

360° Overview and Instructions

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Quick Guide for 360° Video Viewers

Videos rely on emersion and interest when conveying a message to the viewer. Using technology as a stimulant will give you the ability to put yourself into the video even more. The only issue is when user error comes into play, and many people are unable to fully experience the technology how it was meant to be used. 360° videos are an example of how people may have issues truly experiencing the content. 360° videos are simple to understand, they just require a few steps that many people have never had to do.

Opening the video on your device

1. With a computer, all that is needed is either YouTube or Facebook open to your video, and the video playing. Make sure the video is on by pressing play, and then you can use the interface freely.
2. On your mobile device, there are a few different ways to open the video and use it effectively, but the first step is very similar. Open the video on the app you are planning to watch it on, either Facebook or Google Cardboard, and make sure it is running.

Interacting with 360° Videos

On a computer, there are a few ways to control your video. Using your keyboard is an easy way, providing a way to pan around the video with your arrow keys in a full 360. The mouse is also easy, panning in the same way as the keyboard, but left clicking and holding instead, then moving the mouse while holding the left click.

Using a mobile device can be much more difficult to set up and move. There is more freedom, but you are restricted by your real life movement, like your arms and head. The only interface movement with facebook 360 videos is moving your phone around in a 360 degree pattern to see the canvas on the video.

Producer Tutorial

This page contains instructions for producing and publishing 360° videos. Follow the steps below and/or watch the video tutorial at the bottom of the page.

Capturing videos with Ricoh Theta S

1. On the side of the Ricoh Theta S, you'll see three buttons aligned top to bottom.
 - Press the top button to power on the camera (several blue lights should appear).
 - Press the lowest of the three buttons to change between video and still-frame mode. For Youtube uploads, make sure it is on video mode. This is indicated by a blue light on the front of the camera displaying the image of a camcorder instead of a still camera.
2. To begin filming, press the large circular button on the front of the camera. Make sure your frame is completely still for the best quality.
3. Once you have captured what you want, you can stop filming by pressing the large circular button again. The video will be saved on the camera automatically. The camera holds 8 GB of footage, so it is possible to take multiple videos in one trip.

Stitching your video

1. Plug in your Ricoh Theta to the Mac computer.
2. Import your videos through the "Image Capture" program. Do not use the Macintosh "Photos" application that will appear. The Ricoh Theta is not compatible with Photos.
 - You may want to create a separate folder for your videos.
3. After the videos are imported, download and install the RICOH THETA application.
4. Drag your unstitched videos into the RICOH THETA application. You can view your videos here, and stitch them together into a working 360° video.
 - The RICOH THETA application will automatically save the stitched video into the folder the videos were originally imported to.

Adding metadata and uploading your video

When you are uploading a 360° video to Youtube. Youtube needs to have specific information (Metadata) within the code to know that your video is in 360°. To insert Metadata into your video. Use the Metadata Injector ([clicking on this link](#) to initiate download process).

Once you open the Metadata application:

1. Click open.
2. Find your stitched video and select it.
3. “Inject Metadata” should now be selectable for your video. Press it and save to your desired folder.

You can now upload your 360° video to YouTube.

1. Log onto your Google account that you want to upload the video to.
2. Click “Upload” in the top right corner of the Youtube page. On the upload page, drag and drop your Metadata file into the uploader tool. Your video should start uploading and be published.
3. Make sure to give Youtube some time to recognize your 360° video. Some videos take up to 48 hours to activate the 360° effect.