



# Case Study:

## Visual Domain Live Streams 360° Video With StreamShark

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## About StreamShark

We are a technology company with expertise in reliable video stream delivery for global reach.

We excel at making the live streams of large scale, high profile events a massive success with viewers having an exceptional viewing experience.

If live stream failure is a risk you don't want to take, stream with StreamShark and join some of the world's biggest and best brands.

## About Visual Domain

Visual Domain is an online video production company and marketing agency passionate about helping clients develop high impact video content for the online world. They develop and adopt new production methods to create unique client experiences.



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## Project Requirements

Visual Domain was approached by +61, a new trendy lifestyle accessories department at Telstra. They wanted a special experience for the launch of their department and had the idea of 360-degree live streaming a top fashion label's runway show at the Mercedes-Benz Fashion Week Sydney.



## Challenges Faced

Visual Domain had used StreamShark's platform for Video on Demand for several years and has experience producing 360-degree on-demand videos for clients. However, they had not live streamed a 360-degree video as yet or worked with VR headsets as viewing devices.

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## The Solution

Scott from Visual Domain was aware that StreamShark's live streaming platform supported 360-degree video and that the team had run a number of high profile events with VR headsets.

Scott reached out and explored his client's idea with the StreamShark team. Through discussions, the multiple stakeholders and teams agreed on a design for the interactive experience with complete confidence that it would be delivered by StreamShark.

## The Interactive Experience Designed

The project involved three parts - video capture, broadcast and viewing. Video captured from a 360-degree camera rig mounted above the runway in Sydney would be processed and streamed live via StreamShark to Samsung GearVR Headsets at a +61 launch event in Melbourne. The live stream would be viewed on headsets and also on a range of mobile devices over the internet.



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# The Experience Using StreamShark

Scott had a great experience working with the StreamShark platform and team. He deeply valued the team's expertise in 360-degree video and understanding of all the various platforms and devices involved (including Vahana, Samsung GearVR, Oculus, iOS and Android devices).

The stream was a massive success and ran without a hitch. Extensive planning and testing by Visual Domain and StreamShark meant both teams were very confident prior to the event that everything would run beautifully.

+61 and Telstra were very pleased with Visual Domain and the launch experience delivered. The success of this event created a lot of buzz and Visual Domain received numerous enquiries on 360/VR project opportunities straight after the event.

## A Successful Outcome

"I would definitely use StreamShark again because working with the team was an absolute breeze and the platform delivers a very stable stream. Being able to communicate and work directly with the technical team made the whole process a lot easier. Most of all, the success of the project was as important to StreamShark as it was for us. That's so valuable."



**Scott Ward**  
Visual Domain  
National Media and Project Manager



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