

TAKE A VIRTUAL BIKE RIDE AROUND COPENHAGEN



Do you want to promote the Danish bicycle culture or put cycling on the political agenda? Use the Cycling Embassy of Denmark's virtual reality film.

Let decision makers, urban planners and citizens in your country or city experience the Danish bicycle culture firsthand on a virtual bike ride around Copenhagen. Our VR-film (2.21 minutes) takes you around the city showing examples of the world's best bicycle infrastructure and giving the user a sense of what it is like to live in a bikeable and liveable city.

The VR-film will be a great activity for car-free days, European Mobility Week, conferences and other events that focus on sustainable urban development.

"Most people (...) were very excited about it and enjoyed the tour, both children and adults. I would definitely recommend it to other embassies for similar events."

Anna Kolácková from the Danish Embassy in Prague.

The Cycling Embassy of Denmark works to promote Danish bicycle know-how and contribute to the development of bicycle cultures around the world.

Denmark is a bicycle nation, and especially Copenhagen where 62 % of the inhabitants bike to work or study is world-famous for its cycling culture and infrastructure.

Making space for cyclists is not only beneficial for the mobility in cities; it will also reduce air pollution and result in fewer sick days. People in the Capital Region of Denmark as a whole cycle 1.4 million km on an average weekday. This results in annual savings of approximately € 215 million.

With our VR-film, we want to give people the experience of cycling in one of the best and safest bicycle cities in the world. We hope to inspire decision makers, urban planners and others to start putting cycling on the political agenda, improving conditions for cyclists and encouraging citizens to cycle more in cities around the world.

Enjoy!



The Danish Ambassador to Poland, Ole Egebjerg Mikkelsen, takes a virtual bike ride around Copenhagen at an event in Warsaw.



The Danish Ambassador to the Czech Republic, Ole Frijs-Madsen, trying the VR set-up at the car-free day in Prague.



THE SET-UP CONSISTS OF



Cycling Embassy
of Denmark

VR-film

Contact the secretariat of the Cycling Embassy of Denmark at info@cycling-embassy.dk to receive the VR-film.

Download the film directly on a smartphone or transfer it to a smartphone.

VR-Gear

To show the film, you will need:

- A pair of VR-goggles
- A compatible smartphone
- VR-app
- Powerbank



Chairman Marianne Weinreich and participant at Civitas Forum Torres Vedras Portugal.

We recommend an iPhone 6 (or newer) with **compatible** VR-goggles. You can also use a Samsung Galaxy S7 with Samsung's GEAR-VR. However, due to the resolution of the screen, the film will be a bit more unclear with this option.

You will need an app to show the film. It might be pre-installed in the VR-goggles. Otherwise, find one in App-store or Google Play. See our recommendations on the next page.

OBS. We do not recommend the free apps since it can interrupt the film with advertisements.

Bicycle

We recommend including a bicycle in a home trainer for people to bike on while watching the film. You can rent a bike from a local bike shop or contact one of the Danish bicycle brands e.g., Biomega Bikes or other members of CED to promote Danish design.

Bicycle Home Trainer/Roll

You will need a home trainer to hold the bicycle and enable people to bike on the spot. A simple home trainer without resistance or expensive equipment will do for this set-up.

Roll-up

To promote the VR-experience, you can request our roll-up design and have it printed locally.



Bicycle Home Trainer/Roll



Roll-up

GUIDE

IPHONE, VR-APP AND GOGGLES

iPhone 6 (or newer)

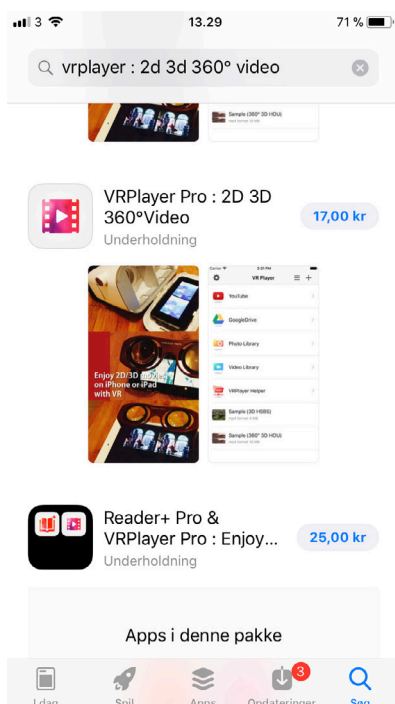
Download the VR-film directly from the CED e-mail to the phone or transfer from a computer before starting and make sure it appears in your phone's library. This way you will not have to rely on internet connection at the location.

We recommend using an iPhone 6 or newer. With repeated use the phone will get very warm, this can't be avoided and the battery will run low quicker than normal.

Remember to turn on the sound.

VRPlayer Pro: 2D 3D 360° video

Enter App Store and search for VR movie. We recommend the app: VRPlayer Pro: 2D 3D 360° video.



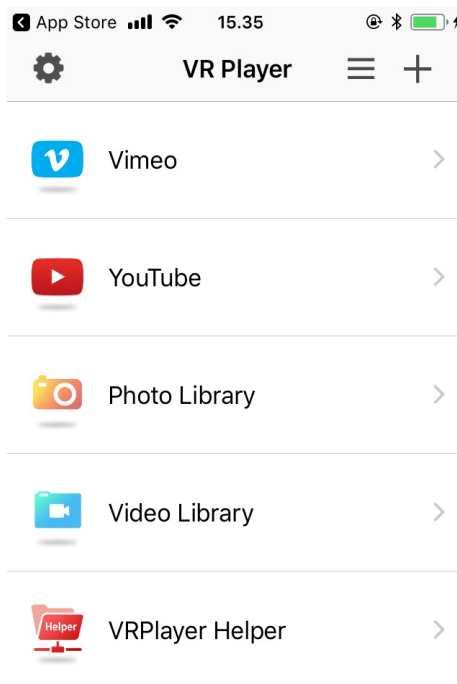
Buy and download the commercial free version. Otherwise, ads will interrupt the film.

VR goggles:

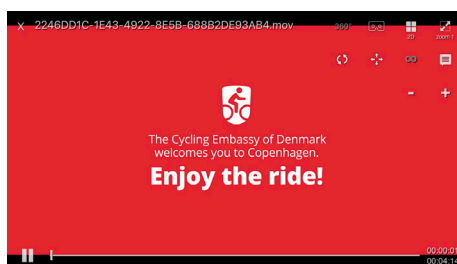
Here you have several opportunities. The cheap card box goggles work, but we recommend buying or renting a pair of better quality.

OBS. Make sure that the goggles are compatible with the smartphone you use.

Open the VR app and choose library. The film can appear in the photo library instead of the video library, so check both.



Find the film and you are ready to go.



GUIDE

SAMSUNG S7 AND VR GEAR

Smartphone

We recommend downloading the VR-film and transferring it to the phone before using the VR-gear so you will not have to rely on internet connection at the location.

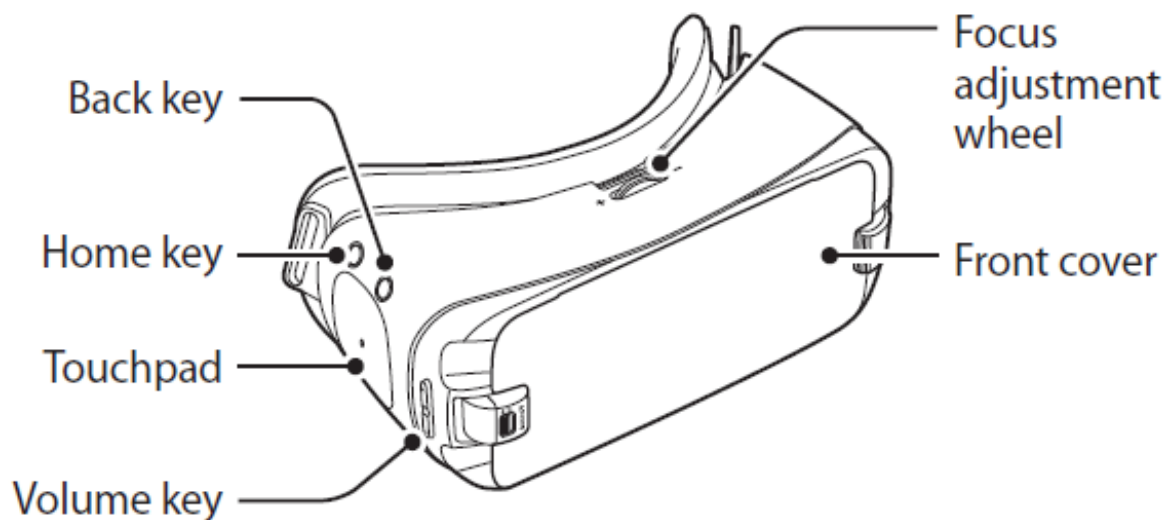
Please notice when entering the app "Video" you will receive a message "You are offline". Select "OK" to enter the film.

Remember to turn on the sound.

VR-GEAR:

Buttons and functions

Device layout



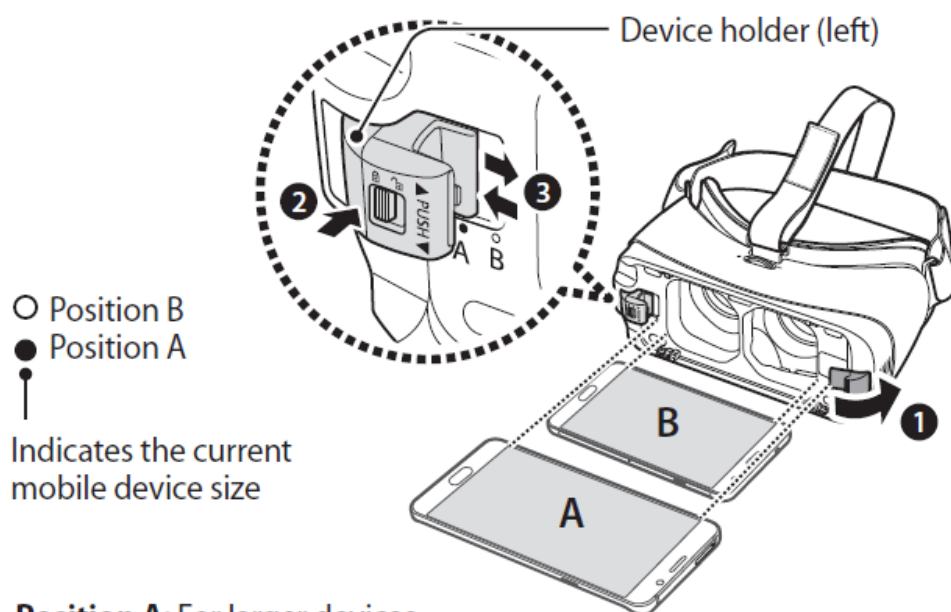
- Touchpad – tap to select an item on the menu. You can fast forward and rewind the movie by swiping forwards or backwards.
- Home – press to return to the home screen.
- Back – press to return to the previous screen.
- Volume buttons - Adjust the volume of the film here.
- Focus adjustment wheel – Scroll to adjust/improve the focus.
 - *OBS. The film will appear to be grainy which cannot be adjusted.*

GUIDE

SAMSUNG S7 AND VR GEAR

Get started

1. Before you start – adjust the straps and make sure, they fit!
2. Make sure the phone is unlocked, when plugged into the VR-glasses.
OBS. If several people are going to use it during the day, we recommend you switch off the screen-lock on your phone.
3. Pull the device holder (right side) to the right to remove the front cover.
4. Push down the device holder (left side) and slide it into position A or B, depending on the size of the phone. Make sure to lock the device holder again!



- **Position A:** For larger devices.
- **Position B:** For smaller devices.

5. Lift the left side device holder, to connect the phone to the plug on the device holder. Make sure the phone is unlocked!
6. Push the phone into the center of the VR-gear, so the right side device holder slides into start position, holding the phone securely.
7. When connected properly a sound will emit.
8. The front cover is not supposed to be on the VR-gear when in use.

GUIDE

SAMSUNG S7 AND VR GEAR

You are now ready to put on the VR-GEAR:

1. The first you see is the starting page. Select the purple app "Video" by pointing the white dot (by moving your head) on the app and tap the touchpad.
 - *OBS. The Video app does not show on the phone's starting page and is ONLY visible when connected to the VR-GEAR.*
2. On the bottom of the left-side menu select-> "My videos" -> "Bike ride Copenhagen" to start the movie.
3. If you want to pause the movie, tap the mousepad -> click on the pause sign.
 - *OBS. If you accidentally touch the mousepad during the film, the black bar will reappear. Point the white dot away from it (by turning your head) and click on the mousepad.*
4. When the film has finished, it will return to "My videos". The next user can start the film again by pointing the mouse/dot at the movie and click the mousepad.



When you are done using the VR-GEAR:

1. Release the right side device holder, lift the phone gently, and then unplug.
2. Move the right side device holder back to A-position by pushing it down while sliding it into position.
3. Put the front-cover back on the VR-GEAR.