

Beat: Travel

Londons highest viewing platform

The Shard

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USPA NEWS - View from The Shard is the new premium attraction at the top of The Shard, London's newest landmark. The View from The Shard is the highest vantage point in Western Europe and the only place where it is possible to see all of London all at once. Awards: TripAdvisor Certificate of Excellence 2014.

The View from The Shard have partnered with Visualise to create Europe's highest virtual reality experience, comparable to standing 1,000 feet above London. The experience uses Samsung Gear VR headsets, the first virtual reality product to be released to the mass consumer market. Users are transported to the top of The Shard to experience a 360 degree video time-lapse captured over forty-eight hours. The first of its kind for a UK landmark, this unique asset will allow The View from The Shard to bring a taste of real-life views to clients in long-haul markets, essential to the further development of international tourism trade within the business.

The experience commissioned by London's highest viewing platform has been designed by Visualise; the worlds leading provider of high quality virtual reality and 360 degree content. Wearing the Gear VR headsets a collaboration between Samsung and Oculus, after watching the sun rise and set over the expansive view, users can also access extra content which will transport them forward in time to 2030 to see a "Future View from The Shard".

Henry Stuart, Co founder of Visualise said: "It has been an ambition of ours at Visualise to produce content from the Shard, ever since we first saw it piercing the Skyline. Capturing the changing light and colour of such an iconic city from such a high position has been incredibly challenging. The shoot has required meticulous planning, specially built and waterproofed rigs and a serious head for heights! We are proud to have worked with the Shard to capture Europe's highest VR experience, giving the public the chance to hang like King Kong from the top of our tallest Sky Scraper" [7]

There is an increasing demand for this kind of content in the digital sphere, and it reflects an important development in marketing for experiential attractions such as The View from The Shard. YouTube recently revealed their aim to be able to support 360 degree video content in the coming weeks.

Visualise produce Virtual Reality content, which enables the user to be immersive in any experience. All content can be displayed across all platforms and can be easily shared on Browser and App. Visualise is based in London and was founded in 2012. For more information visit www.visualise.com

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