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highlights on our main projects

January 2019

oniride

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Arts & Culture

Videocittà Digitale

overview

Oniride has supervised the creation of the sector dedicated to VR during the event “Videocittà” in Rome.

Everyone had the opportunity to try VR, AR and MR experiences.

A selection of **contents** has been proposed to explore all the ways VR can be used: Training, Cinema, Documentary, Kids, Gaming.



In association with: Warner, SkyItalia, Regione Lazio, Eni, The New York Times.

Secrets from Santa Severa

overview

Oniride has developed for **Lazio Crea** a room scale **VR content** to narrate the history of the Santa Severa Castle and its surrounding territory.

In a dedicated **VR room** with HTC Vive stations, users can discover the unique history of Santa Severa and its secrets thanks to **breath-taking views through space and time**.

Thanks to the VR device, the user is in the company of the geologist and Italian essayist **Mario Tozzi** that will follow him throughout the experience and **digital reconstructions**.



Secrets from Santa Severa

technical reference

Date: 2018

Development engine: Unity3D

Platforms: HTC Vive

Content structure: real-time rendered immersive interactive VR experience, with accurate 3D reconstructions and 360° oriented storytelling.



Neve VR

overview

For the **first event** of ***The Art Beyond Borders*** project, Oniride developed a **VR experience** inspired by **Neve's street artwork** in Porta Romana, Milan.

During three days of public painting, Neve realized a **huge murales** on the wall of a big building. The **painting** aimed at representing the **brand values** in a poetic, intimate and artistic way.

In this context, the **VR experience** presented a **virtual, digital translation** of the painting, allowing users a fully immersive view of Neve's 360° artwork.



Neve VR

technical reference

Date: 2018

Development engine: Unity3D

Platforms: HTC Vive

Content structure: real-time rendered immersive interactive VR experience, with accurate 3D reconstructions and 360° oriented storytelling



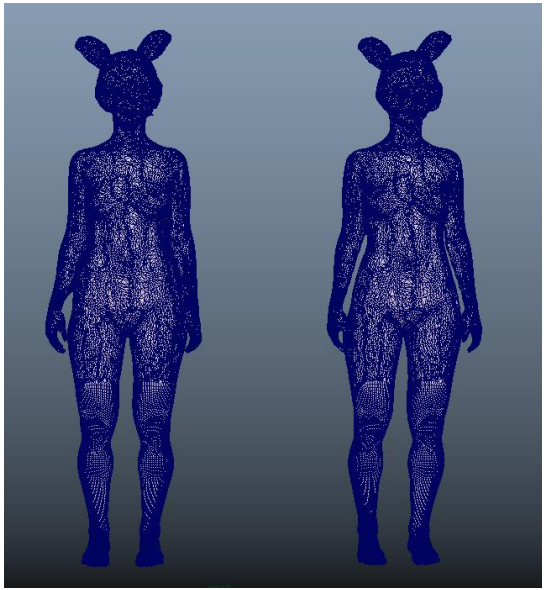
11 The Alchemical Door. Piomonti Art Gallery

overview

Among the 11 artworks featured in the ***11 The Alchemical Door*** exhibition at the Piomonti Art Gallery in Rome is ***“The Magic Rabbit”***: an **Augmented Reality artwork** by Losvizzero conceived and developed with Oniride.

The Artwork leverages the **photogrammetric body scan of one of Losvizzero's performers** as the "white rabbit", a cornerstone of the artist's work.

The 3D body model has then been re-worked to suit the AR platform, rigged and animated to make the body "alive".





11 The Alchemical Door. Piomonti Art Gallery

technical reference

Date: January - February 2018

Development engine: Unity3D - ARKit

Platforms: iOS (private distribution)

Content structure: SLAM AR system (ARKit), photogrammetric scanning of a human body and 3D model re-work for AR platform.



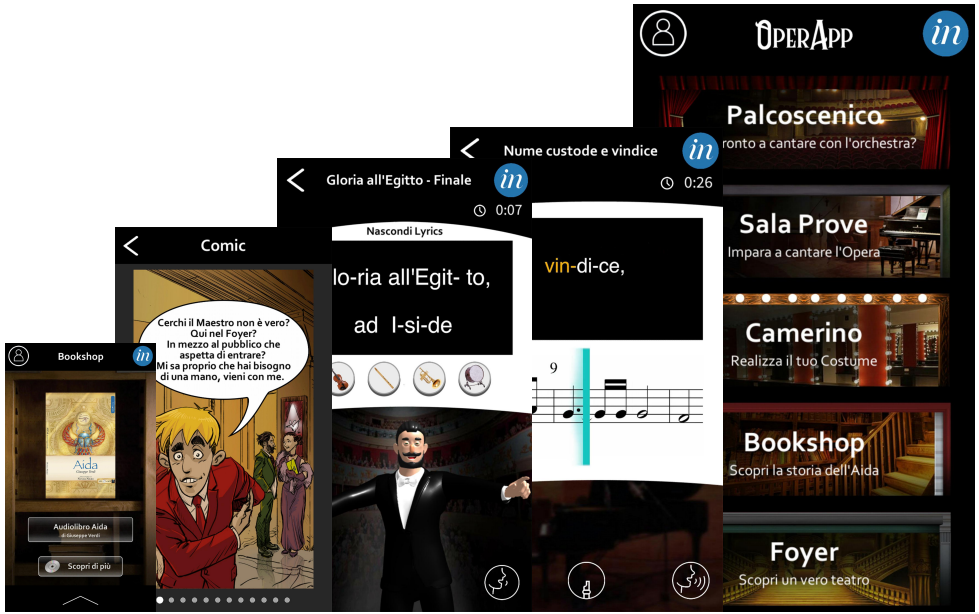
OperApp

overview

For **Associazione EuropaInCanto** (leading musical education institution) Oniride developed a mobile app (Android & iOS) introducing the **art and history** of the **Opera**.

There's a practice room where you can test your singing skills through a **voice recognition system**, with **feedback on the performance**, while on the stage **a 3D animated Conductor guides the aria in real-time**.

Also included are a **digital comics**, the ***Aida*** **audio book** and special **augmented reality contents** about the Theatre and Orchestra.



OperApp

technical reference

Date: 2018

Development engine: Unity3D, Autodesk Maya

Platforms: Android & iOS

Content structure: 3D modeling and animation with mo-cap VR system, voice pitch detection system, marker AR with enhanced compatibility, cross-platform development and multi-device optimization. Social media integration + user profiling.



Modigliani e l’Art Nègre

overview

Getting closer to the **centenary of Amedeo Modigliani**’s death, Oniride and the Istituto Amedeo Modigliani (official rights owner of the artists’ works and heritage) have entered into a **partnership to bring a digital, immersive layer** to their projects.

Starting in 2017, Oniride created 2 unique VR experiences for Samsung GearVR as part of the **exhibition “*Modigliani e l’Art Nègre*”**, within the Festival di Spoleto 2017 international art festival.

The available **storytelling experiences** include content on both the **art and life** of the painter.



Modigliani e l'Art Nègre

technical reference

watch the **video**!

Date: 2017

Development engine: Unity3D, SLATE

Platforms: Samsung GearVR

Content structure: composited experience featuring 3D models + traditional media within a VR environment

Noteworthy Tech: morphing of laser scanned 3D models of statues into 2D canvas shapes



Casa Bonotto. A VR experience of Industry & Art

overview

An interactive virtual reality tour of **Casa Bonotto** and its **art collection**.
A unique view of the manufacturing plant of one of the leading high-end textile companies, which hosts a one-of-a-kind corpus of artworks from the Fluxus contemporary art movement and from Concrete, Visual and Sound Poetry.
Oniride developed a **Google Cardboard compatible App (**Android & iOS) and a **webVR enabled version of the tour** for the client's official website, including **unique interactive contents**, **additional information on the artwork and artists** as well as an interesting **insight on the history of the Bonotto Foundation.**

watch the **video**!



Casa Bonotto. A VR experience of Industry & Art

technical reference

Date: 2017

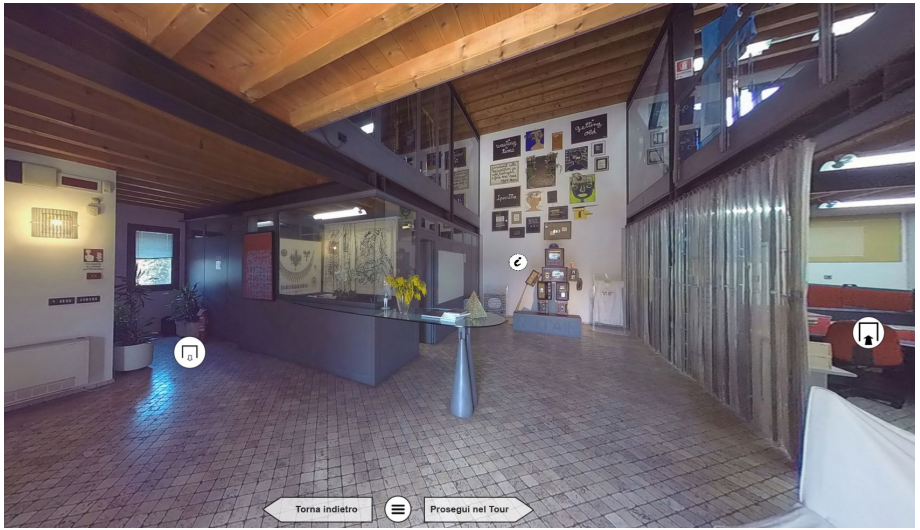
Development engine: Unity3D, Mattle, Autopano

Platforms: iOS and Android, compatible with Google Cardboard + webVR

Interaction: raycast system

Content structure: 360° photos, teleport, HUD info (traditional videos, photos and text)

Noteworthy Tech: HUD captions about the paintings are integrated with the raycast system





Prof. Bad Trip - A saucerful of colours, lesson #2

overview

As a proper *finissage* to the exhibition "*Prof. Bad Trip - A saucerful of colours, Lesson #2*", Oniride and Palazzo Velli EXPO have created an **application for Android and iOS** which offers a truly engaging Virtual Reality experience of the exhibition. Thanks to a Google Cardboard viewer, users can freely explore the entire exhibition space through **high quality 360° photos**.

The app also offers **essays and interviews by the curators and researchers** involved in the exhibition, giving a unique glimpse into the mindset of the artist and his history.

Behind the project is a compelling vision of the future of art: a **permanent, digital exhibition**, conveying not only the artworks as such, but also the mood of a space devoted to their fruition, thus allowing everyone to **overcome the limits of time and space** and partake in the emotion and well-being offered solely by the contemplation of art.

Prof. Bad Trip - A saucerful of colours, lesson #2

technical reference

Date: 2017

Development engine: Unity3D

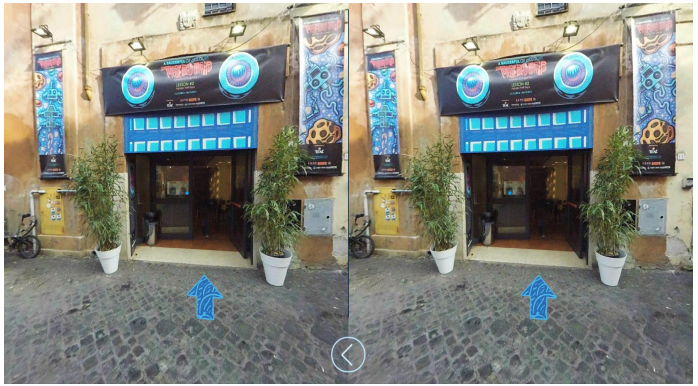
Platforms: iOS and Android, compatible with Google Cardboard

Interaction: raycast system and hot-spot navigation

Content structure: 360° photos, teleport, HUD info (regular videos, photos and text)

Noteworthy Tech: HUD captions about the paintings are integrated with the raycast system





Inside Painters for “*Van Gogh Alive*”

overview

Oniride is **VR tech partner** for the **“*Van Gogh Alive - The experience*”** exhibition by GRANDE EXHIBITIONS in Rome, Palazzo degli Esami.

Oniride licensed and showcased a **brand new experience** on the Starry Night masterpiece by van Gogh, following its 2014 project on the same painting.

The experience is now offered in a **room-scale installation** for visitors, through and HTC Vive system.





GRANDE
EXHIBITIONS

Inside Painters for “*Van Gogh Alive*”

technical reference

Date: 2016-2017

Development engine: Unity3D, Maya, Mudbox

Platforms: HTC Vive, Oculus Rift

Content structure: real-time 3D VR experience, motion through waypoints, spatial audio

Noteworthy Tech: plug-in for the scaling of ultra hi-res textures depending on the POV distance; 8K+ resolution and associated shaders



RoMap - Rome Interactive Light Festival

overview

watch the **video**!

For the II edition of the **ROMAP Festival**, October 2016, Oniride partnered with the organisers to create **a unique archive of 360° video footage** portraying the **live performances** which took place in the heart of Rome. Light installations, video-mapping, digital performance art, are all featured in this immersive content.

Oniride also developed the **official app of the Festival** (Android and iOS) as a comprehensive guide to the locations and artists of the event. The app also included **AR contents** associated with the promotional material of the Festival.



RoMap - Rome Interactive Light Festival

technical reference

Date: 2016

Development engine: Unity3D, Vuforia

Platforms: iOS and Android

Interaction: touch-screen

Content structure: AR contents show several 3D elements, info and a trailer video

Noteworthy Tech: special AR content associated with plus-size posters inside 2 main subway stations/hubs in Rome



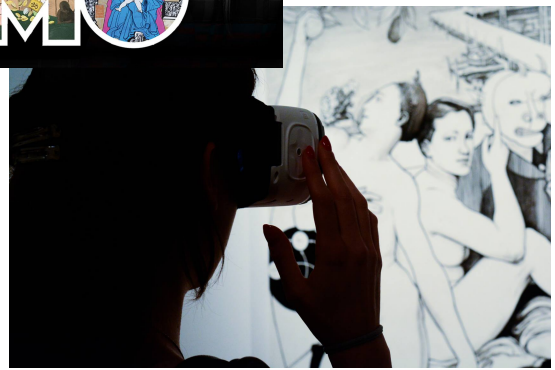
Oniride & Outdoor Festival - OZMO @ Palazzo Velli

overview

A **new concept of exhibition**: introducing physical and virtual art as a double layer of cultural experience. The user is allowed to move freely inside the exhibition space at **Palazzo Velli** while living a **Mixed Reality experience**.

Thanks to **Samsung GearVR** devices, informations and 3D images appear, firmly anchored to the paintings and artwork, helping the viewer to get a deeper, more intimate understanding of **Ozmo**'s works and his links with street art.





Oniride & Outdoor Festival - OZMO @ Palazzo Velli

technical reference

watch the **video**!



Date: 2016

Development engine: Unity3D, Vuforia

Platforms: Samsung GearVR

Interaction: Samsung GearVR touchpad

Content structure: Mixed Reality contents associated to the painting, developed with the artist

Noteworthy Tech: cutting-edge optimization to obtain a stable FPS rate for a stereoscopic AR tracking inside VR

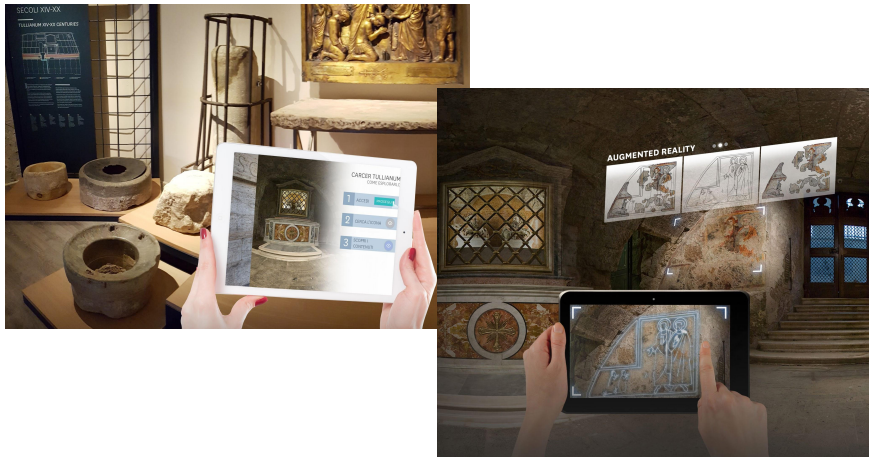
Carcer Tullianum

overview

Digital installation for the Carcer Tullianum Museum at the Roman Forum for **Opera Romana Pellegrinaggi** ("ORP", official Pilgrimage Institution of the Vatican City), under the scientific supervision of the **Soprintendenza Speciale per i Beni Archeologici di Roma**, with the endorsement of the Italian **Ministry of Culture and Tourism**.

The content includes an on-site immersive **digital tour software** with **extended-tracking AR** on frescoes and **interactive touch-screen** video systems.

Oniride worked closely with the archaeologists and researchers involved in the restoration project of the Carcer Tullianum in order to achieve the **highest possible scientific accuracy**.



Carcer Tullianum

technical reference

watch the **video**!



Date: 2016

Development engine: Unity3D, Vuforia

Platforms: Samsung Galaxy Tab E tablets

Interaction: touch-screen

Content structure: AR, 3D real-time + render, video gallery, HD images

Noteworthy Tech: Extended tracking AR is applied on real, badly ruined frescoes, to show their past glory through a wireframe layer

LivItaly Tours

overview

Navigate yourself through the avenues of Ancient Rome, learn anecdotes about major locations and enjoy **accurate VR reconstructions** of important archaeological sites.

The app includes virtual tours of the Colosseum, the Roman Forum, the Palatine Hill, and the Circus Maximus, as well as an **online payment** platform, **geo-localised information**, product reviews and more.

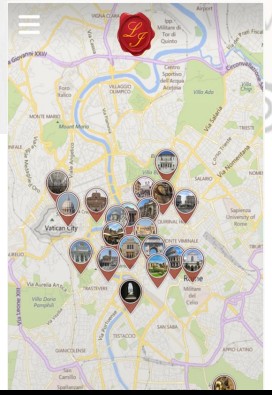
The app is available for both Android and iOS and is **Google Cardboard compatible**.



LivItaly Tours

technical reference





Date 2016

Development engine: Unity3D

Platforms: iOS and Android, compatible with Google Cardboard

Interaction: touch-screen and raycast system

Content structure: multiple kinds of information about the tour services of the client, VR 3D render reconstructions of archeological sites

watch the **video**!



VisitLazio.com - EXPO Milano 2015

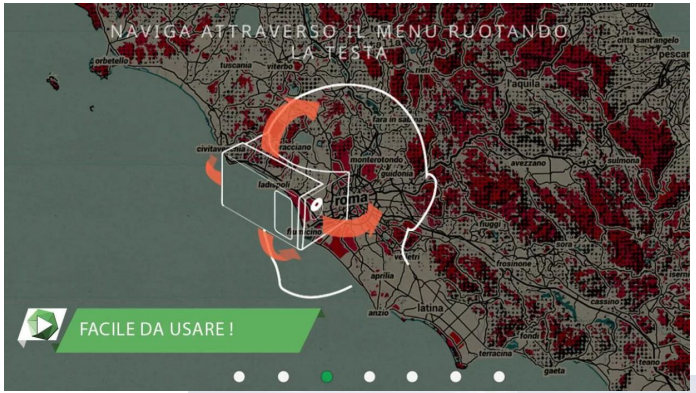
overview

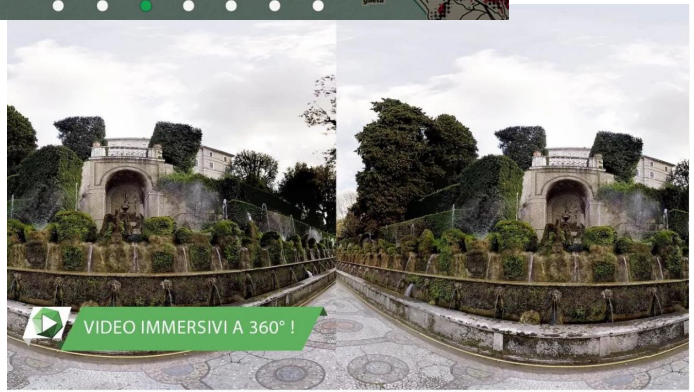
Official VR app (iOS & Android) of the "VisitLazio.com" portal + supplied custom-made Google Cardboard viewers for the **Padiglione Italia** at **EXPO MILANO 2015**, on behalf of the Regione Lazio local government.

The VR app offers a fully immersive and **interactive VR tour** of several locations in the Regione Lazio, featuring:

- **360° photos and videos** of both indoor and outdoor environments;
- **touch-less** navigation;
- optional **handheld experience** without Cardboard

links to the apps!





VisitLazio.com - EXPO Milano 2015

technical reference

watch the **video**!

Date: 2015

Development engine: Unity3D

Platforms: iOS and Android, compatible with Google Cardboard

Interaction: touch-less, raycast interface

Content structure: 360° photos and videos for VR + handheld experience

360° video: 6x GoPro HERO 4, 8K+ resolution; Autopano Giga & Video stitching workflow





Lapis Niger

overview

For the **Roman Forum** and the **Soprintendenza Speciale per i Beni Archeologici di Roma**, with the endorsement of the Italian **Ministry of Culture** and Tourism, Oniride developed a VR-enabled mobile app with high-quality laser scanned 3D models of the “Lapis Niger” stone. The model was acquired thanks to the cutting-edge tech of **FARO**®, leading laser scan company.
The user is virtually carried in the archeological site and by just moving her or his head around can rotate and zoom the model, for a close look of the texture and inscription of the artifact.



Lapis Niger

technical reference

Date: 2015

Development engine: Unity3D, 3DS

Platforms: iOS and Android, compatible with Google Cardboard

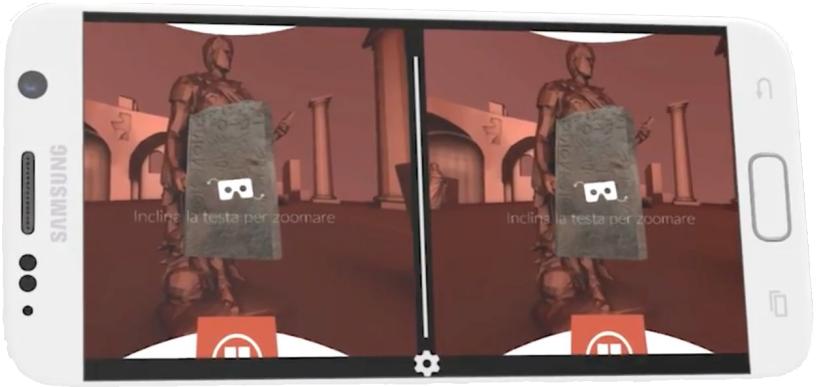
Interaction: raycast technology

Content structure: 360° photos, 3D models

Noteworthy Tech: high-res laser scans of the *lapis niger* and 3D reconstruction







Mausoleum of Helena, Rome

overview

Oniride developed a **real-time 3D reconstruction** of the Mausoleum of Helena, built by emperor Costantine the Great between 326 and 330 to host the remains of his mother Helena.

Based on raw data gathered from **photographic, photogrammetric and laser scanning analysis** of the ruins of the Mausoleum, we restored the building to its pristine splendour, in **high-presence VR** put together with cutting-edge 3D engines, for both mobile and fixed VR.

The historic architecture research has been supervised and endorsed by the Department of Architecture of the **University of Rome III** and by the team of experts in charge of the recent restoration of the ruins of the Mausoleum of Helena in Rome, in the Tor Pignattara district.

Download the **Google Cardboard compatible free app** here (iOS & Android)!

links to the apps!

Mausoleum of Helena, Rome

technical reference

watch the **video**!

Date: 2015

Development engine: Unity3D

Platforms: iOS and Android, compatible with Google Cardboard

Interaction: touch-less, raycast interface

Content structure: real-time 3D reconstruction, VR + handheld experience

Noteworthy Tech: touch-less waypoints navigation + virtual theatre



QUSAYR ‘AMRA, IsCR

overview

In a joint effort with VisivaLab, Oniride has developed a **VR reconstruction of the Qusayr 'Amra**, one of the most relevant historic castles built in the desert of East Jordan.

Based on **HD photographic data** captured on site, the frescoed internal space of the ancient castle has been digitalized, using **ultra-high resolution textures** (8K+).

The project has been presented during the conference “*The Colours of the Prince. Conservation and Knowledge in Qusayr ‘Amra*”, organized by the **Italian Restoration and Conservation Institute** (Istituto Superiore per la Conservazione e il Restauro) of the **Ministry of Cultural Heritage** (Ministero dei Beni e delle Attività Culturali e del Turismo) the 22nd e 23rd of October 2014.

Oniride and VisivaLab also provided a dedicated VR stand to present the project, for the benefit of **conference attendees and professional restorers** of the IsCR.

QUSAYR ‘AMRA, IsCR

technical reference

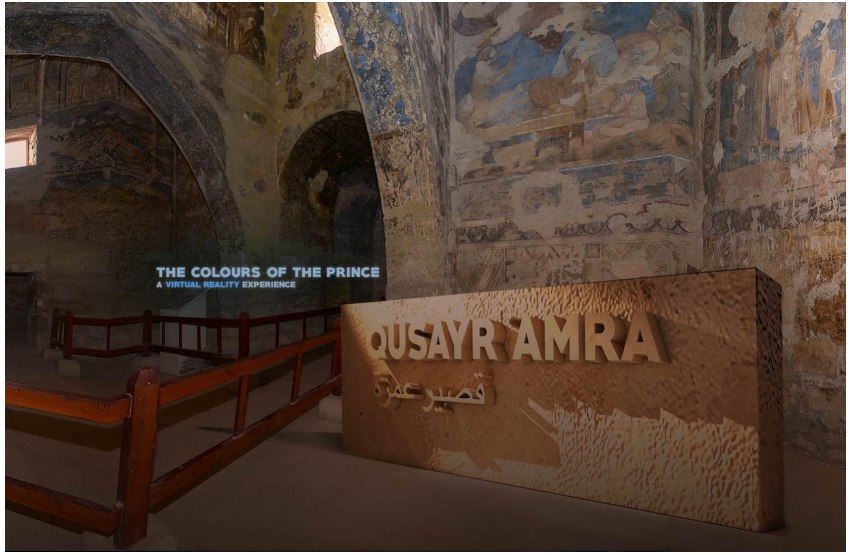
Date: 2014

Development engine: Unity3D

Platforms: Mac OSX, Windows

Interaction: progressive zoom on 8K+ ultra hi-res textures

Content structure: exploration of a 3D environment reconstructed through photogrammetry and GigaPAN



Nel segno del Cavallino Rampante, MUSE Trento

overview

Oniride has made its technology available to the **Italian Ministry of Defence**, Air Force, in the **porting to VR of the 3D models** made by the Military of the Airport of Padova in 1918.

3D artists of the Italian Air Force have very accurately reconstructed the Airport at the end of World War I (2014 was the centenary of WWI, started in 1914) to celebrate the Italian aviator Francesco Baracca.

The resulting **VR experience** has been presented during the conference "*Nel segno del Cavallino Rampante: Francesco Baracca tra mito e storia*" at the Aeronautical Museum Gianni Caproni in Trento, part of the **Science Museum of Trento (MUSE)**, the 25th of October 2014.

Oniride also provided all the **dedicated hardware** necessary for the immersive VR experience available at the Museum.

Nel segno del Cavallino Rampante, MUSE Trento

technical reference

Date: 2014

Development engine: Unity3D

Platforms: Oculus Rift DK1

Interaction: Bluetooth Joypad

Content structure: free roam inside a 3D environment in VR, with teleports and interactive media-gallery



Inside Painters: van Gogh

overview

*Ever wondered what it's like to **walk inside a painting**?*

It is now possible with “Inside Painters”: a real-time **"AAA" quality reconstruction** of the space described by the painter, using **ultra-high resolution textures** directly from the canvas.

The project was developed in collaboration with the film distributor **NEXO Digital** for the launch of the movie "*Vincent van Gogh: A New Way Of Seeing*", developed with the Van Gogh Museum Amsterdam.

Oniride also provided and installed VR systems for both the **press preview** (Milan) and **first screening** (Rome) of the movie.



Inside Painters: van Gogh

technical reference

watch the **video**!

Date: 2014-2016

Development engine: Unity3D, Maya, Mudbox

Platforms: Oculus Rift DK2

Content structure: real-time 3D experience in VR, free roam with bluetooth controller or custom-made pressure-sensitive walking platform

Noteworthy Tech: experimental plug-in for the scaling of ultra hi-res textures depending on the POV distance



Corporate

TABB
overview

TABB (*The Art Beyond Borders)* is an **AR mobile app** available for Android & iOS.

Part of a **brand promotion project** powered by **Michelin**, TABB **aims at interactively representing** the historical values of the brand with an **artistic interpretation** of its **old playbills**, featuring the famous Bibendum, the well known Michelin character.

AR contents are included based on the artwork, showcasing the vision and mission of Michelin.





TABB

technical reference

Date: 2018

Development engine: Unity3D + Vuforia

Platforms: Android & iOS

Content structure: mobile application featuring AR interaction, cloud server-client architecture, low-end phones optimisation.



Samsung, “The Frame”

overview

Oniride created a **cutting-edge VR experience** for the Italian preview of the new TV by **Samsung: “The Frame”**.

The project was based on a fully mobile, Oculus Rift based, **outdoors VR installation** (battery based, no power-supply), next to the **Milan Cathedral (Duomo di Milano)**, during the Salone del Mobile, 2017. The visual experience of the user was mirrored on the **~90sqm LED-wall** on the left aisle of the Duomo, through a dedicated wireless video bridge.

By using **Oculus Touch controllers**, users were invited to personalize their own virtual “The Frame” TV, selecting textures, patterns and also hand drawing with brush and palette. All artwork was then **posted to social networks** with **selfies featuring the LED-wall** VR preview.



Samsung, “The Frame”

technical reference

Date: 2017

Development engine: Unity3D, 3DS Max

Platforms: Oculus Rift + Oculus Touch

Interaction: Oculus Touch

Content structure: interactive VR environment with 2D painting on virtual canvas + product customisation

Challenges: Usage of the Oculus Rift outdoors is problematic due to direct sunlight; a rewrite of the tracking algorithm was required to smoothen the experience.

watch the **video**!



Leroy Merlin.The making of a new home

overview

For the French retailer **Leroy Merlin** it was developed a **multi-platform web-based virtual tour.** High resolution, **zoomable 360° views**, show a **virtual comparison** between the same room **“before” and “after”** the enhancement highlights the benefits of the Leroy Merlin approach to furnishing. Several **interactive elements** provide detailed information about products the user can see all around him.

The **online virtual tour** was also redesigned for a **live presentation** at the **Salone del Mobile in Milan**, April 2017. The content was featured on a vertically oriented **4K 80” touch-screen** available to the public.



Leroy Merlin.The making of a new home

technical reference

Date: 2017

Development engine: Panotour, Livepano

Platforms: web-based virtual tour

Interaction: mouse, touchscreen

Content structure: zoomable 360° views + HUD

Noteworthy Tech: optimization of the content for vertically-oriented maxi touch-screen



Nissan - NP300 Navara

overview

Mobile app with VR contents (Android, iOS and Windows Phone + Google Cardboard compatible VR viewers) featuring:

- **3D models** and HUD USPs of the new NISSAN NP300 Navara,
- virtual **video gallery**
- **trivia** about the “PICK-UP OF THE YEAR 2016”

links to the apps!





Nissan - NP300 Navara

technical reference

Date: 2016-2017

Development engine: Unity3D

Platforms: Android, iOS and Windows Phone, compatible with Google Cardboard

Interaction: touch-screen and raycast system

Content structure: multiple 360° contents and engagements for mobile VR and handheld mode





Nissan - Micra MY2017

overview

Exclusive **Samsung GearVR app** for dealerships, featuring 360° videos and CG experiences about the new **NISSAN Micra MY2017**.

The campaign also included a **QR-Code accessible holographic video** for smartphones and tablets featured in the February 2017 issue of the “**Quattroruote**” magazine (leading Italian automotive periodical), in bundle with a purpose designed **DIY holographic pyramid**.









Nissan - Micra MY2017

technical reference

watch the **video**!

Date: 2017

Development engine: Unity3D

Platforms: Samsung GearVR

Interaction: raycast system

Content structure: real-time 3D VR configurator of the new Nissan Micra, focus on the USPs and showcase of both the inside and outside of the vehicle

Noteworthy Tech: strong optimization to run highly detailed 3D content in real-time on mobile



Nissan - Qashqai MY2017

overview

Exclusive **Samsung GearVR app** for dealerships, featuring 360° videos and CG experiences about the new **NISSAN Qashqai MY2017**.

The campaign featured a **storytelling content** to help dealers present the new model to prospects visiting the showroom. Based on an **original text and storyboard**, the VR experience serves a double purpose: **showcasing the USPs** of the new car as well as offering an **emotional engagement** to viewers, based on lifestyle simulation around the vehicle.

watch the **video**!



Nissan - Qashqai MY2017

technical reference

Date: 2017

Development engine: Unity3D + SLATE

Platforms: Samsung GearVR

Interaction: raycast system

Content structure: real-time 3D VR storytelling experience of the new Nissan Qashqai, focus on the USPs and showcase of both the inside and outside of the vehicle

Noteworthy Tech: strong optimization to run highly detailed 3D content in real-time on mobile

watch the **video #2**!



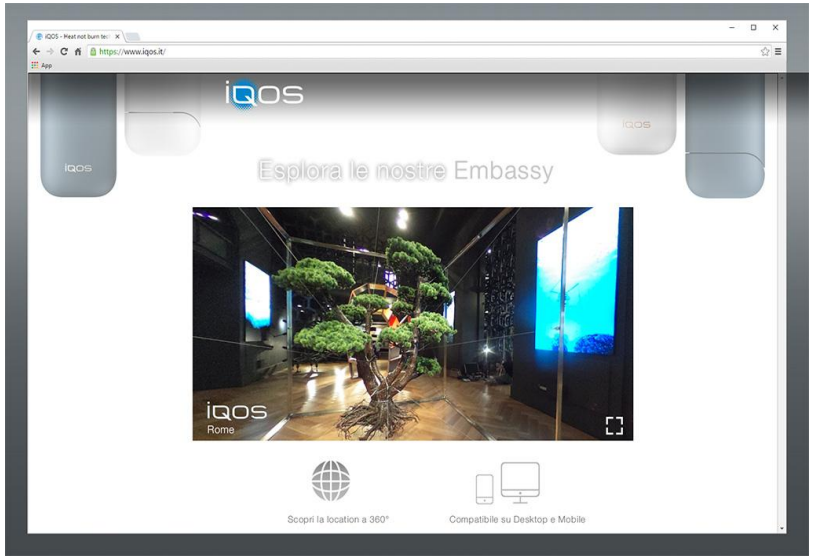
Philip Morris International

overview

Immersive virtual tour of the 5 new e-cig design showrooms by **Philip Morris International** named **iQOS** Embassies for **web and mobile VR** deployment.

The content features intuitive **touch or touch-less exploration**, **stereo-scopic HUDs**, and a **backend database** for content updates to showcase periodic **contemporary art** installations on all locations.

All contents are **optimized for a future porting** to a Cardboard compatible app.



Philip Morris International

technical reference

Date: 2016 - 2017

Development engine: HTML5, WebGL, Javascript

Platforms: WebGL compatible browser, desktop + mobile

Interaction: touch-screen and raycast interface

Content structure: 360° virtual tour of the new e-cig design showrooms, waypoint exploration and HUD information about the products and artworks inside the showrooms.

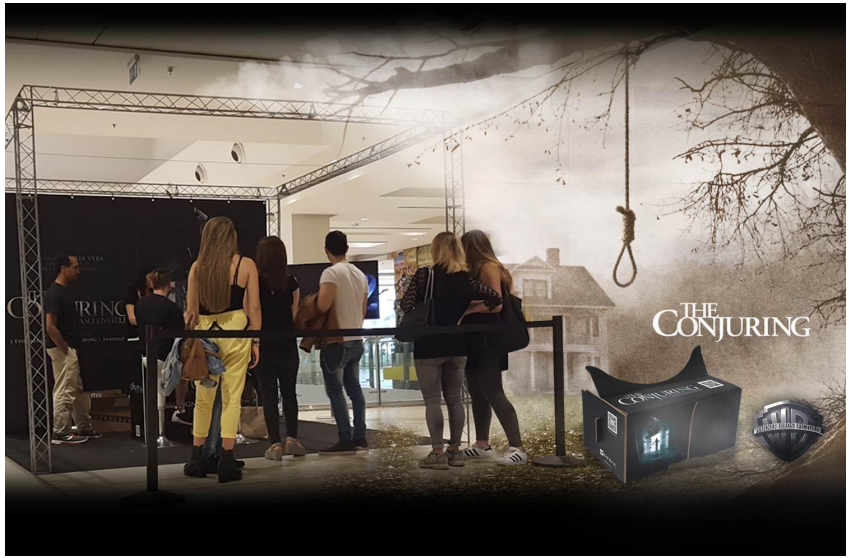


The Conjuring. Cinematic virtual reality experience

overview

VR installation for the Italian launch event in Rome of the Warner Bros. movie The Conjuring, featuring an **immersive 360° fully composited video** introducing the film.

During the event, the Client distributed **custom-made Google Cardboards** for the users to experience the immersive video with their smartphones.



The Conjuring. Cinematic virtual reality experience

technical reference

Date: 2016

Development engine: Unity3D

Platforms: Oculus Rift

Content structure: editing and optimization of 360° video content; custom-made software for time-limited projection of the video

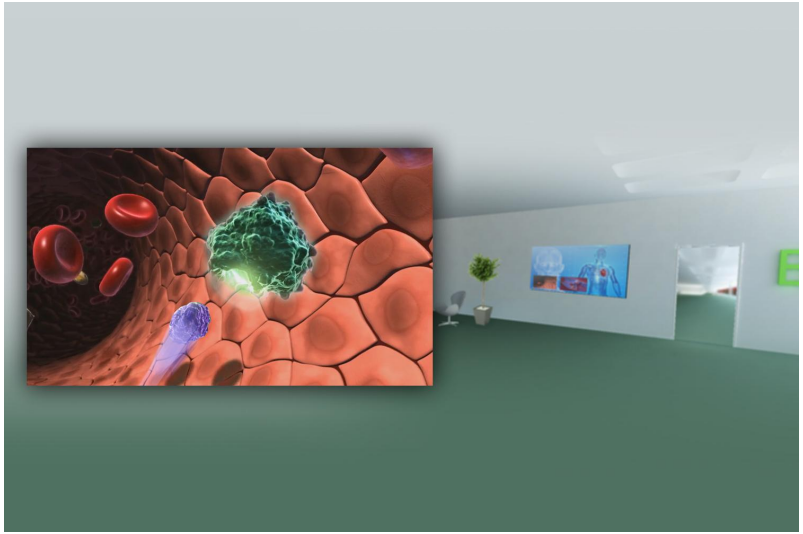


Daiichi Sankyo - VR Gamification

overview

An **interactive Virtual Reality Experience** for the launch event of a new anticoagulant drug, with gamification interactions.

Researchers and medical staff have been involved in the development process to guarantee the **highest quality of scientific contents**.



Daiichi Sankyo - VR Gamification

technical reference

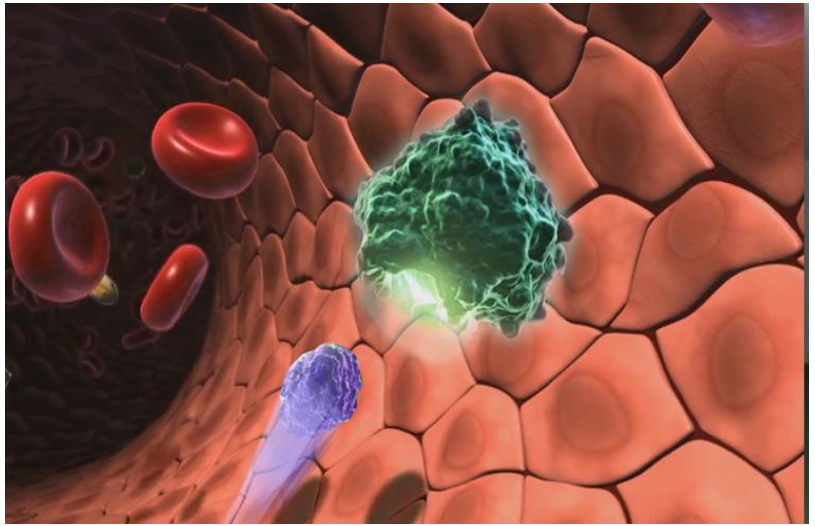
Date: 2016

Development engine: Unity3D

Platforms: Oculus Rift + custom controller

Interaction: raycast system and bluetooth remote controller

Content structure: gamification user interaction for a new anticoagulant drug, a VR experience with 3D real-time reconstruction of the inside of the human body: point and shoot, get points, use the drug.

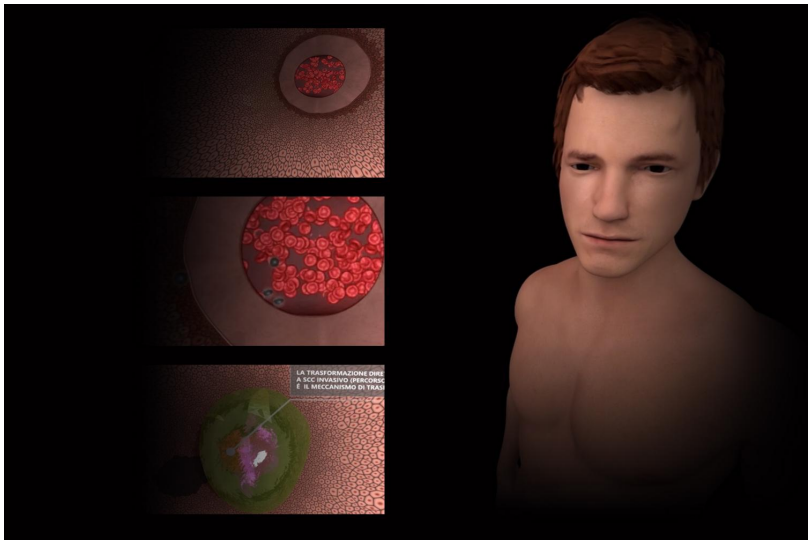


Leo Pharma - 360° CGI video

overview

For the educational and promotional needs around a new anti-cancer drug, “PICATO”, Oniride created a **fully stereoscopic 360° CGI video** to be enjoyed in VR.

The content shows how the drug interacts with the human body and directly targets cancerous cells, providing the viewer with **detailed scientific information** about the process.



Leo Pharma - 360° CGI video

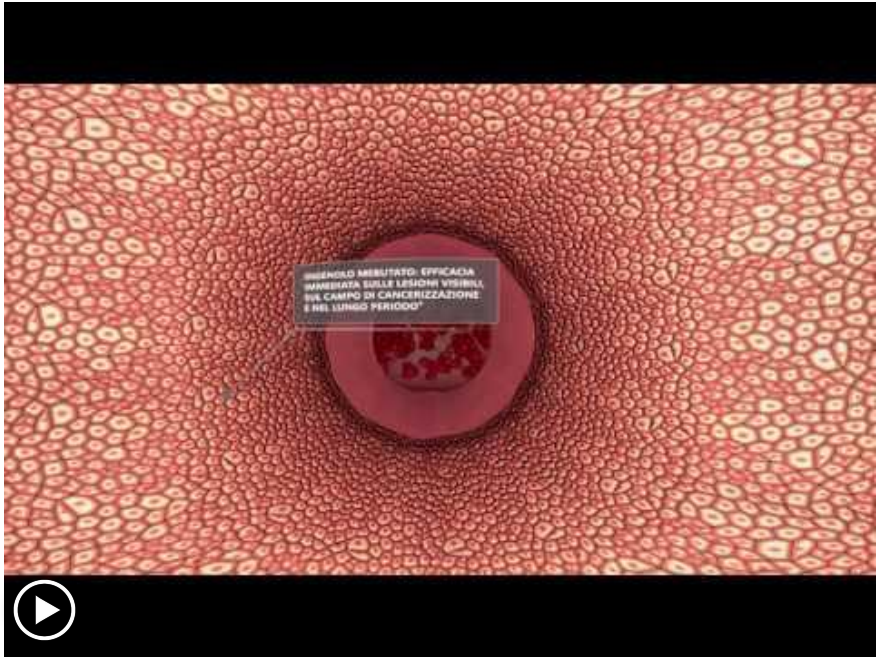
technical reference

Date: 2016

Development engine: Unity3D

Platforms: iOS and Android, compatible with Google Cardboard

Content structure: multi-platform compatible stereoscopic 360° CGI video, compositing, HUD info



Sanofi Pasteur - VR experience

overview

“AAA” visual quality VR experience offering an informative and fully immersive trip inside the human body, for a client in the pharmaceutical industry.

Oniride worked closely with the researchers and medical staff involved in the development of the drug, in order to develop **the most accurate possible reconstruction** of the effects of the *Human Papillomavirus* on the body, depending on the relevant HPV type, as well as the effects of the medicine on damaged tissues.



Sanofi Pasteur - VR experience

technical reference

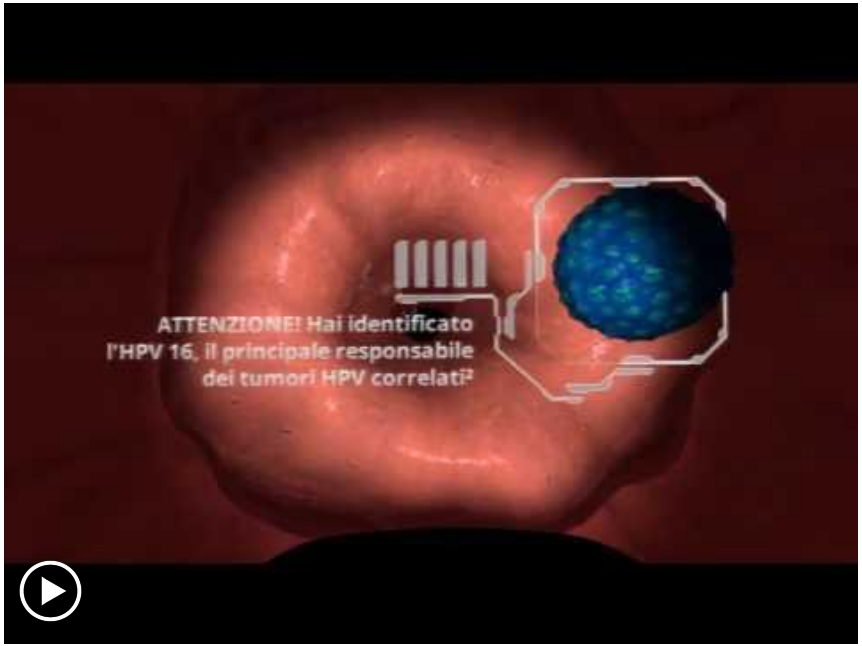
watch the **video**!

Date: 2015

Development engine: Unity3D

Platforms: Oculus Rift + custom controller

Content structure: real-time 3D VR experience, optimized for a custom controller (semi-free roam) and for showcase at events (predetermined length)

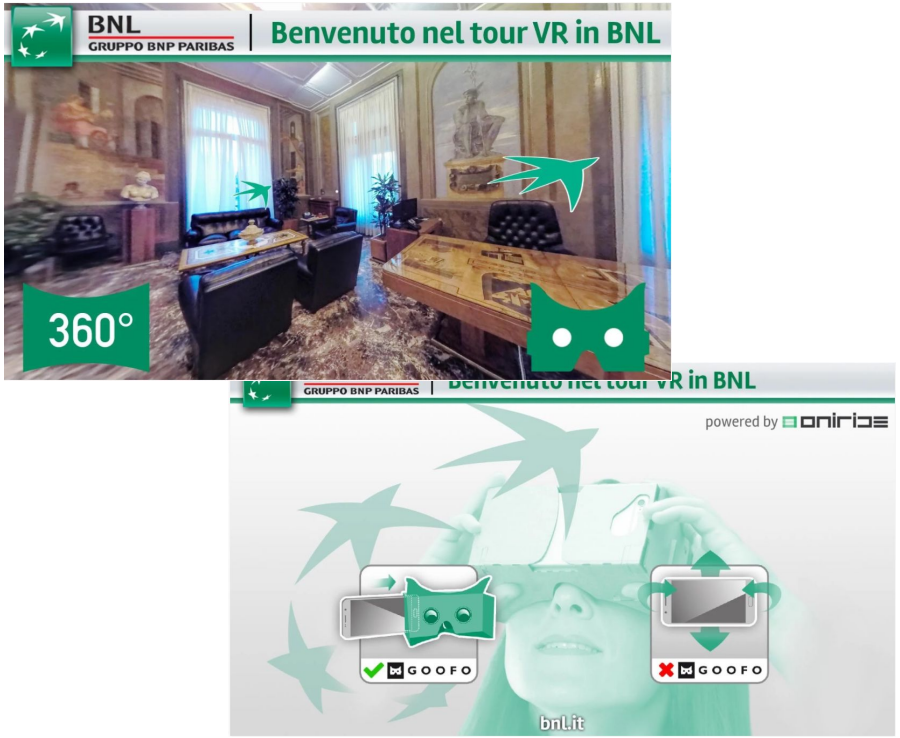


BNL - BNP Paribas

overview

Within the context of the BNL BNP Paribas open-space recording studio at the **MAKER FAIRE 2015** in Rome, we've presented the client's **cultural heritage VR project** featuring an immersive guide of the historical headquarters of BNL BNP Paribas in Rome, Via Veneto.

The app is a free download for both **Android and iOS**, fully cardboard compatible and optimized for the custom-made pop-up pre-assembled VR viewers supplied to the client.



BNL - BNP Paribas

technical reference

watch the **video**!

Date: 2015

Development engine: Unity3D

Platforms: iOS and Android, compatible with Google Cardboard

Interaction: touch-screen and raycast system

Content structure: editing and stitching of high-res 360° photos visible both in VR and handheld mode.



ENEL Energia - X-Factor

overview

Official tech partnership and support for **ENEL Energia** (Italian incumbent electric utility) as main sponsor of **Fremantle's X-Factor**, 2015 Italian edition.

The project included *ad hoc* development of:

- energy consumption **data visualisation software** for the **interactive touch-screen** available to show contenders, as well as
- **VR-enabled website with WebGL 3D content** and dynamic texturing from a user-uploaded selfie.



ENEL Energia - X-Factor

technical reference

Date: 2015

Development engine: Unity3D + WebGL

Platforms: Windows (data visualisation software) + multi-platform responsive web

Interaction: touch-screen

Content structure:

- *data visualisation software*: live sensor data processing, usage analytics
- *web service*: real-time WebGL, adaptive user-uploaded textures, real-time compositing, social sharing

watch the **video**!



R&D

research and development

AR for Publishing

overview

Oniride is researching a new, digital approach to reading books: with a smartphone or tablet, cross-media content related to - or inspired by - the text can be uniquely associated with the reading experience.

This applies to reading a novel or essay, as well as to books for kids and art catalogues.

You only need your mobile device to focus on the printed image or text, and additional contents will appear on screen, to enrich the book.



AR for publishing

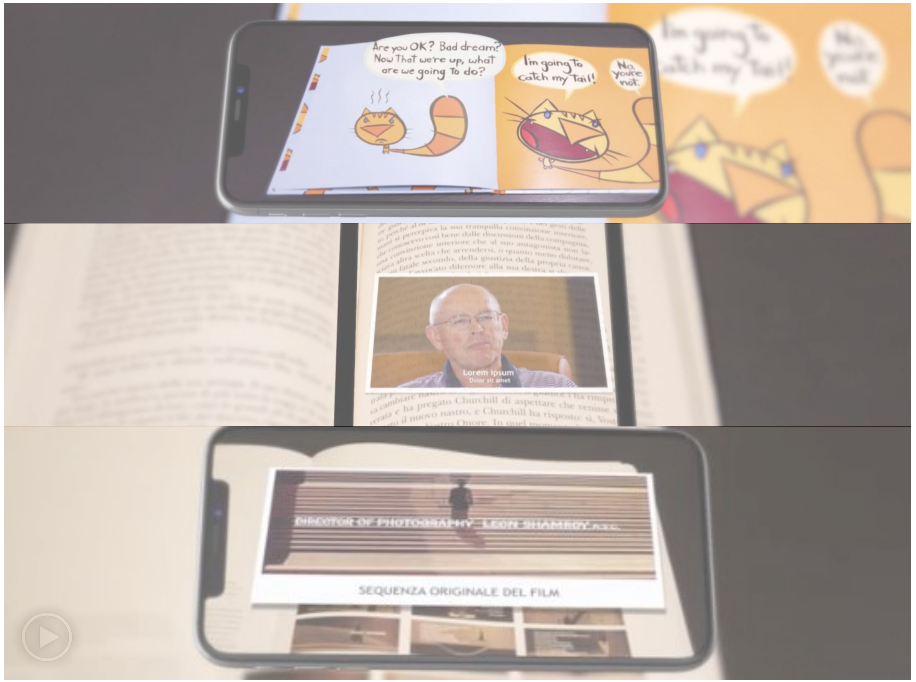
technical reference

Date: 2018

Development engine: ARKit /ARCore

Platforms: iOS / Android

Content structure: 3D stylized modeling and animation (both traditional and procedural) for an interactive AR markerless experience, optimized for ARKit and ARCore.



AR Platform for Corporate Storytelling & Advertising

overview

Oniride has researched and is developing an AR Platform dedicated to Corporate Storytelling & Advertising, aiming at helping users throughout their daily shopping, with custom product information, Q&As and context-aware suggestions.

Currently, for testing by a corporate client, the platform focuses on tea products, by connecting them to other shelf products of the same company: storytelling, cross-selling and new technologies can help companies to involve, inform and attract customers.



AR Platform for Corporate Storytelling & Advertising

technical reference

Date: 2018

Development engine: ARKit /ARCore

Platforms: iOS / Android

Content structure: 3D stylized modeling and animation (both traditional and procedural) for an interactive AR markerless experience, optimized for ARKit and ARCore.



AR Red Riding Hood

overview

Little Red Riding Hood is a largely renowned story revisited for an **AR storytelling version** aiming at the highest creative freedom.

All **the narration is completely entrusted to the visuals** and to the curiosity of the viewer snooping around in AR: **animated 3D characters mime the action**, mute yet highly expressive.

Traditional printed words are replaced by **iconic images** that return the meaning of the story. **A new language** that, even without words, can be understood everywhere in the world.



AR Red Riding Hood

technical reference

Date: 2017

Development engine: Unity3D - ARKit

Platforms: iOS Store

Content structure: 3D stylized modeling and animation (both traditional and procedural) for an interactive AR markerless experience, optimized for ARKit.



Wave me up!

overview

This is an Oculus Touch game, **developed in 36 hours**, brainchild of the development team of Oniride during the **Global Game Jam 2017 in Rome**.

You are a Doctor with not much in the way of medical knowledge (!?), so you need the **support of an external player** (outside VR) with the medical scores of all the patients (PDF file linked in "Technology Notes").

Communicate at your best and understand the correct approach for each patient, **some may not be what you would expect**.



Wave me up!

technical reference

Date: 2017

Development engine: Unity3D, Maya

Platforms & compatible devices: Oculus Rift

Interaction: Oculus Touch

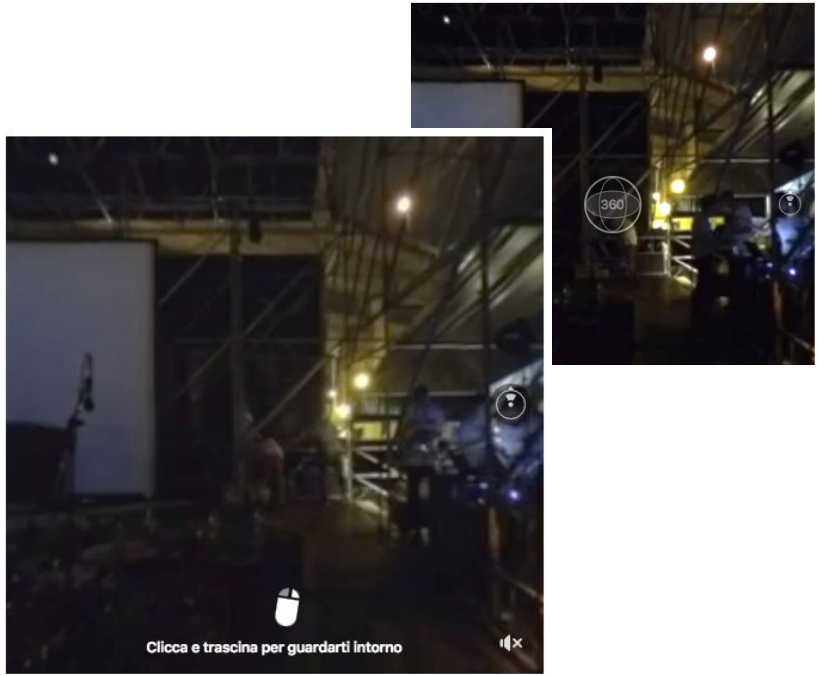
Content structure: The user is asked to treat patients of all kinds, interacting through several available instruments. All 3D assets of the game were modelled during the Jam.



Coez. 360° concert and live streaming

overview

Oniride realized the live **360° video recording** of a major open stage concert of **Coez** (renowned Italian pop singer) at the Rock in Rome festival, within his “Ti Sposerai Tour”, 2016.
This operation was the first step of the artist’s Facebook campaign and previewed the **360° live streaming** realized by Oniride of the Coez’s concert within the Viteculture Festival **2017.**
Oniride worked closely with the artist’s sound engineers to **optimize the direct recording and live streaming of the concert** for the 360° format.



Coez. 360° concert and live streaming

technical reference

Date: 2016 - 2017

Development engine: Autopano, Orah, Cara

Platforms: Facebook, Youtube

Noteworthy Tech: 360° live streaming and recording for social network communication, high quality spatial audio rendering



VR4YD, Virtual Reality for Yacht Design

overview

No need to imagine, what you see is what you get.

Oniride in partnership with Caputi Studio (yacht design architects) uses **high-end VR technology** to bring the **real yacht life** experience into the digital world. 3D renders evolve into immersive life-like experiences.

Walk your way through the bridges, **explore** the interior and experience the life on board. **CHOOSE** every component and **CONFIGURE** your own yacht.



VR4YD, Virtual Reality for Yacht Design

technical reference

Date: 2016-2017

Development engine: Unreal Engine

Platforms: HTC Vive

Interaction: Vive Controllers

Content structure: Yacht configurator with high quality real-time 3D rendering, dynamic lighting and water simulation. User interaction includes waypoint teleportation, configuration of the environment, furniture and colours

watch the **video**!



Magnetique

overview

watch the **video**!

Oniride conceived and developed the **world's 1st Virtual Reality comic**.

From an idea of Fabio Corrirossi (Head Developer), with the contribution of artist Emilio Pilliu, Magnetique **has been previewed at the Lucca Comics & Games 2015** fair.

Magnetique is now available as a **free download on the Oculus Store** for both Samsung GearVR and Oculus Rift. It is also available as a featured content on the **Google Daydream** platform and will soon arrive on **STEAM** for HTC Vive.



Magnetique

technical reference

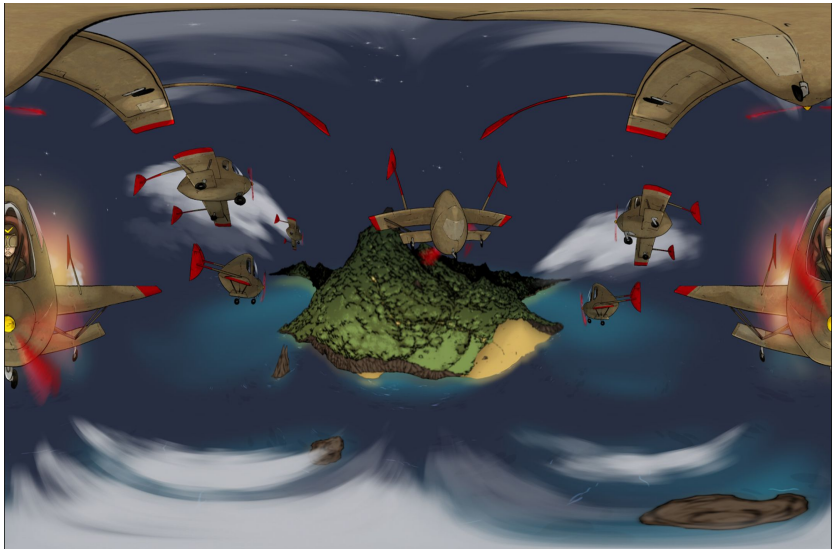
Development engine: Unity3D, proprietary 360° drawing tools

Platforms: Samsung Gear VR, Google Daydream, Oculus Rift (HTC Vive coming soon)

Interaction: touchpad and raycast system

Content structure: a 360° stereoscopic VR comic, including a proprietary 2D->3D parallax and particle engine, for hand-drawn art

Noteworthy tech: internally developed bundle of tools (including Adobe Photoshop plugin) to streamline and optimize 360° drawing

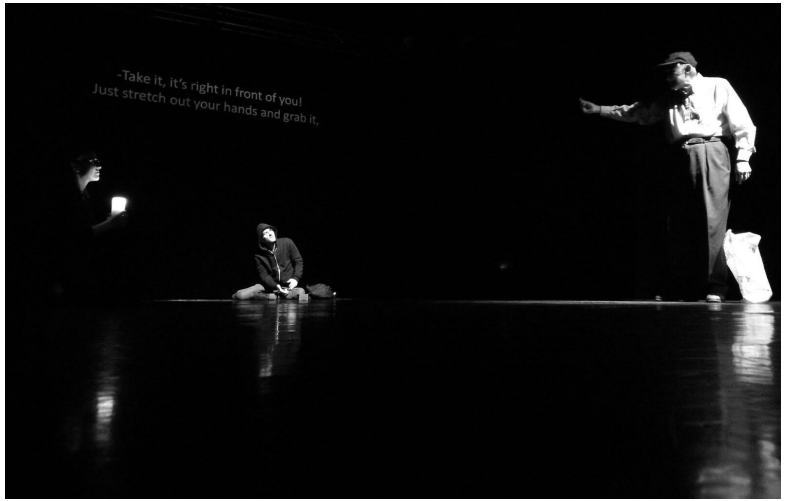


Oniride & CK Teatro - Walking on the moon

overview

Result of our partnership with Italian theatre company **CK Teatro**, the show covers the history of **Apollo 11** from the standpoint of the one hero who was on the verge of realising his dream but, for the call of his duty, could not: **Michael Collins**, the command module pilot.

A **mobile application** has been developed, that allows each viewer/spectator, through a **cardboard VR** biewer and a smartphone, to finally live – with Collins – a first, truly immersive experience: a magnificent stroll on the moon.



Oniride & CK Teatro - Walking on the moon

technical reference

Date: 2016 - 2018

Development engine: Unity3D

Platforms: Android and Cardboard

Content structure: 3D stereoscopic rendering for VR, waypoints navigation



#virtualishere

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