

# Collecting 360° Images: Equipment & Accessories

## Hardware and equipment required

- GoPro Max w/Battery
- Battery Charger + 2 Additional Batteries
- 60" Tri-Pod w/weight
- 10' Extension Selfie Stick
- MicroSD Card
- Portable Charger Power Bank
- Portable Hard Drive
- Travel Case
- Other Attachments as Required (e.g., mounts)



# Collecting 360° Images: Shooting Footage

## Best on-site practices during filming

- Clean Lens for Each New Shot
- Plan Your Shots
  - Take several shots of the same subject/object from different positions
  - Consider the environment
  - Stay clear of clutter
  - Storytelling
- Stabilize the Camera
  - Use a Tripod or Monopod
  - Gimbal or Stabilizer
- Positioning the Camera
  - Eye Level
  - Mount Creatively
  - Invisible Stitching (GoPro)
- Control Lighting
  - Avoid harsh contrasts
  - Golden hour (early morning/late afternoon)
  - Avoid direct sunlight
  - Storytelling

# Collecting 360° Images: Shooting Footage

## Best on-site practices during filming

- Mind Your Footage Stitching
  - Keep objects of interest out of stitching line
  - Keep subjects 2-3 feet away to avoid warping
- Audio Capture
  - Use external microphones
- Postproduction
  - Utilize GoPro's software like GoPro Player to process RAW files
- Be Aware of Yourself
  - Behind cover
  - In an area to be cropped out
- Use Time Lapse or Hyperlapse
  - For long, dynamic scenes or motion

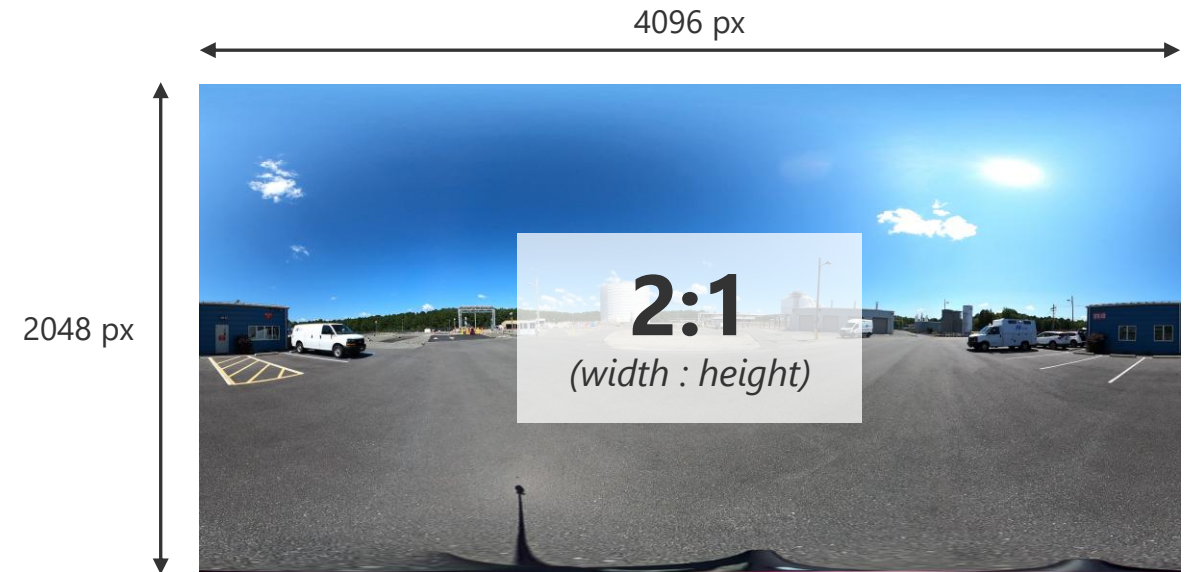
# Example of Blending In



# Processing 360° Images

## Recommendations on post-processing

- Images captured in 360° when flattened **must** be in a 2:1 aspect ratio
- Adobe Photoshop (or similar programs) is well suited to editing the 360° images
- Editing images in 360° produces better results than editing the flattened image
- **USE CAUTION** with AI-powered image editors. The content generated may be inaccurate



# Development and Distribution

## Experiences well-suited to deliver in 360°

- Tours of Facilities
  - Training center
  - LNG plant
  - Take station
- Tour of Jobsite
  - Traffic control
  - Excavations
  - Material
  - Equipment
- Pre-Trip Inspection of Vehicle
- Heavy Equipment Operation
- Meter Set Configurations
  - Residential
  - Commercial
  - Industrial
- Tapping and Stopping
- Damage Prevention Activities
- Construction Inspection Activities

# Development and Distribution

## Estimates for one 360° experience

- **1-5 hours** for collecting and processing raw footage
- **8-20 hours** in developing the experience with training material
- Costs ~**\$1500 - \$2500\***  
*\*range from third-party averages*



Storyline 360



Development using Storyline's 360° features produces SCORM-wrapped experiences for an LMS





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# Thank you. **Questions?**

*Or share a little about these:*

- Was this your first time learning about 360<sup>0</sup> Experiences for training?
- Did you notice any technology limitations that would make you hesitate to use it at your organization?
- What was something new or interesting in today's demonstration?