

Technical Annex CROSS3D Feasibility study – Report of findings

European Regional Development Fund - <http://www.skhu.eu>
summarised by Bart Verhaegen

Project - Region



Partners involved based on the paper:

- **Provid - Providencia Slovakia** - <https://providenciask.wordpress.com>
 - One of the purposes of the Foundation, established in 2001, is the protection of cultural heritage.
- **BAZ (Borsod-Abaúj-Zemplén County)** - www.baztour.hu
 - The name of Borsod-Abaúj-Zemplén County refers to three one-time castle counties of the Hungarian Kingdom.
- **Bokik** - www.bokik.hu
 - The Chamber of Commerce and Industry for Borsod-Abaúj-Zemplén County works for economic development of the county and welcomes the investors, business partners and visitors.
- **SOPK** - <http://www.scci.sk>

- Slovak Chamber of Commerce and Industry
- **VIACARP** - <http://www.viacarpatia.eu>
 - The Košice Region and the Borsod-Abaúj-Zemplén County are the founding members and members of the EGTC Via Carpatia.

Budget:

Total: 1,066,690.09 EUR

- ERDF (*European Regional Development Fund*) Contribution: 906,686.57 EUR
- State Contribution: 93,777.60 EUR
- Own Contribution: 66,225.92 EUR

Project start date: 05/2017 - Project end date: 04/2019

Project Summary

The common challenge of the project: to increase the attractiveness of Borsod-Abaúj-Zemplén (BAZ) county and Košice self-governing (KSK) region by improving visibility of cultural, natural, historical and business assets of the regions on the Internet. The overall project objective is to provide potential visitors of the region with real-time and interactive visual information about relevant Points of Interest (POI) in each region.

This objective will be achieved by 3D scanning of tourism sites and businesses like, accommodation places, region-specific gift and product shops with option to see inside with interactive meta-information in the foreground of the visual content (*e.g. in case of the restaurant the visitor can see the actual menu*).

These 3D panoramas will be connected to walking 3D virtual tours which can be downloaded to visitor smartphone from the QR posts located in the border crossing and/or at tourist sites.

The increased visibility service will motivate visitors to plan their trip from home and also get instant geographical and service availability orientation during their trip in the region. MAIN OUTPUTS of the project will be:

- (A) 3D Content of 400 POIs in each region
- (B) QR posts and flyers to download tours selected by the visitor around the place of visited region or in the micro-region
- (C) Thematic mobile map with zooming to 10 micro-regions in each: what to see, what to buy, where to stay, events, promotions in the region and how to network with the citizens, institutions and businesses in the region.
- (D) Hotline for Visitor access in Desktop and in Smartphone mode in SK, HU and EN languages
- (E) short audiovisual promotion tool about 8 places in KSK and BAZ region supported by RTVS and Kosice Region Agency- attached Annex.

The long term objective of the project is to improve attractiveness of the BAZ and Košice regions by a common multilingual (SK,HU,EN) interactive and innovative 3D information service for the target groups of the project.

Development tasks:

Act3 | Pilot microregion development:

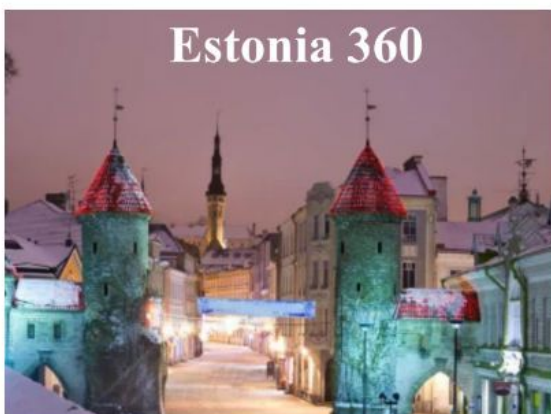
- Creation of pilot micro-region Virtual tour content
- Hotel in Miskolc
- Development of core CROSS3D SW EN
- Graphical service design for Desktop and smartphone
- POI top level content development for SK
- POI top level content developm
- Integration of other relevant BAZ and Košice region content links for HU
- 3D Cameras for training and SW testing
- Managed hosting 20 Months of all portals and content (*budget € 12.000,-*)

Act5 | Content for CROSS3D Service Rollout: Development of online training content for partners

Conclusion:

We truly believe the virtualtour.city platform and Nuvia is the only player on the market today, who is able to cover the total CROSS3D-Project.

As we Nuvia did a similar tender for Estonia. Our General Manager has experience in the way to handle this kind of projects. He will give you more support.



Tender : e-Estonia VR experience

- Expected project outcome:
 - A platform
 - Involving 360° video
 - Video added graphic
 - Gamification
 - 360° live broadcasting of events & conferences
 - Interaction with audience

nuvia

Tender : e-Estonia VR experience (2)

- Project objective: introduce the e-Estonia brand
- Project timeline: demonstrate results during EU presidency in 2018 in all major gateways (airport, harbor, other)
- Promote the e-State towards public sector, business executives, investors and start-ups as well as the media
- Organizing parties: Enterprise Estonia and e-Estonia Showroom

nuvia

Consortium proposal

Create a 360° imagery and video platform of all Estonian businesses and places of interest, facilitating city marketing, business promotion, product promotion, events communication and more.

nuvia



EXPERIENCE THE BUSINESS



Tourism & Economy 'City Marketing'

- High visibility project
- Be part of Estonia 360° Virtual Reality story
- Promote shopping, wining and dining for local merchants
- Promote tourism & culture
- Showcase city dynamics to the world
- Participate in digital economy
- Enable event driven promotions

nuvia

Project numbers

- X cameras in parallel
- X people (local team)
- X weeks of capturing
- X week of processing & tour creation
- XXXX virtual tours created
- XXXX → 360° panoramic pictures
- XXk individual photos taken
- Period tbd
- XXk€ investment

nuvia

What is in it

- High impact & visibility project
- Contacts and services towards merchants and business owners
- Be part of major nation wide Estonia project
- Unique project in the world
- Media campaign before & after
- Uniforms with branding of sponsors & city
- Usage of imagery in own portal / website
- New business opportunity

nuvia

Why Nuvia?

- Platform supporting 360° video and spherical imagery available → fully VR ready
- Platform allows for product promotion, interaction, event listing, city marketing & more
- Nuvia has experience with large scale VR projects (Rio de Janeiro, Kosice, Porto, Belgium, Buenos Aires)
- Best practices and operational excellence

nuvia

Best Regards
Bart Verhaegen