



Friday 21 May 2010

Yesterday, at Rydges Lakeside, I showed a demonstration of ACTuality, the new 3D virtual tour of Canberra, that the ACT Government is going to use to promote Canberra at the Shanghai World Expo 2010 and as a marketing tool leading up to and during the Centenary of Canberra 2013.

For those of you who attended I am sure you will agree that ACTuality has many long term marketing benefits and is a great way to give interstate and international clients a feeling of what the city is really like.

The Canberra Convention Bureau feels this tool would have great application for selling Canberra for conferences and business events. The Bureau has negotiated a very competitive rate for venue and accommodation members to appear on the site. This rate will only apply if a predetermined minimum number of members participate.

This is a great opportunity for you to show conference rooms, accommodation rooms and public areas in a very interactive and positives light.

While we are specifically looking at this from a conference prospective it is important to note that Australia Capital Tourism will also be including ACTuality on their web site.

If you were unable to attend the demonstration I would be happy to run through it with you over the phone or in person.

To view the site: www.actuality.net.au

The Next Step

If you are interested in appearing on ACTuality please reply to me by Monday 31 May 2010. Please briefly indicate how you would like to be represented on the site: Images, 360 degree internal shots, videos etc

Please do not hesitate to contact me if you need any additional information

Regards

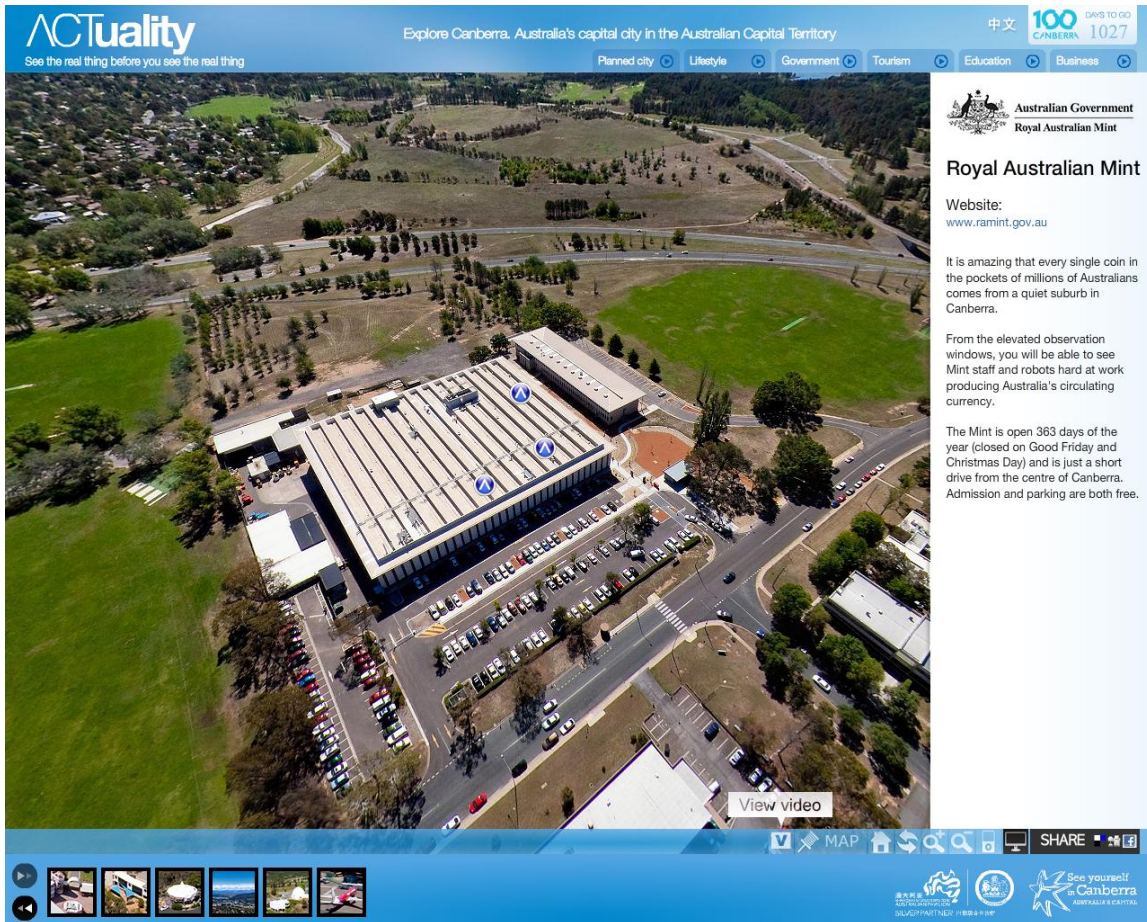
A handwritten signature in black ink that reads "Carol Scott".

Carol Scott



The rates are as follows:

\$500 for an image of the venue including text and your web address



\$250 for each 360 degree panoramic shot

Example: http://www.pixelcase.com.au/vr/rydges_canberra/

\$100 for each additional still image

Additional options

Videos and interlinking 360 degree images can be included for an additional fee

The 360 degree images can also be included on your own web site for an additional fee of \$200 (this covers licensing and some IT work)

Please note: these are one off costs (no subscription is required), they are only available to Bureau members and are valid to 30 May 2010.



Marketing:

Initially the site will be marketed via the Shanghai World Expo 2010.

The Canberra Convention Bureau will have links to ACTuality from our own web site and make the ACTuality videos available to conferences organisers for their own web sites linking visitors back to the ACTuality site.

The Bureau is also discussing the option of a “Conference” tab (a long the top of the web page)

Australian Capital Tourism will add value to ACTuality by addressing the need to capture some of the broader destination features such as lake precincts, city views and other areas of relevance to ensure the geographic layout of the city and the location is made accessible to potential visitors to Canberra.

Australian Capital Tourism will use the ACTuality site beyond Shanghai 2010 as a means of adding diversity and richness to their web site.

Chief Minister's Department is looking to use the site as a component of the Living in Canberra and Canberra Centenary campaigns.

Linking into the website with partners will increase the ranking on Google.