

A close-up photograph of a person's hands holding a white VR headset. The person's face is partially visible in the background, looking through the device. The VR headset's lens displays a stylized, purple-toned graphic of a large eye with intricate details, including eyelashes and a central pupil. The person's hands are dark-skinned and have a ring on the ring finger of the right hand. The background is a blurred green and blue gradient.

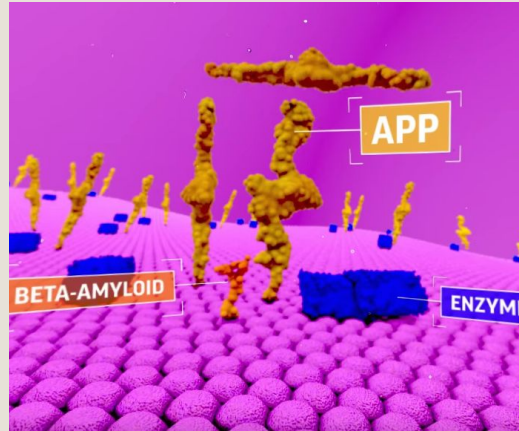
**AP**

**VIRTUAL REALITY  
JOURNALISM**

# 360 IS NOT VR



360 video



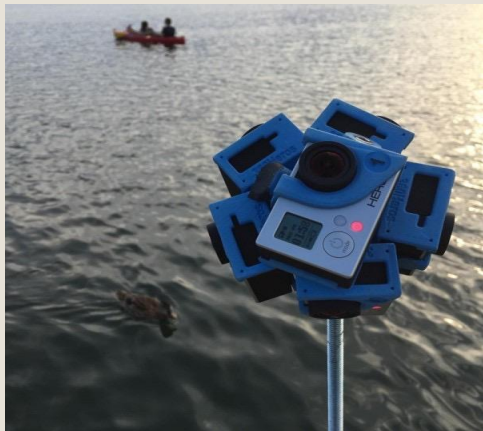
Virtual reality



Augmented reality

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# THE 360 VIDEO WORKFLOW



How content is captured



How content is processed



How content is displayed

# PUBLISHING 360 VIDEO



Web



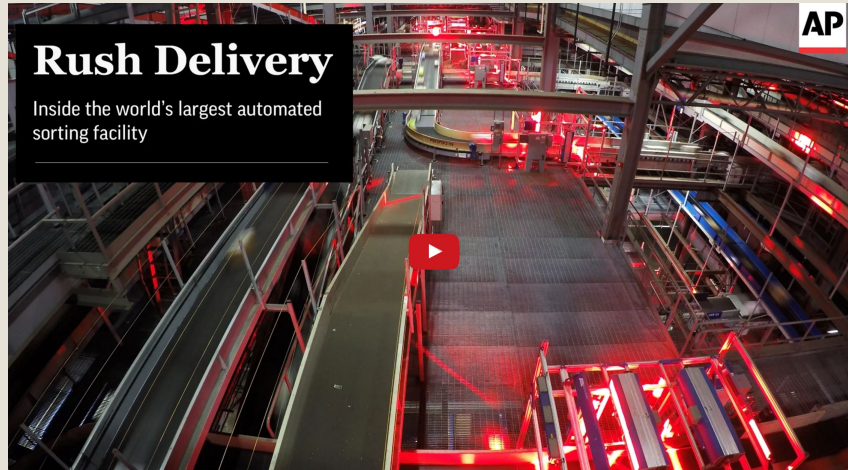
Cardboard



HMD



# 360 VIDEO: "RUSH DELIVERY"



- Immersive 360 video distributed via YouTube 360.
- Technologies used: 360Fly camera (consumer)
- Content Type: Domestic News Reporting



June 6, 2016

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## 360 VIDEO: "SEEKING HOME"



- Immersive 360 video distributed via YouTube 360, MilkVR and RYOT VR.
- Technologies used: 360 camera rig
- Content Type: International News Reporting



June 6, 2016

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# 360 VIDEO: "THE SECOND LINE"



- Immersive 360 video distributed via YouTube 360, Facebook 360, MilkVR and RYOT VR.
- Technologies used: 360 camera rig, stabilized rover
- Content Type: Domestic News Reporting



The VR camera used for The Second Line sits atop a custom-built rig and rover operated by remote control



Credit: Spherica

# "STAR WARS" PREMIERE



- Provide access to red carpet events in 360
- Next day turnaround captured relevant news cycle

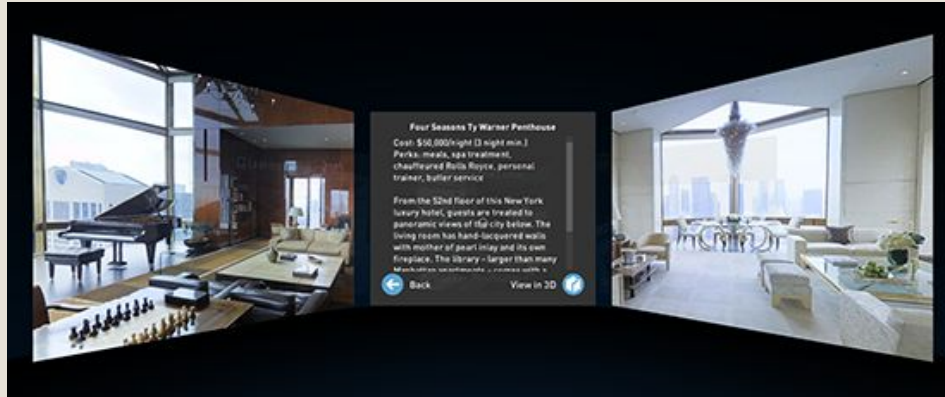
# 360 VIDEO (CGI): "ALZHEIMERS"



- Immersive 360 video explainer to be distributed via YouTube 360, Facebook 360, MilkVR.
- Technologies used: 3-D modeling and animation
- Content type: Science

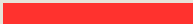


# 3-D MAPPING: "THE SUITE LIFE"



- VR experience distributed to Oculus Share and interactive web embed
- Technology : 3-D camera combines infrared and high dynamic range imaging to create photorealistic virtual spaces.
- Content: Travel and Entertainment





Credit: Matterport





TO VIEW VIRTUAL REALITY & 360 VIDEO CONTENT FROM  
THE AP, VISIT **[BIGSTORY.AP.ORG/VR360](https://bigstory.ap.org/vr360)**