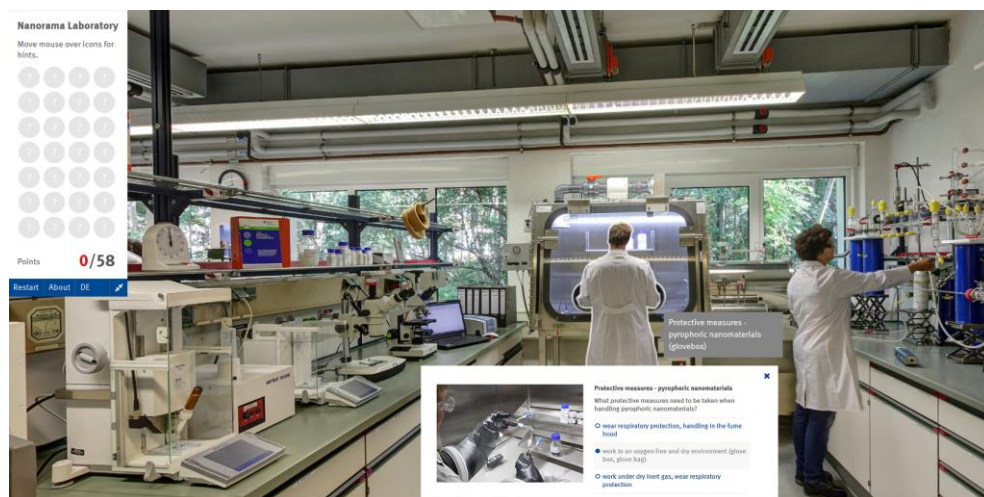


Innovative ideas and concepts are a great way to get across educational and other contents in attractive and diverting fashion. The 360°-„Weborama“ is an interactive E-Learning and Testing tool which offers new means of imparting knowledge and information.



What exactly is a 360°-„Weborama“?

A 360°-„Weborama“ – a lexical blend of „web“ and „panorama“ – is an E-Learning and Testing tool which can be employed for **education, communication or marketing** purposes. In a 360°-„Weborama“, information is embedded into a 360° panoramic view of any given surrounding. By moving around one's axis and by clicking on programmable elements, users receive information or may answer questions on the targeted issues. Pop-up windows can contain photos, videos, text elements, hyperlinks and various types of questions, such as multiple-choice or „traffic light“-questions. 360°-„Weboramas“ can be programmed as a game and various panoramas can be interlinked. 360°-„Weboramas“ are **available anytime and anywhere** and offer a vast **range of individually configurable elements**.



Sounds good, but you can't picture it yet? Check out existing 360°- Weboramas“!

So far, the 360°-„Weborama“ has been used to devise six „Nanoramas“ on the safe handling of nanomaterials („Nanoramas“ Construction, Laboratory, Car Workshop, Textile and Production) or on nano-enabled products in daily life („Nanorama Loft“). They are available at <http://nano.dguv.de/en/nanoramas/> and at <http://www.swissnanocube.ch/nanorama/?L=3>, respectively. The field of application of the 360°-„Weborama“ tool is not restricted to nano-related topics either!

Fair enough, but what can I gain from this?

Be it for web-based training and education, „edutainment“ or interactive marketing: you name it – the 360°-„Weborama“ technology can help you! Here’s a few ideas:

➔ Education and Training

The 360°-„Weborama“ supports self-directed learning by providing a diversified means of imparting knowledge. Due to the playful methodology, the 360°-„Weborama“ is also suitable as an edutainment tool. Users will learn “on-the-fly” and enjoy it! 360°-„Weboramas“ can be employed in schools, at universities or in a business context.

PREVENTION: Train employees on occupational safety and health issues, such as the correct handling of hazardous substances or machines.

RECRUITMENT: Utilize a 360°-„Weborama“ to provide young talents insights into your daily business or to spark an interest in your area of expertise.

➔ Communication, Promotion and Marketing

The 360°-„Weborama“ tool is ideally suited for use in awareness raising or informational campaigns or for viral marketing, such as the interactive presentation of products. Just give it a try!

INTERACTIVE MARKETING: Show your enterprise and products to clients or take visitors on a virtual sightseeing tour through your city, a museum or other places.

ONLINE-CAMPAIGNS AND CHALLENGES: Launch an educational campaign, for instance on „Recycling“ or new technologies. Give the users the possibility to discover processes, or let them embark on a virtual treasure quest.

So how can I get one of these 360°-„Weboramas“?

If we have sparked your interest in using the 360°-„Weborama“ technology for your organisation, call us or contact us by e-mail. We will gladly explore applications of the tool with you.

About us

The Innovation Society, St. Gallen has devised the 360°-„Weborama“ technology. We are an international consulting firm specialised in new technologies, supporting private and public entities in innovation management, communication and education.

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