



CASE STUDY

Filming 360° VR of Disaster Zones: A Collaboration Between PwC and Mapware



Combining a passion for innovation with a commitment to helping people when they need it most, PricewaterhouseCoopers (PwC) teamed up with Mapware to capture 360° virtual reality (VR) footage of two natural disaster sites: wildfire burns in Southern California and flood damage in Baton Rouge, LA..

Why use VR for disaster response?

VR footage provides first responders with a high-quality representation of what's happening on the ground following a natural disaster, allowing them to carefully plan their missions based on real-world data. With accurate information about the location and conditions in which they'll be working, first responders can better prepare to minimize danger and maximize efficiency.

VR footage can also be used to create simulations that enhance training experiences for first responders.



Wildfires raged through Southern California, leaving stark contrasts between the areas impacted by fire and those that were spared.

The challenge

The intense demands that 360° processing places on video hardware present a significant technical challenge. “You really need to know what you’re doing with VR video processing,” commented Nathan Sullivan, chief technology officer at Mapware. “But the product is worth the effort. VR is a totally different experience; by interacting with the video, audiences are empowered to be curious.”

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Nathan Sullivan

Chief Technology Officer, Mapware

Working with leading drone manufacturer DJI, Mapware provided the system integration necessary to complete this job with the DJI Inspire and the Matrice 600.

As an industrial partner of DJI, Mapware was able to get the equipment necessary to provide a custom solution for this application.

Results

Mapware created a customized drone capable of shooting 360 virtual reality and provided a professionally-licensed, insured drone operator with the skills to properly operate the platform.

With our advanced technology and experience collecting data from disaster sites, our team was able to mobilize quickly, capture timely footage, and provide entirely unique content to PwC. We also provided the video processing and delivered a usable final product that met PwC's needs.

"Working with PwC was an absolute pleasure, and it is inspiring to see their commitment to being forward thinking. During a disaster situation, having the right situational awareness is critical," Joe Sullivan, CEO of Mapware said.

"We feel this is a great opportunity to demonstrate the power of this technology. We hope that as the industry matures, drones will be able to provide assistance for coordinating relief efforts in disaster situations."



The potential of 360° VR

As more people become familiar with virtual reality and augmented reality, their potential applications as tools in a variety of industries become increasingly apparent.

There are obvious applications in entertainment and media, but according to the experts at PwC, the applications will continue to expand. VR/AR could be extremely useful for a number of industries, providing accurate, location-based information in the exact moment that it is needed.

In addition to disaster response, there is a growing market for 360° VR in the following use cases:

- Manufacturing
- Real estate and architecture
- Training and simulation
- Travel and tourism
- Warehousing

Learn more about Mapware



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