Hard Rock Hotel & Casino, Las Vegas and KODAK PIXPRO

Reenacting the Hard Rock Hotel & Casino, Las Vegas Experience in 360°

The Challenge

"Here at Hard Rock Hotel and Casino, we pride ourselves in offering our guests the greatest experiences possible on their trip to Las Vegas," shared Programming Manager, Steve Kaye. Seeking to share Hard Rock Hotel and Casino, Las Vegas and their Rehab Beach Club events in their truest way, Steve knew they needed 360° video and imagery technology to share the experience through a newer and more authentic medium. The Hard Rock Hotel and Casino, Las Vegas achieved this goal of creating immersive entertainment experiences using dual KODAK PIXPRO SP360 4K VR Cameras. By placing the cameras between the DJ and crowd, Hard Rock Hotel and Casino, Las Vegas was able to capture event content that puts the viewer in the mecca of the live entertainment, surrounding them with the artists on stage, music and dancing as if they were in the heart of the concert themselves. Standard photography and videography simply could not create the immersive experience the SP360 4K VR cameras generated that Hard Rock Hotel and Casino, Las Vegas now uses for event promotions and advertising to a much wider audience. The only thing second-best to experiencing Hard Rock Hotel and Casino, Las Vegas events in person is experiencing them in all-immersive virtual reality, thanks to the KODAK PIXPRO VR cameras.
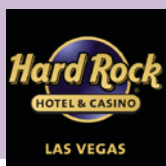
The Solution

- KODAK PIXPRO Dual SP360 4K VR Cameras
- VR Goggles

"We can use the SP360 VR Cameras for suite tours, capturing footage of club events and concerts, tours of restaurants – the possibilities are endless."

– Steve Kaye
Programming Manager

The Results

- Immersive entertainment true to the actual Hard Rock Hotel and Casino, Las Vegas experience
- New marketing assets utilizing cutting-edge 360° technology
- Enhanced sales potential through actively engaged guest audiences and fans

Find out more information about **KODAK PIXPRO & Hard Rock Hotel and Casino**, please visit **kodakpixpro.com**

KODAK PIXPRO
DIGITAL CAMERAS