

A Healthy Cultural Organization also after 2020

As a cultural institution, ready for the future



The Corona crisis is for many cultural institutions a reason to search for innovative and sustainable ways to capture their audiences. The amount of visitors in 2020 have decreased to an all-time low, and many organizations are forced to find solutions to get their visitors to an *online* place. The possibilities for a virtual visit will generate an extra revenue stream and can function as a very worthwhile marketing tool. Not just for now, but also for in better times.

Pay per view

360spotz is specialized in producing, hosting and exploiting interactive tours for museums, exhibitions and monuments. The revenue model is similar to Netflix and Ziggo: *on demand*. A modern “paywall” offers the visitor the possibility to visit your museum and exhibition from the comfort of their home. What does that mean? We make, host, and exploit an interactive 360° vr tour of your museum (or i.e. a special ‘traveling’ exhibition) which potential visitors can purchase for a fee, either one-time or subscription. We earn a small fee per user of the virtual reality (vr) tour. There is full disclosure of the books, including regular reports, so there’s no uncertainty of the amount of usage.

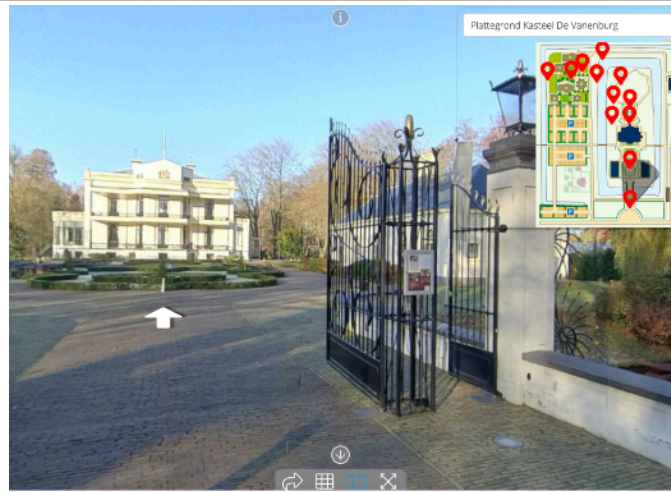
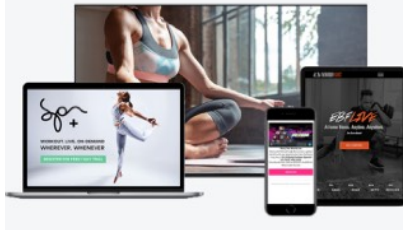
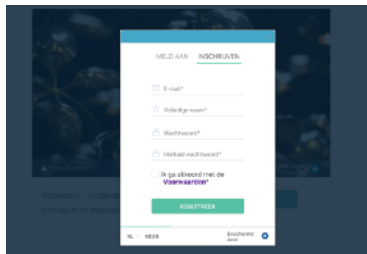


360spotz

Mobile: +31 634755566

Email: info@360spotz.com

<https://www.360spotz.com>



Through a paywall, visitors can visit your museum or exhibition in an interactive manner for a fee in a similar way that they purchase a movie. Complete 360° views including interactive hotspots, like voice overs, detailed info of the items, links to websites, etc.

Engaging in cultural entrepreneurship

Production and maintenance of a vr tour is for a cultural organization often difficult and costly. 360spotz embraces cultural entrepreneurship and therefore offers the production and hosting of the vr tour for a very friendly price. We ask a small fee per user of the tour. We are very open with the usage and offer detailed reporting regarding the virtual visitors. Just think of the opportunities that a vr tour means for your organization. You can expect visitors from across the globe (corona-proof), offer them vouchers that can be exchanged with physical visits, send users to your web shop, etc. The possibilities are endless.

Full service

360spotz is a one-stop-shop that handles the complete cycle of vr tours. :

- **Production:** We make an awesome interactive 360° vr tour which makes your organization do it justice (of course in close collaboration with you).
- **Hosting:** Placing the tour online, so you won't have to worry about the details.
- **Handling:** Taking care of payments of visitors, like handling credit cards, vouchers, returns, etc.
- **Security:** Protecting the tour against unwanted access or copying of images.

Think global, act local

Think about the possibilities of a vr tour for your museum. Imagine visitors preparing for their upcoming vacation, will they visit your museum or go somewhere else. Show them what you have to offer, and motivate them to find out more about your museum. Vouchers can be traded in for discounts on live visits, or discounts can be given on web shop items, etc. Contact us for an initial conversation with us, and we will explain the many possibilities.

Buying a vr tour is just as easy as buying, for example, a movie online, but now for a full interactive 360° vr tour. A user enters the credentials and access is given. It is not possible to copy/paste the tour so your revenue stream is not at danger.

Future proof

After the crisis, an interactive 360° vr tour is just as important to have in your offering. Making use of modern times, catering to different groups, offering an online experience, and being disruptive is a must for any modern organization. Offering a physical *and* virtual experience. See it as an extra revenue stream. A channel that would have not been here, if it wasn't for being forced to be innovative. Some people have the fear that a vr tour will prevent people from visiting live. But research shows us that the opposite is true. People are more inclined to visit your museum after being triggered by a vr tour.