

「城市之眼」全视域自动变焦成像技术网红打卡装置

- ◆ **品牌名称:** 西双版纳
- ◆ **所属行业:** 旅游
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- ◆ **参选类别:** 互动体验类

结案视频

请复制以下链接，粘贴到新浏览器页面里观看视频

<https://v.qq.com/x/page/z3273c42tef.html?>

或扫码看视频



疫情冲击之下，整个国内旅游的消费模式发生了很大的变化。一方面，部分景区的游客数量明显减少。2020年度国内旅游人数28.79亿人次，比上年同期减少30.22亿人次，下降52.1%。另一方面，国内高净值客户（以前偏好出境游的人群）开始回流国内游。2019年中国公民出境旅游人数达到1.55亿人次。

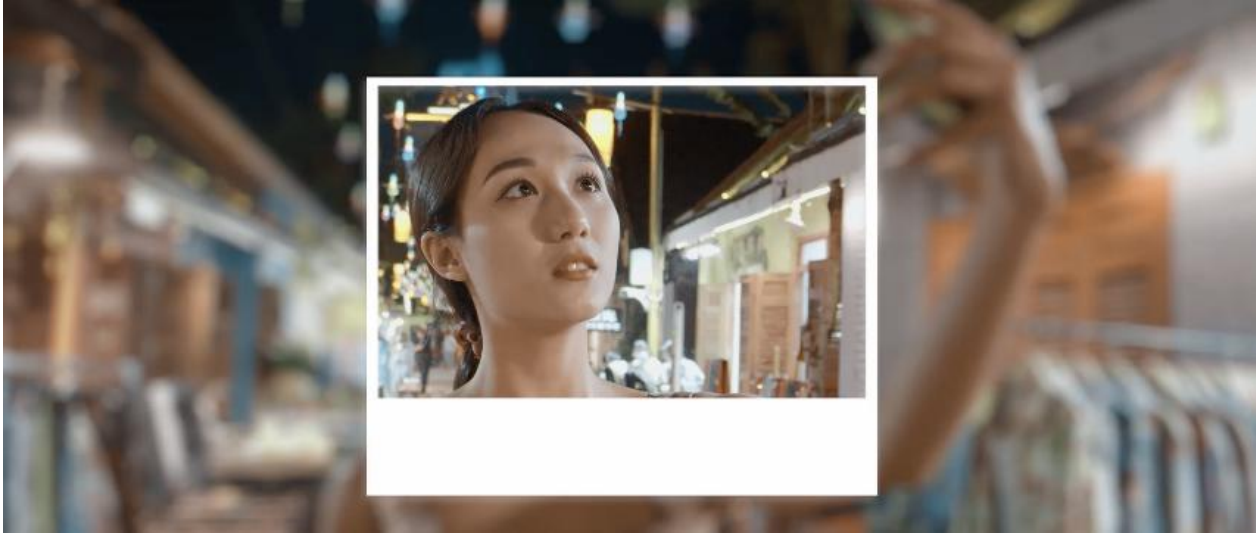
Under the impact of the epidemic, the domestic tourism consumption pattern had great changes. On the one hand, the number of tourists in some regions has decreased significantly. In 2020, the number of domestic tourists was 2.879 billion, 3.022 billion fewer than last year, decreased 52.1%. On the other hand, domestic high-net-worth clients (who preferred to travel abroad) are choosing to travel in China domestic. In 2019, the number of Chinese tourists achieved 155 million of outbound trips.

然而，在后疫情时代的大背景之下，景区的收入模式，并没有发生很大变化。同时，门票收入因政策限制不能大幅提升。除了门票，景区其他的主要收入来源，就包括消费者的住宿、餐饮、交通等。

However, in the post-epidemic era, the income model of scenic spots has not changed a lot. At the same time, ticket revenue due to policy restrictions cannot be significantly increased. except entrance tickets, other major income sources include consumer accommodation, meals, transportation and so on.

帮助现在的传统景区，提升对年轻人的吸引力，加强景区与游客之间的关联，实现更多的互动，增加景区的曝光度，以及景区相应的收入。

Help the traditional scenic spots improve their attraction to young people; strengthen the connection(relationship) between the scenic spots and tourists, achieve more interaction, increase the exposure of the scenic spots and the relevant income of the scenic spots.

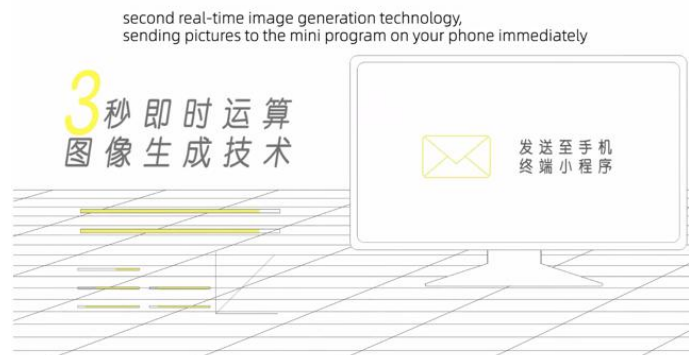
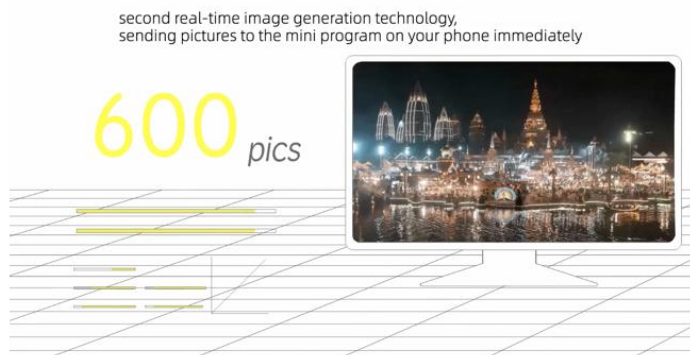
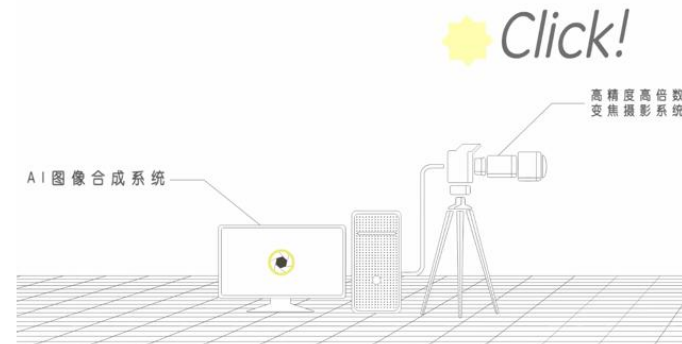
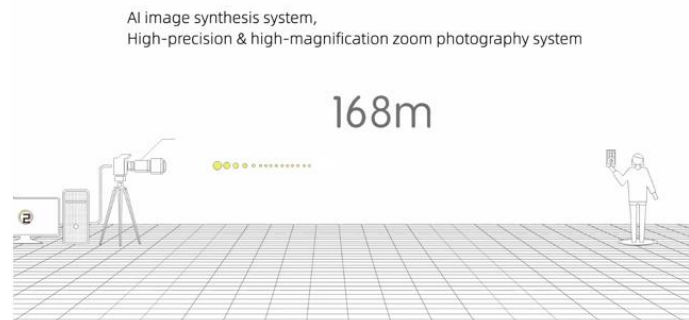


- 1、目前国内大多数景区的收入还是依赖于门票。如果在景区里增设大型表演项目，则投入非常巨大。我们希望通过做轻互动的方式，来帮助景区增加收入。
1. Currently the income of most scenic spots in China still depends on entrance tickets. The investment is unaffordable if holding many shows and projects in the scenic area. We hope to help the scenic spots increase their income by the way how we interact with tourists.
- 2、传统的景区宣传，通常的做法是依托于拍摄观光型的风光宣传片，传播成本很高，转化效率低。我们的「城市之眼」全视域网红打卡装置，让每个消费者，都为景区创造独特的宣传内容，并且他们在社媒里主动传播，达到很好的“种草”传播效果。
2. The traditional advertisement of scenic spots usually relies on the Landscape TVC films, which with high promotion cost and low ROI. “The Eyes of City” —the full-angle automatic zoom imaging technical filming device lead every single consumer to create unique promotional content for the scenic spot. Then, they actively spread in social media and achieve a good advertising effect of “planting grass”(good recommendation).
- 3、消费者在景区喜欢自拍晒朋友圈，但是经常遇到一个问题：如果侧重自拍人脸的话，会拍不到风景，如果侧重拍风景的话，又会看不清人的脸。
3. Consumers like to take selfies in scenic spots and share to their WeChat-Moments. However, there is a problem: if they focus on taking selfies toward faces, they will not be able to capture all screen of landscape; if they willing to include all scenes, they will not be able to see people's faces clearly.



「城市之眼」全视域自动变焦成像技术网红打卡装置，利用全视域自动变焦成像技术，
能够**同时拍景和拍人。**

The Eyes of City" device, are using the full-angle automatic zoom imaging technique. It is able to capture main characters and scenes in a same time.



- 1、**远距离遥距拍摄**：拍摄点与摄影设备可相距100米以上，由微信小程序接入。
- 2、**同时拍摄人物和风景**：通过高精度高倍数变焦远距离摄影系统，实现人物特写和景色的拍摄。
- 3、**AI图片影相生成技术**：基于AI图像合成系统，实现从图片到短视频的内容生成。
- 4、**海量照片高精度合成**：装置能够将拍摄的600张照片进行合成，实现高精度的拍摄效果。
- 5、**极速图像生成技术**：结合3秒即时运算图像生产技术，短视频发送至手机终端小程序。
- 6、**自定义拍摄与分享**：消费者自定义选择拍摄图像，一键下载至手机相册，可在社媒进行分享。

1. Remote shooting: the focus can be more than 100 meters away from the photography system, which can be connected by the WeChat mini-program.
2. Capturing people and scenery at the same time: through the high-precision & high-magnification zoom photography system, it achieved the shooting of profile and scenery.
3. AI image synthesis technology: based on AI image synthesis system, it can generate content from pictures to short videos.
4. Mass photos high-precision synthesis: the device is able to take 600 photos for synthesis, to achieve high-precision photography.
5. Speed image generation technology: combined with 3-second instant image production technology, short video can be sent to mobile devices.
6. Customized photography and sharing: Consumers can pick up photos by themselves, download them to the phone album with one click, and share them in social media.

2021年初，项目在告庄西双景落地，**参与人数超600万人次，收入超1亿元。**

At the beginning of 2021, the project was launched in XiShuangjing, Gaozhuang, with more than 6 million participants and more than 100 million in revenue.