

VR experiences in the Kvarken Archipelago World Heritage area

Nordic World Heritage VR network's
meeting 2.5.2022

What have we done with VR previously?

- VR experience *Eagle's flight* available in the main exhibition in our visitor centre World Heritage Gateway
 - Fly with an animated eagle over Kvarken Archipelago all the way to the High Coast and as a new addition, hear a story at the same time
 - Restrictions: glasses attached to the computer, cannot be used elsewhere. One must pay to enter the exhibition.



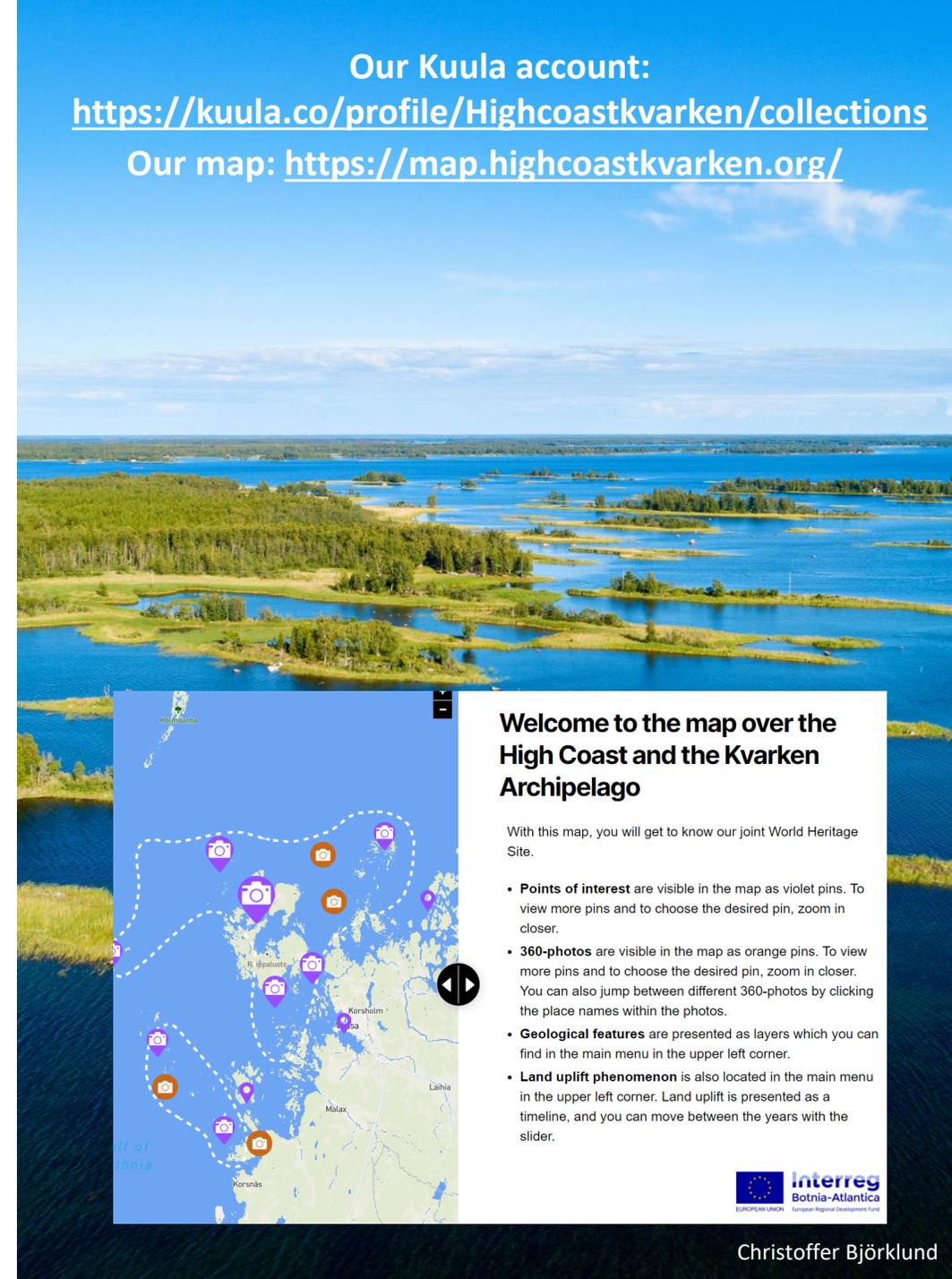
Case Kuula.co

- = 360 virtual tour software for 360 pics that works also with VR glasses' browser, no app nor login needed
- Our previous use of the system as a background operator: displaying 360 images on our World Heritage map (doesn't work in VR there though)
- Our newly discovered use: creating public 360 tour on Kuula.co also for VR use at home, school, work etc.!
 - The first tour version was introduced to VEGA project: Virtual Reality Education and Game-based Achievements in Classrooms. Thus the questions in the tour's pictures!

Our Kuula account:

<https://kuula.co/profile/Highcoastkvarken/collections>

Our map: <https://map.highcoastkvarken.org/>



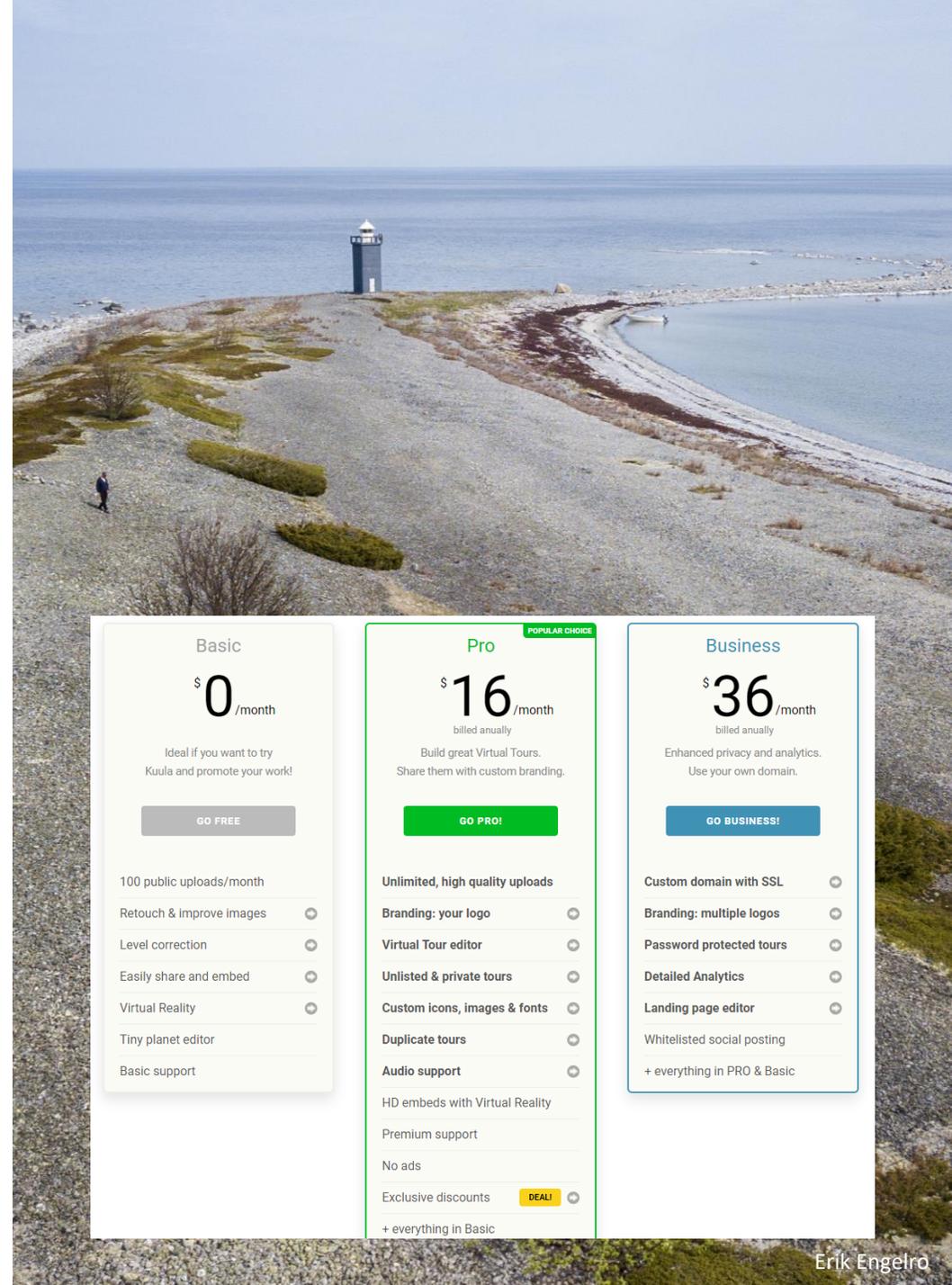
Welcome to the map over the High Coast and the Kvarken Archipelago

With this map, you will get to know our joint World Heritage Site.

- **Points of interest** are visible in the map as violet pins. To view more pins and to choose the desired pin, zoom in closer.
- **360-photos** are visible in the map as orange pins. To view more pins and to choose the desired pin, zoom in closer. You can also jump between different 360-photos by clicking the place names within the photos.
- **Geological features** are presented as layers which you can find in the main menu in the upper left corner.
- **Land uplift phenomenon** is also located in the main menu in the upper left corner. Land uplift is presented as a timeline, and you can move between the years with the slider.

What could you do in Kuula?

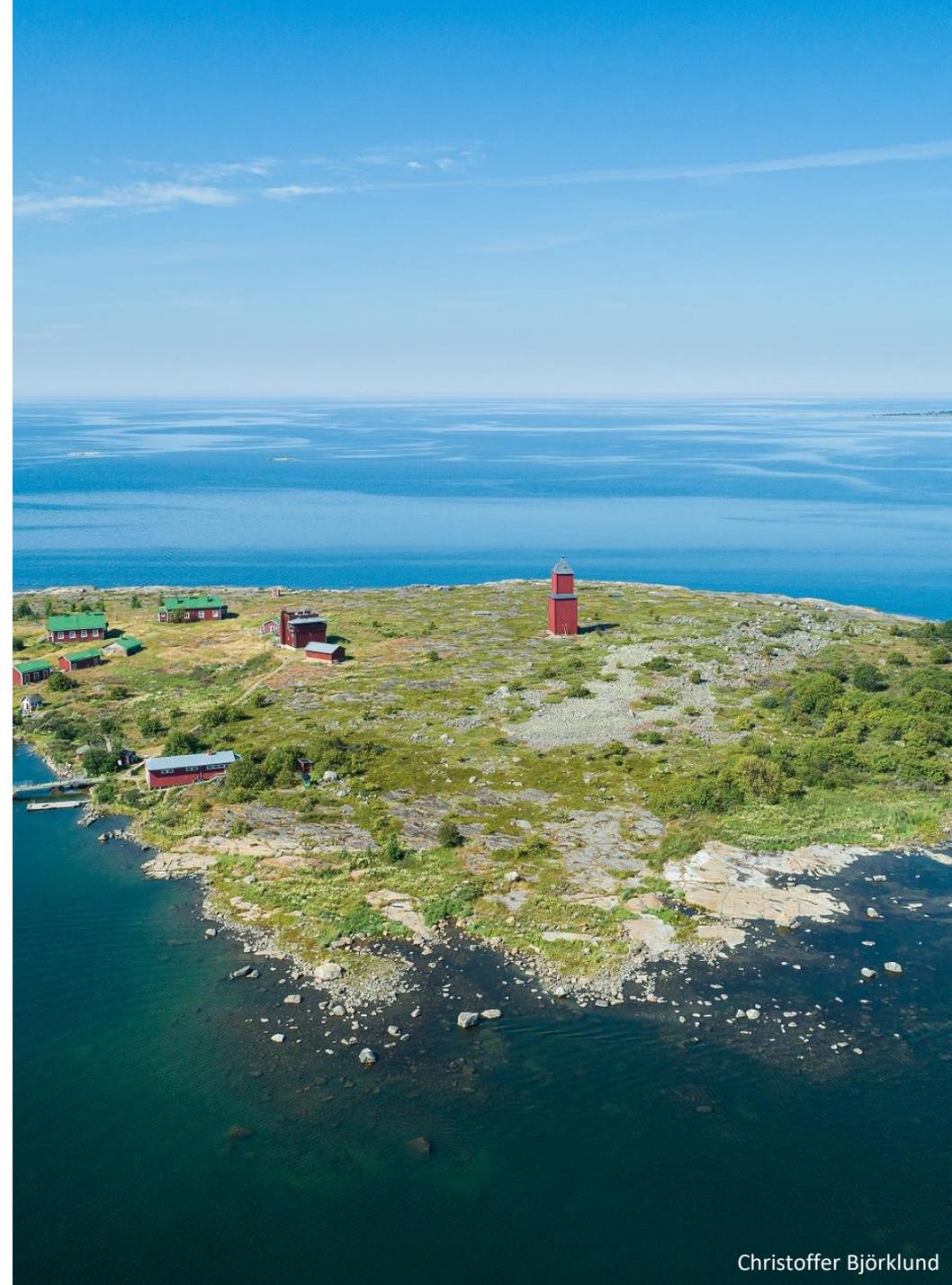
- Free plan also available
- Introducing (secluded) places, buildings, nature etc. via tours
- Storytelling via tours; how to create a story with images or how to capture the most important in a few sentences
- Possibility for inexpensive creating: take your own 360 pictures with smart phone apps etc.



Basic	Pro <small>POPULAR CHOICE</small>	Business
\$0/month	\$16/month <small>billed annually</small>	\$36/month <small>billed annually</small>
Ideal if you want to try Kuula and promote your work!	Build great Virtual Tours. Share them with custom branding.	Enhanced privacy and analytics. Use your own domain.
GO FREE	GO PRO!	GO BUSINESS!
100 public uploads/month	Unlimited, high quality uploads	Custom domain with SSL <input type="checkbox"/>
Retouch & improve images <input type="checkbox"/>	Branding: your logo <input type="checkbox"/>	Branding: multiple logos <input type="checkbox"/>
Level correction <input type="checkbox"/>	Virtual Tour editor <input type="checkbox"/>	Password protected tours <input type="checkbox"/>
Easily share and embed <input type="checkbox"/>	Unlisted & private tours <input type="checkbox"/>	Detailed Analytics <input type="checkbox"/>
Virtual Reality <input type="checkbox"/>	Custom icons, images & fonts <input type="checkbox"/>	Landing page editor <input type="checkbox"/>
Tiny planet editor	Duplicate tours <input type="checkbox"/>	Whitelisted social posting
Basic support	Audio support <input type="checkbox"/>	+ everything in PRO & Basic
	HD embeds with Virtual Reality	
	Premium support	
	No ads	
	Exclusive discounts DEAL! <input type="checkbox"/>	
	+ everything in Basic	

Future plans with Kuula

- Finalising the existing tour (separate language versions?) and marketing it
- Adding sound to the pictures from [the new Kvarken audio guide](#)?
 - [Also available in Swedish](#)
 - [Also available in Finnish](#)
- Different themed tours for the Kvarken Archipelago
- Joint tour with the High Coast
- Would it be possible to connect tours from different accounts (must look into this)?



Thank you

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