



CASE STUDY

Shire of Murray

Dwellingup Visitor Centre

It's Showtime - an Amazing Digital & VR double act!

A Wonderful Duet - Virtual Reality (VR) & Digital Signage

When it comes to famous duets in history, the Shire of Murray's new Dwellingup Trails & Visitor Centre is proud to showcase a new celebrity couple all of its own! Whilst not in the same dance league as 'Fred and Ginger', or the same danger zones as 'Starsky and Hutch', in this case the impressive combination of Virtual Reality (VR) and Digital Signage combines to create a show all in its own class. Let us make a case for how innovative digital technologies can transform the visitor experience through engaging and exhilarating content.

The Making of a World Class Trail Region

This project started in late 2019. The scope included technology and audio visual services including hardware, software, installation and ongoing maintenance for the revamped Dwellingup Visitor/Adventure Centre due to open in mid/late 2020. The works are integral to the Dwellingup National Trails Centre Project, which has been made possible through an injection of Federal, State, Local and Private funds into Adventure Trails development in the region.



The Yap!digital Virtual Reality (VR) Solution

Yap!digital was excited to be chosen to deliver the new 'VR Experience' in the modern and innovative 'Dwellingup Trails & Visitors Centre'.

The brief was to produce four 360 degree VR movies showcasing local attraction activities. Visitors to the Centre are able to wear a VR headset and experience the activities in full 360 degrees with sound.

The movies requested were:

- Birds Eye Flight over the Murray Valley;
- Kayaking down the Murray River;
- Mountain Bike Trail – known as the 'Boom-Boom';
- Mountain Bike Trail – called 'Busted Nuts' – named after the Black Crested Cockatoos that break up the gumnuts all over the trail!

The Yap!digital team provided a turnkey solution including; location scoping, 360 degree filming with POV and Drone, post-production editing and stitching with music, credit titles and the supply of the two VR headsets.

The end results of the movies are stunning. You physically feel like you're either a bird in flight over the Murray Valley, physically paddling a kayak or riding full speed down the mountain bike tracks.

It's definitely worth sitting down for the two mountain bike movies as the sensations experienced are just like riding a real mountain bike - you even lose your stomach on the jumps!

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When wearing the headset the 360 degree filming allows you to look in any area of the movie at any time. With rich colours and 4k definition the detail is incredible - you actually feel like you're at the location experiencing the activity. This project did not involve any 'AR' Augmented Reality. AR differs from VR in the fact that artificially computer generated images or objects are mixed with actual footage, or in some cases the entire landscape is computer generated.

Our Yap!digital team can offer 'AR' augmented reality products also. The movies have to be uploaded to YouTube initially. Then with YouTube's 360 degree platform the technology allows a mobile phone to be used like a VR headset to view the movies in 360 degrees. Just imagine, wherever you pan with your mobile photo, you can experience the movie in 360 degrees. To find out more get in touch today www.yapdigital.com.au



Digital Signage Designed to Delight

The project required four digital assets to provide the wow factor for visitors inside the centre. The branded assets included:

- Two 75" touchscreens – wall mounted multi touch display screens;
- A 65" Map Table – multi touch display screen mounted into custom table;
- A Video Wall – 9 tiled LED screens installed into the wall.

Content was created for all assets by our design team. Over 120 pages were created based on the Shire's style guide, logos, marketing materials, imagery and logos. From an initial page template, our team populated the pages with information, text, maps, videos and links iframed to YouTube for online content. An animated home page created an engaging 'wow' factor to draw people in to find out more.

Why not Pay Dwellingup a Visit?

The picturesque town of Dwellingup is within easy driving distance from Perth and Mandurah making it an ideal location for day trip and overnight adventure activities for families, trail enthusiasts and international event participants.

Dwellingup is already recognised for adventure tourism receiving in excess of 250,000 visitors a year, with amazing camping, canoeing, biking, walking and family focused nature experiences. For serious walkers there is the internationally recognised Munda Biddi Trail and Bibbulmun Track which both pass through the area. Find out more here:

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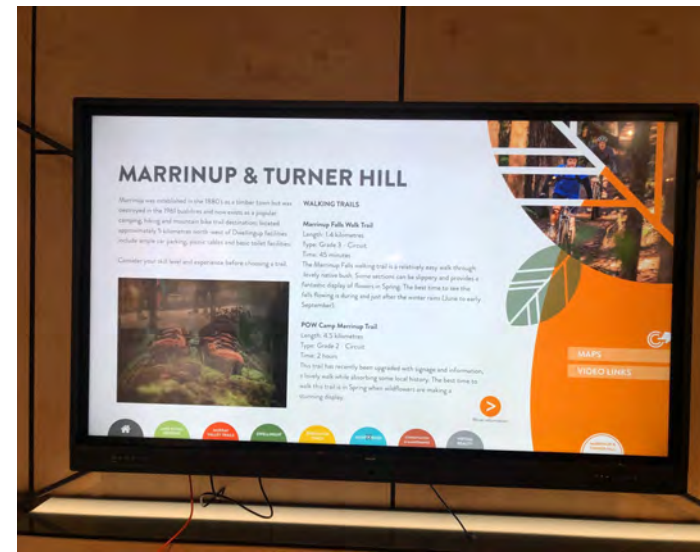
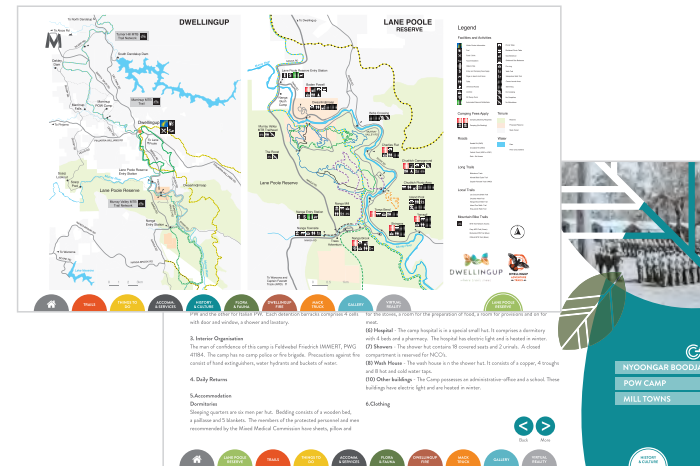
<https://parks.dpaw.wa.gov.au/connect/read/new-adventure-trails>

Work is currently underway to turn the south-west towns of Collie and Dwellingup into world-class trail towns. Existing trail networks will be expanded by creating new trails and facilities that will showcase the area's natural landscapes and cultural heritage, and make a significant economic contribution to the region. Ultimately there will be over 150 kilometres of new single-track mountain bike trails, and new walking and canoeing opportunities when complete.

The Final Wrap

The Yap!digital team will give you a non-biased recommendations and gear your signage to the future. We are not affiliated to any brands which gives us maximum flexibility to design a solution based on the technology that fits your requirements the best. Find out more at: www.yapdigital.com.au.

OurYap!digital team will also bring you their experience of static and digital signage solutions will ensure that your customers and users have an outstanding experience next time they visit you.





We're ready to start talking!
Speak up now about your next project or idea.

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