



## About the Sydney 360° technology

Developed exclusively by Destination NSW in partnership with deGroots Media and Colebrook Pixelcase, the technology behind the 360° Sydney project includes:

1. A global tourism first of gyro enabled Coptercam UAV (unmanned aerial vehicle) drones carrying 360° cameras;
2. A global tourism first of the use of face rendering within a 360° video; &
3. A global tourism first of 360° video from a first person perspective.<sup>1</sup>

Pixelcase developed a number of prototype cameras which needed to be waterproof and lightweight. Testing the cameras included wreck scuba diving, skydiving, and suspending the camera 12-metres off the side of the Eiffel Tower in Paris.

The aerial footage was filmed using a Coptercam 360 Octocopter, with gyro enabled gimbals. The mount was modified for the 360° camera which was mounted to a retractable undercarriage for landing and takeoff. The shoot days were very windy but the size of the machine and gyros kept the camera stable to over 100 metres into the air.

To film the first person perspective footage, the talent wore a helmet mounted with a 360° camera. The camera was situated on the end of a carbon-fibre pole with a counterbalance behind.

Bringing the 360° videos into the social arena was enabled by allowing users to upload their face to the experience through a dedicated Facebook App and accessing via their Facebook photo gallery and webcam. This was enhanced by seamlessly being able to flip through the experiences in real-time.

The 360° experience also features:

- A mobile application for smartphones to view Sydney 360° panorama images
- A tablet application to view Sydney 360° panorama images using swipe and drag navigation.

### Media contact:

Elissa Tyrrell

A/Executive Manager, Media & Public Relations

P: +61 2 9931 1426

M: +61 (0) 421 130 440

[elissa.tyrrell@dnsw.com.au](mailto:elissa.tyrrell@dnsw.com.au)

---

<sup>1</sup> Global Tourism First claims verified by our technology suppliers Coptercam and Pixelcase.