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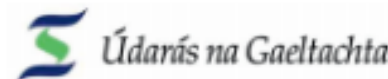
immersive technology for SMEs

Teicneolaíochtaí Thumthach do FBM



Agenda

- Introduction
- Key Outcomes
- What is Immersive Technologies
- Why Immersive technology for Tourism
 - 360 Video
 - Augmented Reality
 - Virtual Reality
- Immersive technology and SMEs
 - Key issues
 - Implementation
- Case Studies – Learnings to date
- Digi2Market City
- GTeic





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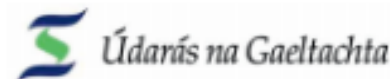
Northern Periphery and
Arctic Programme
2014-2020



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Introduction

- Started November 2018 / Finish June 2021
- Key Objective
 - Helping Rural SMEs overcome distance to market
- Budget €1.76m





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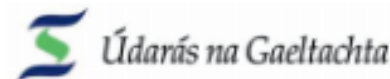
Key Outcomes

*Increased Use of Immersive
Technologies by SMEs*

*The development of a marketing
toolkit for SMEs (Digital)*

*Building a B2B Digital City to create
virtual networks for Business in the
NPA*

*Creating a Green Framework to help
SMEs move towards sustainable
practices / certifications*





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What is Immersive Technology

360 Video

360-degree videos are video recordings where a view in every direction is recorded at the same time, shot using an omnidirectional camera or a collection of cameras.

Requirement

Camera, Editing Suite,

User can engage on Mobile via
You Tube / Video Channels

Augmented Reality

Augmented reality is the technology that expands our physical world, adding layers of digital information onto it. ... A view of the physical real-world environment with superimposed computer-generated images, thus changing the perception of reality, is the AR.

Requirement : Specialist Company

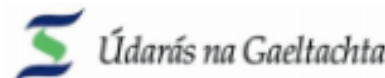
User can engage on iPad/ Tablet

Virtual Reality

Virtual reality (VR) is a simulated experience that can be similar to or completely different from the real world.

Requirement :
Specialist Company

User Engagement
Google Card
VR Headset (Oculus)





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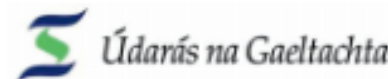
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Why Immersive Technology for Tourism (360 video)

- Immerse in the centre of the action
- Powerful emotional connections
- Heighten consumer confidence in your brand
- Enable Reselling of your product (Sales Staff / Trade Fairs/Distributors)
- Try before you buy
- Technology backed by Facebook, YouTube
- Complement Brand
- Storytelling
- Trust – “Fake news”, Provenance
- Relatively Cheap





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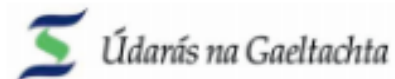
Why Immersive Technology for Tourism (AR)



Facilitating seamless exploration of visitors' surroundings. More scope to reach wider audiences.

Enhance the visitor experience by

- Providing context,
- Specific content
- Increase dwell time.





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Why Immersive Technology for Tourism (VR)

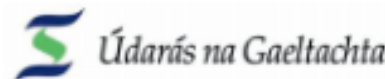
- Virtually transport the viewer to another time/place



Virtual Reality is proven to have:

- 27% higher emotional engagement
- People watch it 34% longer
- 33% more knowledge retention

when compared with 2D video





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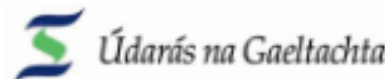
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Immersive technology and SMEs – Key Issues

Key Issues

- Marketing Capacity
 - Marketing & Sales person ?
 - Market (B2B, B2C?)
 - Marketing Plan
- Brand
 - Storytelling
- Digital Marketing Capacity
 - Routes to Market (Social Media, Blog, Website, Trade Fairs, Distributors)
 - Online Sales
- Regional Issues
 - Availability of Expertise (Cost)





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Immersive technology and SMEs - Implementation

5 Steps to Implementation

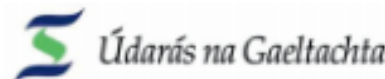
Plan: Research immersive technologies and providers to understand their capabilities and determine what solutions may work for your company's specific business processes. Consider collaborating with immersive developers for pilot projects, but also develop internal expertise to cultivate knowledge and consistency.

Identify: Pinpoint where AR and VR can help seize opportunities or overcome challenges with the goal to instigate behavioural change (cognitive, affective or conative).

Design: Develop architect use cases, focus on the use of immersion to design experiences and solutions that match business data to immersive worlds.

Scale: Map use cases to business outcomes, capabilities and processes to determine how AR and VR can incite improvements.

Analyse: Continue to improve and create a valuable user experience (UX). Repeat AR and VR programs and use analytics to determine what generates the best UX and meets predetermined business goals.





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Case Studies (learnings to date)

Karelia Golf



VR Suitable for Tourism

Not suitable for Website

Suitable for Exhibitions

Messaging :
Sustainability focused
message

Waahto
Brewery



AR to inform customers

Build Brand with
restaurant brochures

Use Brochures to
experience the AR

Messaging : Story of Craft
Beer (Differentiation)

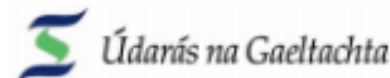
Brighter Gold
Rapeseed Oil



Already has Video Content

Define target Audiences

AR to communicate health
benefits
VR to reveal sustainable
farming story





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Networking

Digi2Market City

Collaboration

Digital Hubs

Universities

Government

SME Toolkit

Remote
Workers

Companies

SME
Instrument

Start-Up
Ecosystem

Regional
Development

Local
Authorities

Support
Programmes

Marketing
Toolkit

Green
Framework

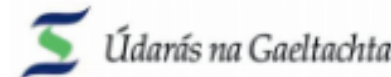
Best Practice
(e.g. Grow
Remote)

Home
Workers

Member
Companies

Local
Companies
Community

Communication



gteic

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CALLING ALL NOMADS:
ARE YOU READY FOR YOUR NEXT ADVENTURE?

MODAM - Arranmore Island
County Donegal, Ireland



Digital Workspace with Onsite Accommodation Options
7 Nights Full board plus full access: €400
7 Nights Bed & Breakfast plus full access: €250



€12m
(2019 – 2021)
600 seats



gteic
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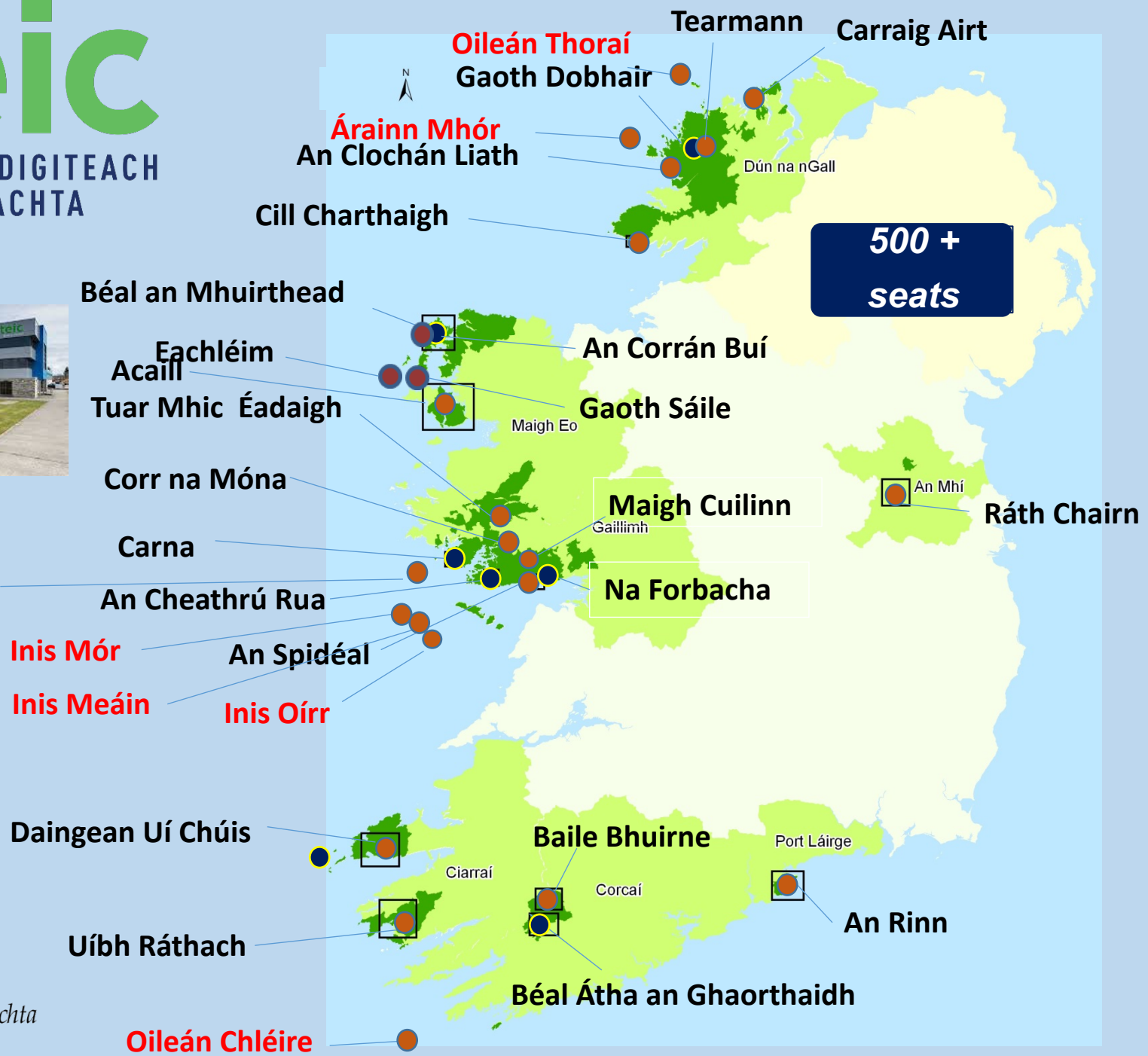
Seimineár Gréasáin - Ag forbairt an Gréasáin gteic
Webinar - Developing the gteic Network

A craoladh beo ar Facebook
Broadcasting live on Facebook

Údaráis na Gaeltachta
10:00rn Dé Céadaoin
18/09/2019

Cainteoirí / Speakers
Micheál O hÉanaigh, Príomhghéilleannach
Údaráis na Gaeltachta.
An tOllamh Jonathan Leve, Scoil Ghnó &
Eacnamaíochta Cairnes OÉ Gaillimh.
Julianne O Leary, Guinness Enterprise Centre.
Tracey Keogh, Growremote.
Mary Rogers, Portershed.

Údarás na Gaeltachta





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Digital / Enterprise / Innovation Hub

Knowledge Provider

Government / Regional Development Agency
Business Support

Digi2Market / Facebook / Twitter

socoisdealbha@udaras.ie

April 2020 – join the community.



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Thank you

