Creating Interactive Narratives for Your Places with 360° Imagery and Virtual Reality

Matthew Chaussee – Founding Partner/CEO
Be More Colorful, LLC
matt@bemorecolorful.com
(701) 238-9167

Shannon Duerr – Executive Director
Cavalier County Job Development Authority
shannon@utma.com
(701) 256-3475
Industries/Sectors We Serve

- Travel/Tourism
- Industrial/Manufacturing
- Everything Else (Venues, Real Estate, Construction, etc.)
Definitions*

■ Media (The “What”)
  – 360° Photos
  – 360° Video
  – 360° Virtual Tours
  – 3D Media
  – 3D Models

■ Delivery (The “How”)
  – Traditional Digital Channels
  – Virtual Reality
  – Augmented/Mixed Reality
A 360° Image Is...
A Scene.
My passion for VR
Experience and Authenticity

■ To create a great 360° scene, don’t think “of”
  - “on” the trail
  - “at” the summit
  - “inside” the cave
  - “within” the forest

■ Authenticity is key!
  - Diminishing returns
  - Unique
  - Engaging
  - Minimize clicks
Is It Effective?
Yup.
STANLY R MICKELSEN
SAFEGUARD COMPLEX
MISSILE SITE RADAR

Using 360° Images and Virtual Reality
to promote the space
Site History

- WWII leap in technology led to development of German V2 considered to be the first ballistic missile
- Soviet relations soured as Soviets developed nuclear missile technology and the need for an anti-ballistic missile system was realized
- Several systems were considered but it was the Safeguard System that Nixon chose to field
- 12 sites originally planned but the signing of SALT 1 limited each site to two sites
- The site in North Dakota was the only site ever built
Original Site Components

- Perimeter Acquisition Radar (transferred to the Air Force and Still used today)
- Missile Site Radar (the site we will be talking about today)
- 4 Remote Sprint Launch Sites (sold to private owners)
Plans for the Future

- Cavalier County Job Development Authority purchased the tactical portion of the Missile Site Radar in the fall of 2017.
- Plans for redevelopment include business development and historic preservation and tourism.
The problem

SAFETY
LACK OF EMPLOYEES
HIGH NUMBER CALLS FOR TOUR REQUESTS
The solution?

- We contacted Be More Colorful to create a virtual tour of our space.
- Our plan was for the Virtual Tour to appease the curiosity of potential visitors until we were ready to give tours.

However

Tour inquiries went from a few per week to multiple daily requests.
The use of VR to promote the site did not decrease the tourism demand! It had the exact opposite effect and created significantly more demand for tours!
Results

- Over 1000 unique sessions/month (remember... population of the local town is 49!)
- Average Session: 3 minutes... that’s 50 hours/month
- Longest Session: 3 Hours
- Visits from all 50 states
- Visits from 102 countries
- Local school uses the tour to teach high school students about local history. The students do the VR tour to learn and take a quiz on the information.
- High profile visitors including a group from the Nobel Peace Center, Cold War Group from the United Kingdom, and several TV and newspaper crews.
- Contact with many former employees of the site.
- Incredibly beneficial for business development purposes when working with potential development company or investor.
- Visitors from all over the world!
Adding to the tour

1. We added audio narration to the first phase of the tour. It significantly enhanced the learning experience.

2. We added a second phase of the tour showcasing the administrative portion of the site.

In the future we hope to incorporate this technology into physical tours of the site.
How to Get Started...
The professional standard toolkit?

And some specialized software applications
Creating Great 360°/VR Experiences

Equipment

Google Street View

Software/Platforms

Viewing Devices
Selecting the Right Tools

(Remember: Equipment, Software Platform, and Viewing Devices)

Hiker Holly
Working Mom
On Her Lunch Break
Exploring via Google Maps
Wants Breathtaking Views

Camper Candice
Recently Married
Attending a Sportsmen’s Show
Camper Downpayment
Visits Your Booth

Historical Hank
Retired
Vacationing Nearby
Loves Heritage Sites
Seeking New Experiences
A little extra effort – a lot of added impact!

Stanley R. Mickelsen Safeguard Complex
Google Street View
Dedicated Facebook Page
Integrated in Local K-12 Curriculum
Email Campaigns
Picked up on Reddit
Regularly featured on Social Media
Now compatible with popular VR headsets
Cold War Corridor
Analytics
Engagement... Visualized
360° Imagery and VR Should Be Experience Driven
A gift... ...and a challenge
Questions?

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