

STB/Q/2024/14

Sabah Tourism Board VR 360 Tourism Contents: City and Town 2

To support and strengthen Sabah Tourism Board's marketing effort to promote Sabah nationally and internationally, we are consistently producing various tourism contents to be pushed to tourist, businesses and partners to promote Sabah as a tourist destination.

VR 360 is one of the content that we are planning to use for destination/product presentation for an immersive experience.

Objective

To produce VR 360 tourism destination/product a video on Premium Nature Tourism Products to be used as promotional content with the usage of VR headset.

VR 360 Tourism Content

An immersive 360 degree view with surround sounds video of tourism destination/product.

Usage

1. The VR 360 video content will be use as a destination/product presentation to national and international agents, wholesales, airlines and related businesses in the tourism industry as well as press/media.
2. The video content will be presented during events, workshop, seminar and conferences.
3. The video will be used with a VR Headset and available in our website for people to view.

Tentative/Working Title: Tourism VR Contents – City and Town 2

Duration: Max 3min

Voiceover: Yes

Caption: Yes

Language: English

Format: Above 4K resolutions

Video Content / Filming Location		
District	Location	Highlights
Kudat	Kudat	<ul style="list-style-type: none">• Kudat town• Landmarks around Kudat• Attraction around Kudat
Tawau	Tawau	<ul style="list-style-type: none">• Tawau town• Landmarks around Tawau• Attraction around Tawau
Semporna	Semporna	<ul style="list-style-type: none">• Semporna town• Landmarks around Semporna• Attraction around Semporna

Deliverables:

1. 3 min 360 VR video with audio and caption fully edited compatible with Pico 4 VR headset and any major VR Headset.

2. Copyright for item 1 for distribution and reproduction in any forms by STB and 3rd parties.
3. First draft to be submitted to STB within 4 weeks after receiving the award letter.
4. To allow 3 edits for the draft video.
5. To allow 1 edit of the final video within 2 weeks after release.

The cost for producing the VR 360 video must include:

1. Pre-production
 - Application of all necessary permits (Filming, permissions, drones, etc)
 - All locations fees
 - All permits fees
 - Off-site planning and research
 - And any other necessary pre-production fees
2. Production
 - Equipment and crew
 - Logistic (transportations)
 - Accommodation
 - Meals
 - Talents
 - Local guides
 - And any other necessary production fees
3. Post-production
 - Video editing
 - Talents
 - Recording studio fee
 - And any other necessary post-production fees

Other requirement: In PDF

1. Idea for the VR 360 video
2. Storyboard
3. Feel and treatment of the VR 360 video
4. Copy of Finas License/Permit
5. Company profile and necessary business license/permit

Note: Shortlisted submission may be call to pitch their ideas/story.

SABAH
TOURISM BOARD