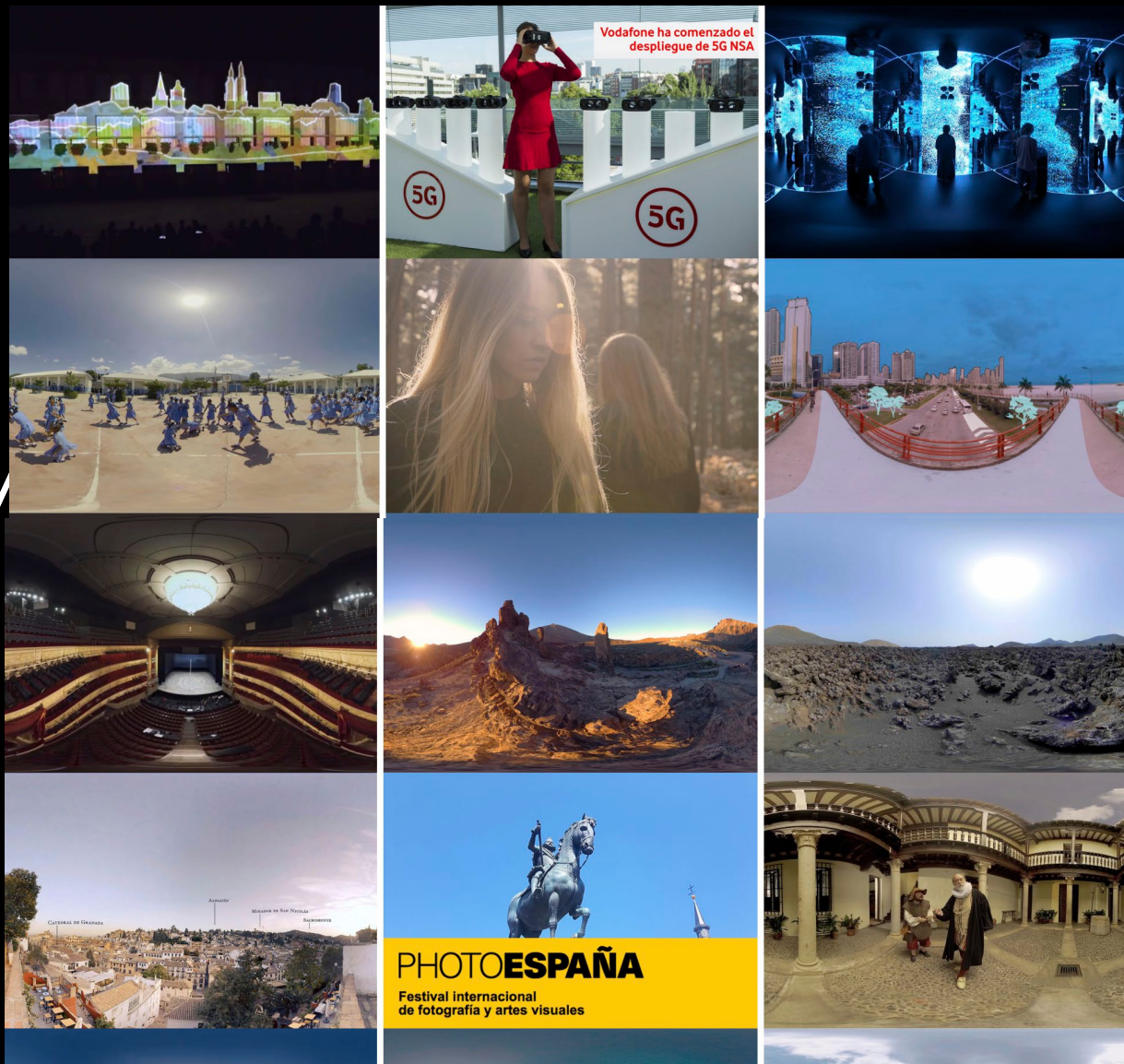


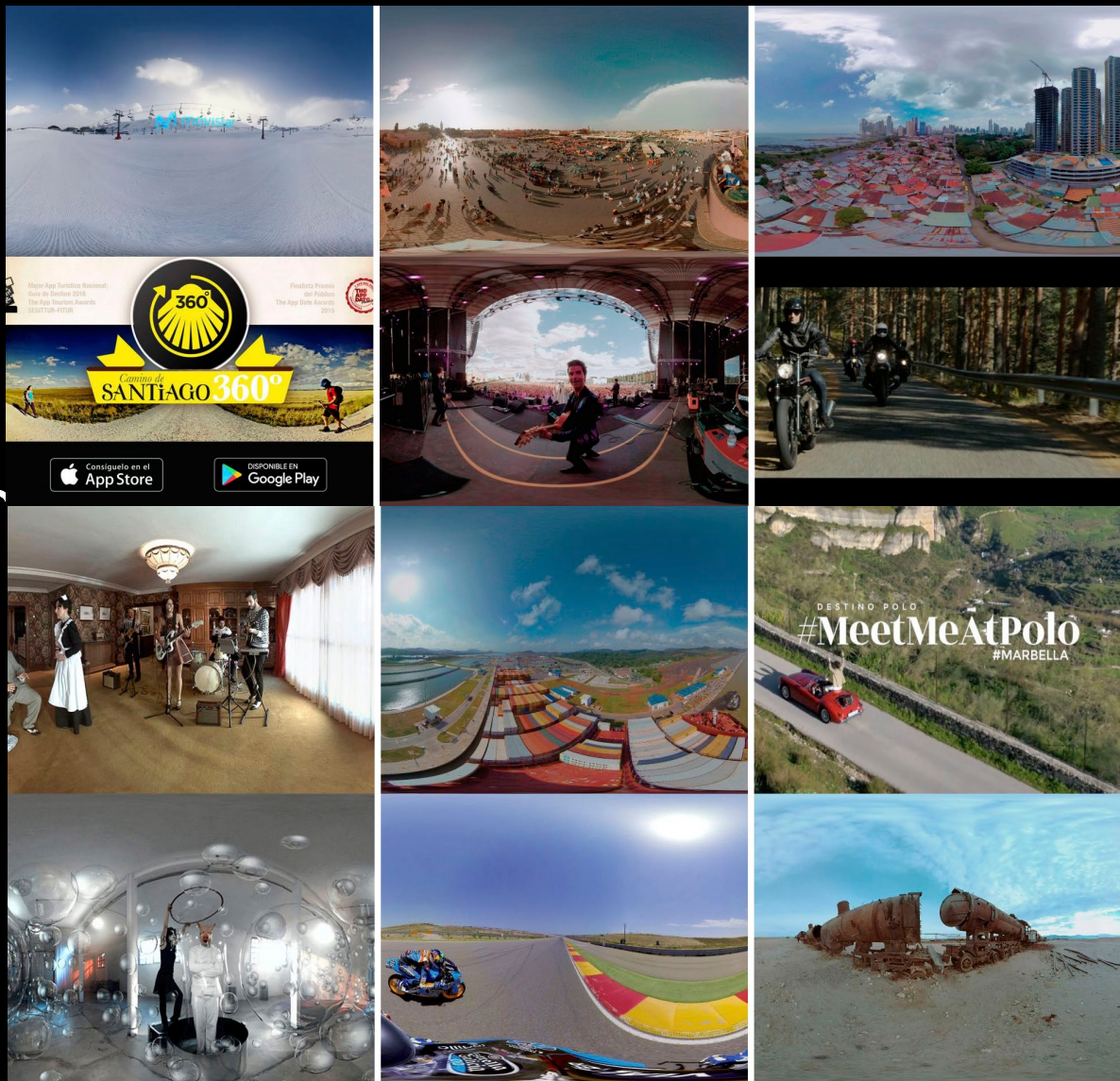


WE LIKE IMMERSIVE EXPERIENCES
we are IRALTA VR



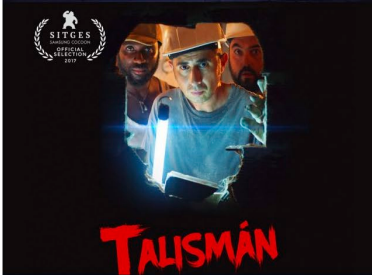
Somos creadores de mundos virtuales y trabajamos con nuevas herramientas tecnológicas

Experimentamos con nuevas narrativas aplicadas a la realidad virtual y aumentada buscando como emocionar al publico y teletransportarlos a mundos virtuales.



Vamos un paso más allá en la búsqueda de las emociones, el sentido de la presencia y la empatía, características fundamentales de la realidad virtual

XXI PREMIOS MAX
DE LAS ARTES ESCÉNICAS



Diseñamos experiencias virtuales y aumentadas, instalaciones inmersivas interactivas, videos 360 y videomapping.

Planificamos la estrategia de distribución para garantizar que los contenidos son disfrutados por los usuarios en cualquier plataforma y dispositivo



Trabajamos con agencias, marcas, cadenas de TV e Instituciones, creando contenidos audiovisuales para proyectos de marketing, sociales, culturales..

Hemos producido y desarrollado campañas para destinos turísticos, touroperadores y cadenas hoteleras.



La realidad virtual o VR nos sumerge por completo en un mundo virtual.

La realidad aumentada o AR complementa el mundo real con objetos digitales.



VR / Realidad Virtual



AR / Realidad aumentada





La VR es una tecnología generadora de experiencias.

Es el fin de “era se una vez”, ahora la historia ocurre porque nosotros estamos allí.

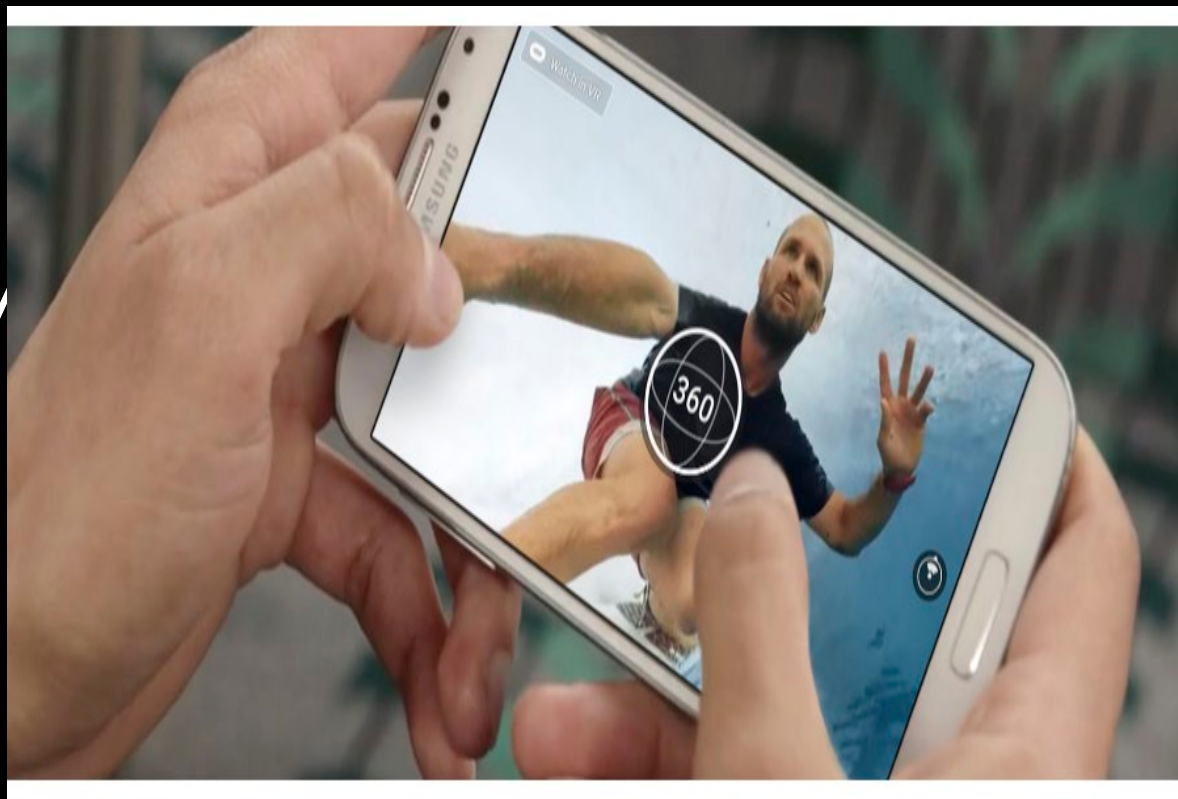
Tenemos que entender la fuerza y el poder de este nuevo medio de comunicación y jugar con él

La VR nos permite experimentar lo imposible

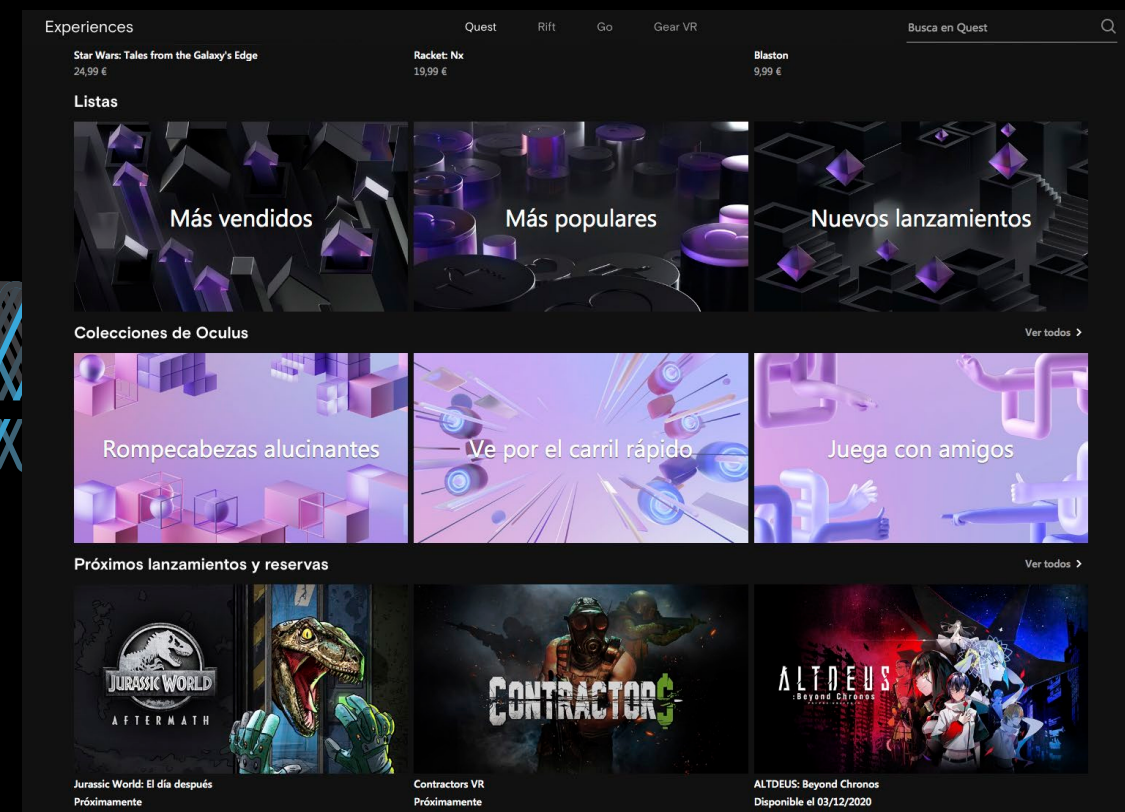




La distribución de contenidos VR y 360



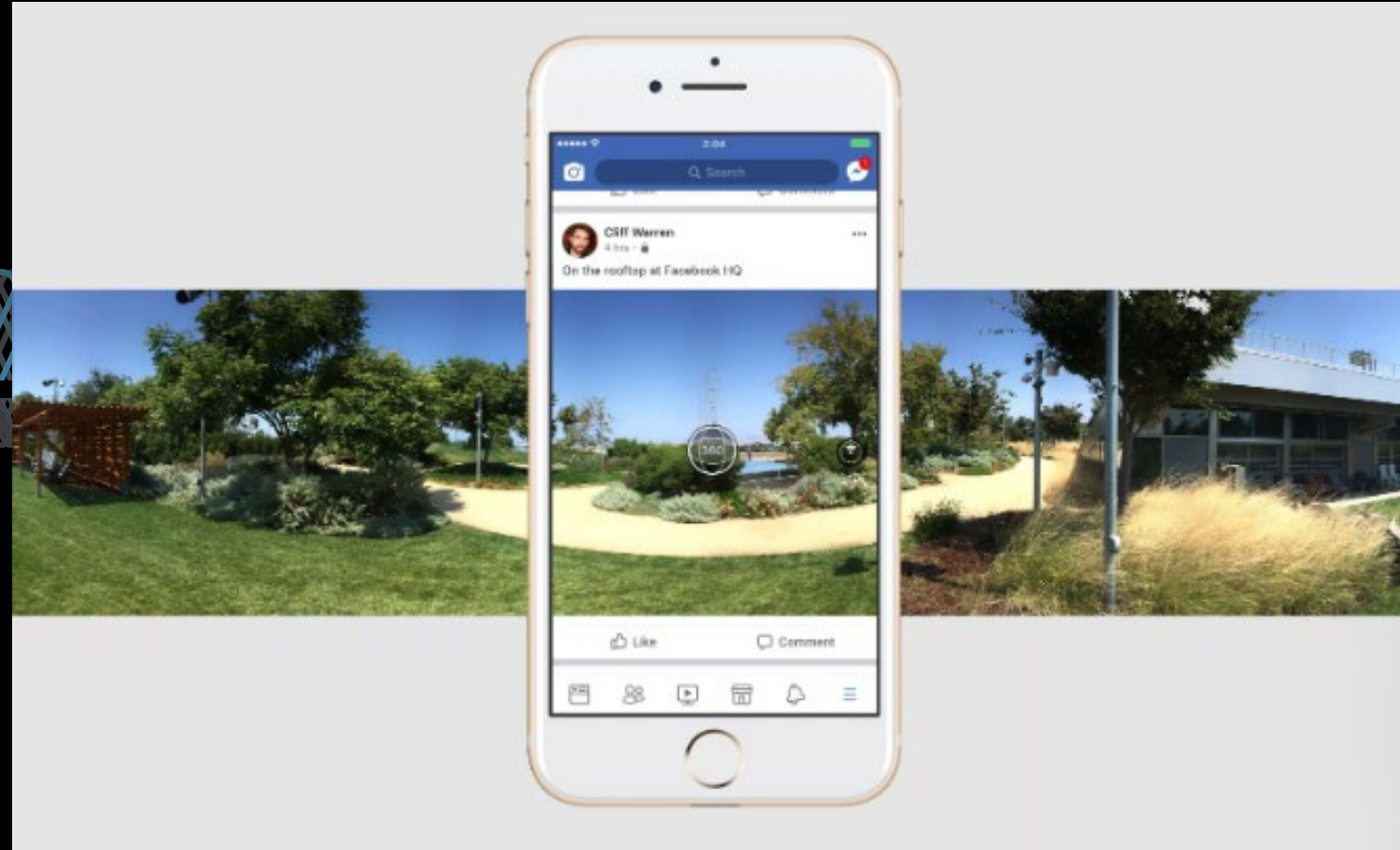
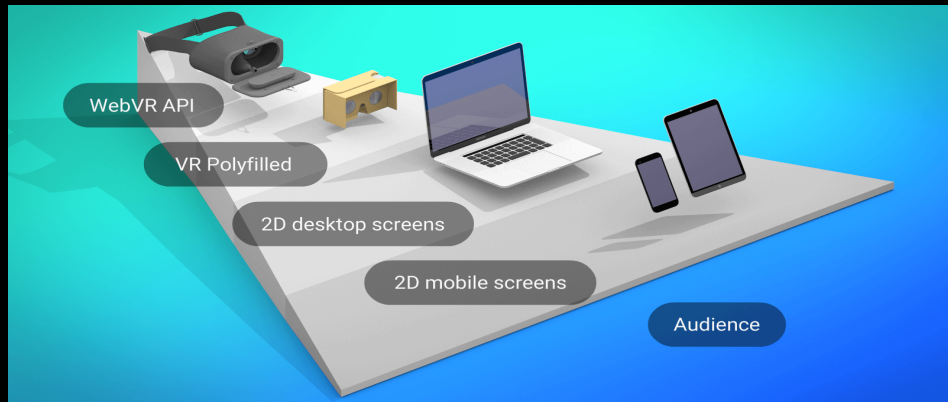
WEB



PLATAFORMAS

WEB / SOCIAL MEDIA

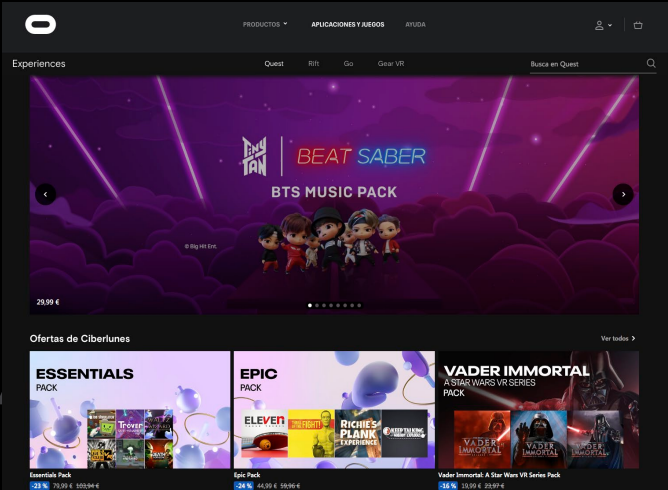
You Tube 360°





PLATAFORMAS VR

Oculus gallery /META



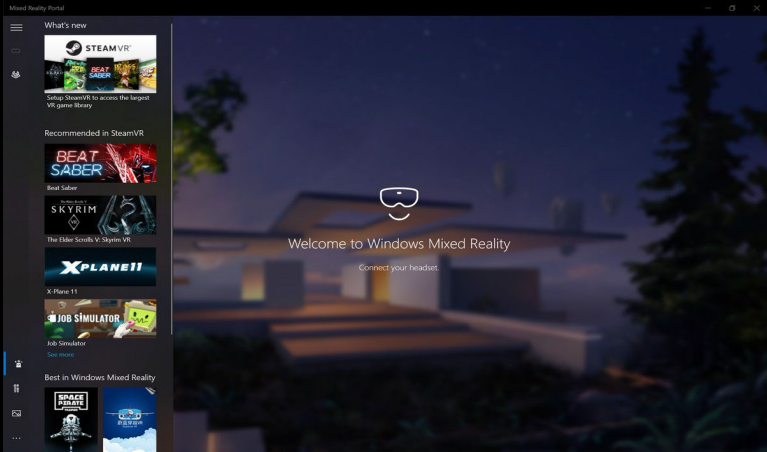
Steam VR



Playstation VR



Window Mixed reality





WETransfer

camino360 - home - camino360

Camino de Santiago 360° - Ap

No es seguro

caminosantiago360.com/en/

AplicacionesIEDiccionarios de Es...Linguee | Dicciona...GoogleGoogle Calendar -...Google Play Devel...Scratch - Imagina...Projection Mappin...BookmarksWebmail :: RedactarOtros marcadores



Mejor App Turística Nacional:
Guía de Destino 2016
The App Tourism Awards
SEGITTUR-FITUR



CAMINO360

DOWNLOAD

TECHNICAL DETAILS

BLOG

FAQ'S



Finalista Premio
del Público
The App Date Awards
2015





Camino de
SANTIAGO

360°

CLICK HERE TO DOWNLOAD:

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App Store

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Google Play



COMPANAS
LA CATEDRAL



CAPILLA DE
LAS RELIQUIAS



BOTAFUMEIRO



ANTONIO Y
MARGARET

CAMINO DE SANTIAGO 360°

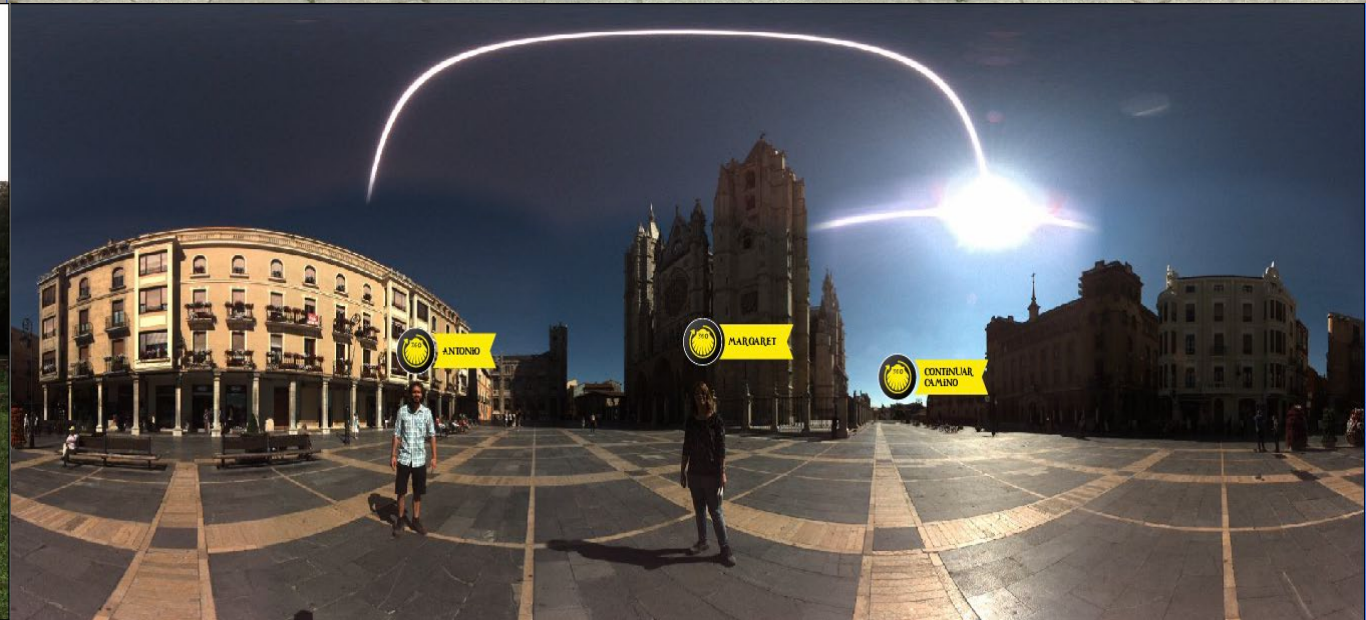
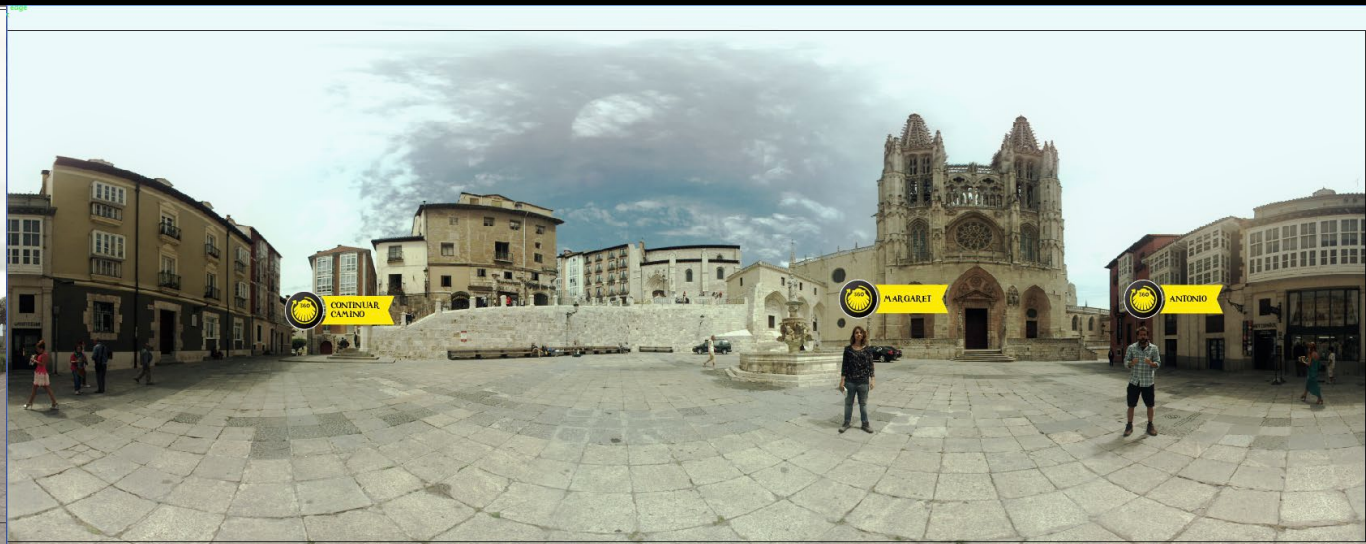
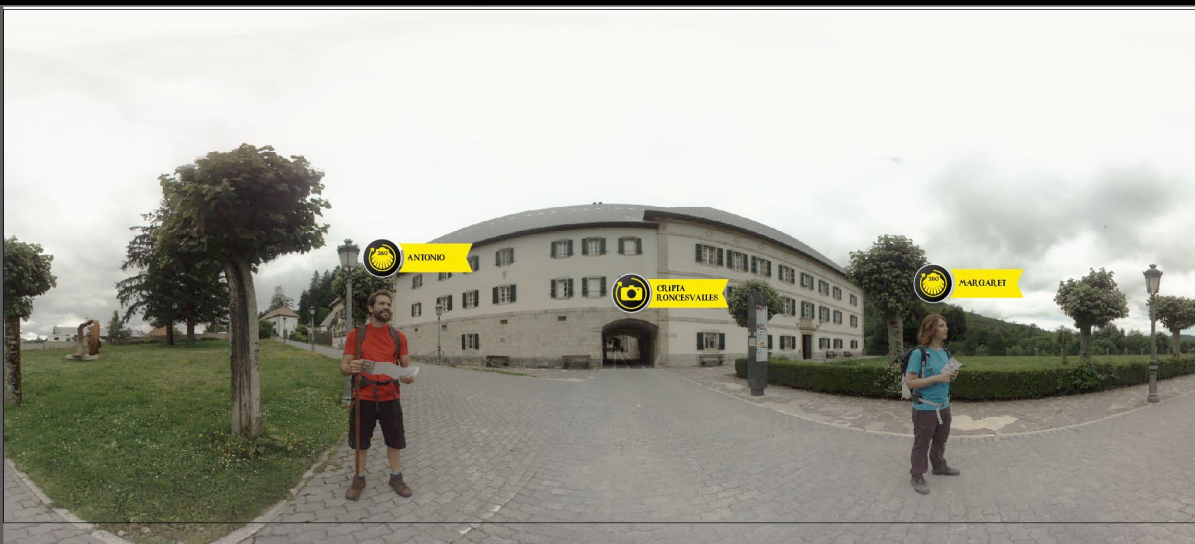
WITH CAMINO 360° YOU CAN PUT ON INTERACTIVE BOOTS, PUT ON VIRTUAL REALITY GLASSES, AND PUT YOURSELF IN THE SHOES OF A PILGRIM

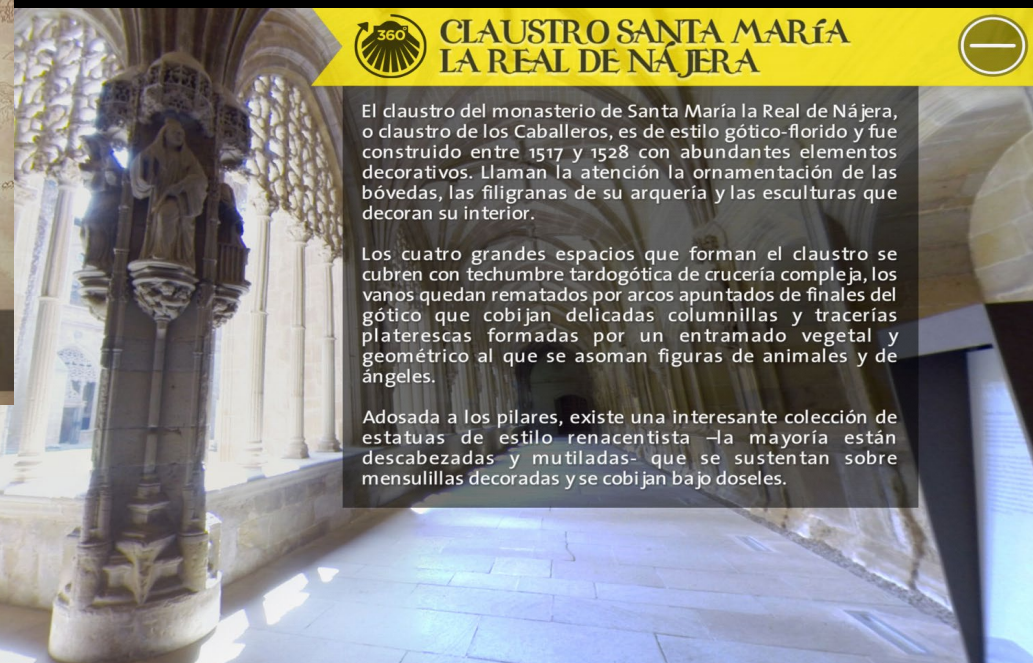
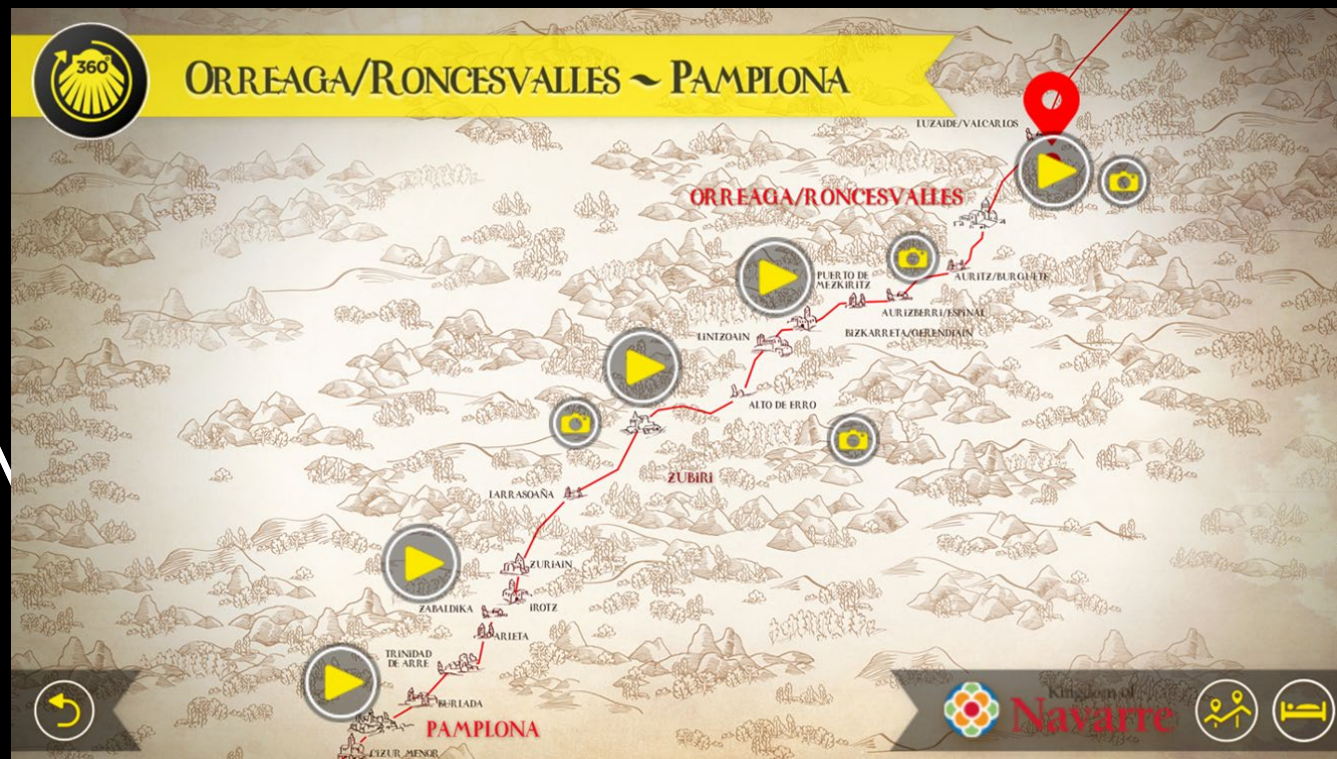
Whether you are a lover of the CAMINO, fiction or documentaries, or the latest technology, this application will take you on an IMMERSIVE, INTERACTIVE, FIRST PERSON journey on which YOU chose the viewing point!

An App uniting fiction and documentary in an interactive guide format, recorded in spectacular environments which will submerge you in the cultural, historical and human riches of the Camino. Moving your device, clicking on interactive buttons or turning your head with the CARDBOARD or VR device, you can chose what and with who you visit.

Camino de Santiago 360° won the "The App Tourism Awards 2016" prizes organised by FITUR, in the category of "Destination Guide".

<http://caminosantiago360.com>





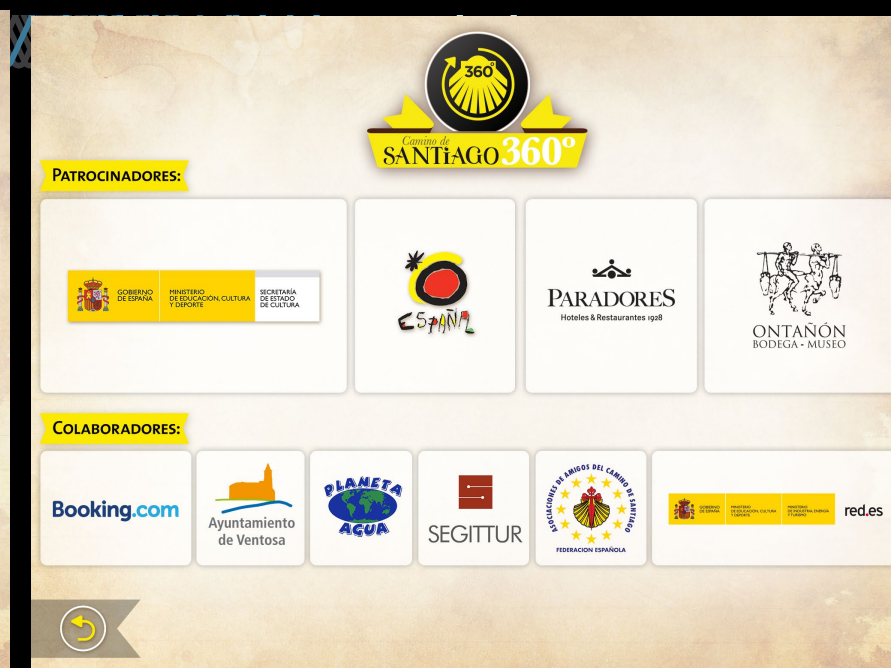
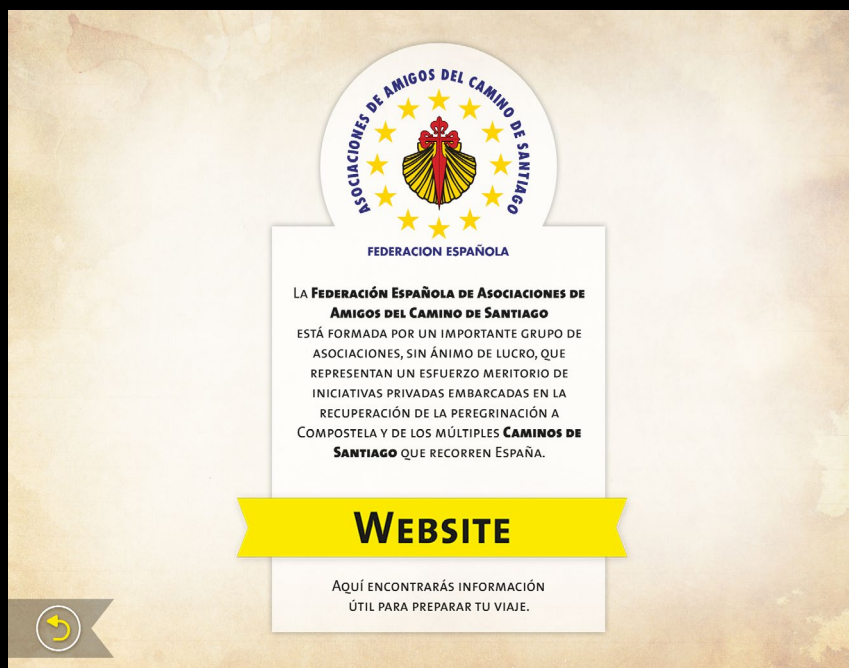
CLAUSTRO SANTA MARÍA LA REAL DE NÁJERA



El claustro del monasterio de Santa María la Real de Nájera, o claustro de los Caballeros, es de estilo gótico-florido y fue construido entre 1517 y 1528 con abundantes elementos decorativos. Llamen la atención la ornamentación de las bóvedas, las filigranas de su arquería y las esculturas que decoran su interior.

Los cuatro grandes espacios que forman el claustro se cubren con techumbre tardogótica de crucería compleja, los vanos quedan rematados por arcos apuntados de finales del gótico que cobijan delicadas columnillas y tracerías platerescas formadas por un entramado vegetal y geométrico al que se asoman figuras de animales y de ángeles.

Adosada a los pilares, existe una interesante colección de estatuas de estilo renacentista -la mayoría están descabezadas y mutiladas- que se sustentan sobre mensulillas decoradas y se cobijan bajo doseles.



PRODUCTION





PARADORES FITUR

**A VIRTUAL REALITY EXPERIENCE PRESENTED
BY PARADORES OF SPAIN AT FITUR 2019**

Video 360-3D (stereoscopic) and the smooth camera movements (performed with cablecam and travelling) invite immersion in these spaces filled with history and art.

The App, developed to be lived in virtual reality goggles Oculus Go, allows you to choose between a romantic getaway in the Parador of Chinchón, traverse the Parador of La Granja organizing a MICE event or enjoy the gastronomy and the spa of the Parador of Alcalá de Henares. The gamification of experience consists of a set of questions about the gastronomy and history of each Parador and allows you to move forward the story.

It is the second time that House Trust Iralta VR to show incredible accommodations offered by your network using the 360 video and virtual reality technology.

iraltavr.es/trabajos/paradores-ftur/



MOROCCAN

GASTRONOMY AND HERITAGE

THE GOVERNMENT OF MOROCCO, THROUGH ITS AGENCY OF PROMOTION VISIT MOROCCO ASKED NETBERRY E IRALTAVR TO DO A PROJECT IN 360° ABOUT THE HERITAGE AND GASTRONOMY OF THE COUNTRY

For two months, we toured the cities of Casablanca, El Jadida, Rabat, Fez, Meknes, Volubilis, Essaouira, Ouarzazate and Merzouga. The result are two videos that shows us mosques, palaces, kasbah and riads, and allows us to visit firsthand the Atlas mountains and its gorges, the desert with its dunes and oases and the endless beaches of the coast.

We discover the rich Moroccan gastronomy thanks to the journey that a great local chef proposes us through ingredients, flavors and smells that remind him to his childhood.

iraltavr.es/trabajos/marruecos-gastronomia-patrimonio/

ALHAMBRA

CERVEZAS ALHAMBRA MANIFESTO: TIME TO DISCOVER.

In this experience, created by the agency Kitchen and produced by Somos5, we directed the shooting and postproduction of the different 360° videos that allow the spectator to walk the labyrinthine streets of the Albaicín neighborhood in Granada. "STOP MORE, FEEL MORE" is the motto of the campaign that offers you to lose yourself in the streets and, depending on the time you have, make different interactive tours through the streets, learn about its history or witness the sunset over the Alhambra.

ALBAICÍN

MIRADOR DE SAN NICOLÁS

SACROMONTE

CERVEZAS
PARA

ALHAMBRA
MANIFESTO

MOVISTAR 360°

**THE SBX AND FREESTYLE NATIONAL
TEAMS ARE READY FOR THE FIS SIERRA
NEVADA 2017 WORLD CHAMPIONSHIP**

Imagine living the sensations that a rider has on his snowboard during the FIS Sierra Nevada 2017 World Championships. You can now be closer to it with this 360° video.

Client: Movistar+
Agency: MKTG; DENTSU AEGIS NETWORK
Production /Direction: IRALTA VR

<https://youtu.be/kyfPLIJpY5M>



HAITI HOPE

**VIRTUAL REALITY DOCUMENTARY VIDEO
SHOT IN 360° AND STEREOSCOPIC 3D THAT
IMMERSES US IN THE SOCIAL REALITY OF HAITI**

The protagonists of this experience are the inhabitants of Puerto Principe, Jacmel and Cap Haitiano. Through their day to day we can discover some of the projects in education, agriculture, water, etc. with which the IDB (Inter-American Development Bank) is improving their lives.

The documentary was presented at IDB headquarters in Washington.





CANAL DE PANAMÁ 360°

THROUGH THIS 360° EXPERIENCE, YOU CAN LEARN ABOUT THE OLD CANAL AND THE EXPANDED CANAL, OVERFLYING ITS VASTNESS AND VISITING ITS LOCKS AND CONTROL TOWER

In the IDB Knowledge and Learning Sector, in alliance with the Housing and Urban Development Division's Emerging and Sustainable Cities Initiative and the Panama Canal Authority, we were charged with creating the first virtual reality experience of one of the world's most important infrastructure works.

Client: BID (Banco Interamericano de Desarrollo)

Production & direction: Iralta

<https://youtu.be/aghZQgt0yEc>



CERVANTES VR



**CERVANTES VR IS AN INTERACTIVE
VIRTUAL REALITY EXPERIENCE WITH
360-3D VIDEO AND 2D ANIMATIONS**

Cervantes VR enables you to discover aspects of the author's life, the society he lived in, his travels, thoughts, works and some of the mysteries surrounding his life.

With this application for Virtual Reality devices, you can travel with Miguel de Cervantes to the Spanish Golden Age and learn about some of the important places in his life: Alcalá de Henares, the windmills of Campo de Criptana, Lepanto, Algiers, etc. Together with Don Quixote and Sancho Panza, Cervantes will show us the origins of his novel and plays.

Production & direction Iralta & RTVE.
Financed by the Spanish Culture Ministry.
IV Centenary of Cervantes death.

App teaser: <https://youtu.be/kDWZniHfq58>







MADRID VR

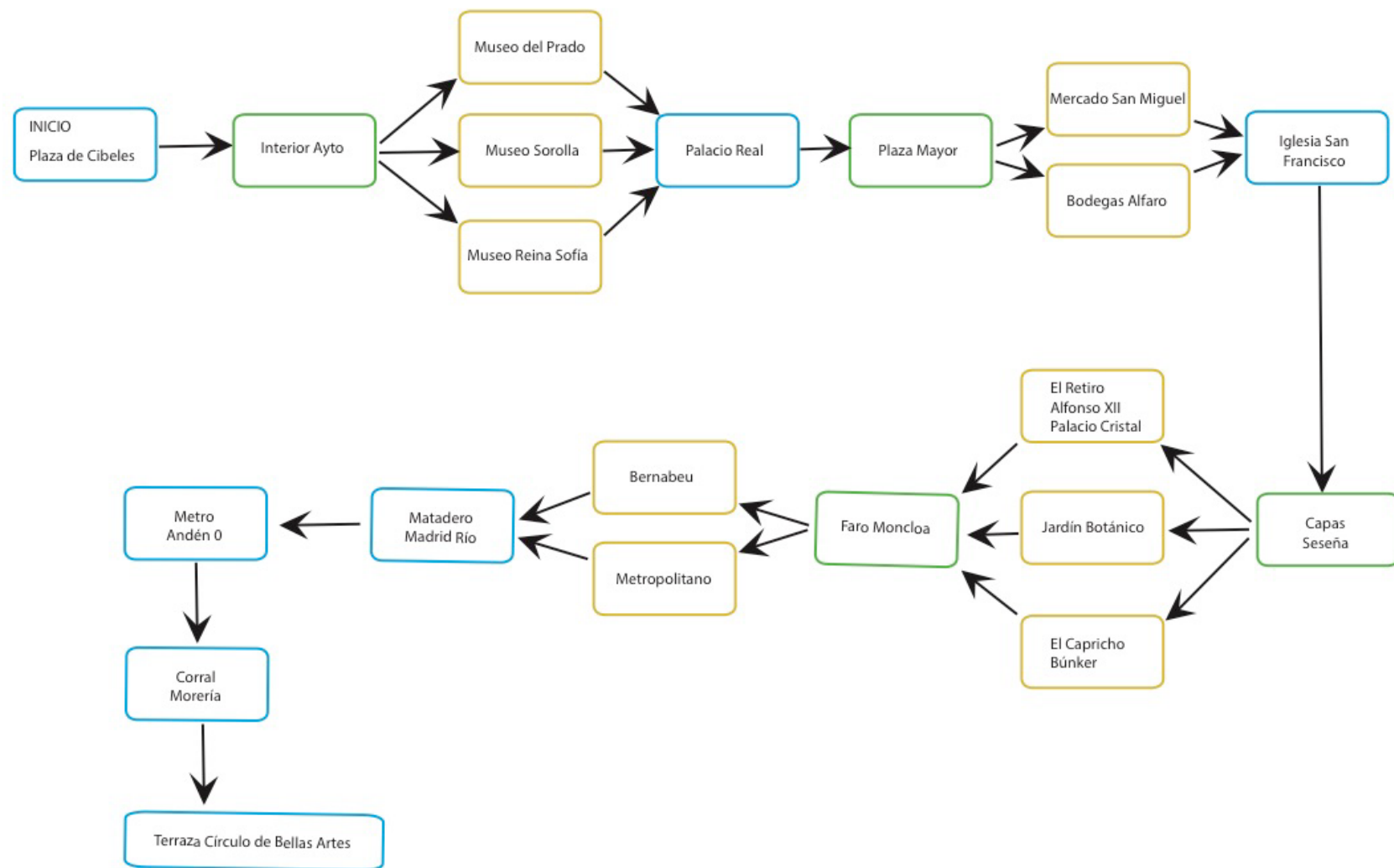
O CÓMO CONVERTIRSE EN UN TURISTA VIRTUAL



Madrid VR es un proyecto interactivo que mezcla ficción y documental e introduce de forma inmersiva al turista en la ciudad de Madrid gracias al uso del video 360-3d y la fotogrametría.



Mapa de interactividad Madrid 360°





CIBELES



PLAZA MAYOR



MUSEO REINA SOFIA



MUSEO SOROLLA



PALACIO REAL



05 Punto-San-Miguel-Ext-1



MERCADO SAN MIGUEL



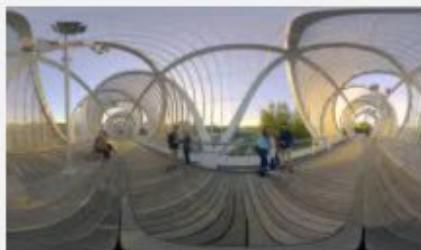
MERCADO DE LA PAZ



IGLESIA DE SAN FRANCISCO



CAPAS SESEÑA



09 Punto-Madrid-Rio-1



EL RETIRO



EL CAPRICHIO



GRAN VÍA



CIRCULO DE BELLAS ARTES



12 Punto-Circulo-Bbaa Opc2-1



ESTADIO SANTIAGO BERNABE



ESTADIO METROPOLITANO



PLAZA SANTA ANA



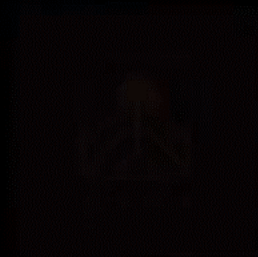
BODEGAS ALFARO



https://www.youtube.com/watch?v=V_duyGeTtVY



URATA
VR





1

Avatares





