



FOR IMMEDIATE RELEASE

Contact: Mike Postons / 360 Cornwall
Phone: 01326 330 036
Email: info@360cornwall.uk
Website: <https://360cornwall.uk>

28.06.2024

Explore Cornwall in 360°

Launch of the new website and App - 360 Cornwall

Local Cornish design agency [3deep Media](#), in collaboration with [Aerial Cornwall](#), announces the official launch of the new '[360 Cornwall](#)' website and App. 360 Cornwall is a collaborative project set to revolutionise how both locals and tourists explore Cornwall using virtual reality.

The project is the result of over five years of work in which the team travelled the length and breadth of Cornwall capturing aerial 360° view of beaches, coves, harbours, towns, heritage sites and more. Over 250 locations are now part of this virtual map of Cornwall which is available to explore on a new website (<https://360cornwall.uk>) as well as through a new App (360 Cornwall) free to download on the Apple and Android app stores.

The main focus of the website and App are the stunning aerial 360° views which gives users a unique perspective of locations they have previously visited, or inspiration for new places to explore. The aerial 360° views allow you to travel not just around the coast of Cornwall, but also inland and visit many of the historical mining locations as well as towns and villages.

Each location has a wealth of useful information including amenities, travel and parking information as well as local history. One of the stand out features of the App is full 7-day weather and tide information for each location allowing users to plan their trips safely.

The development of '360 Cornwall' is a joint effort between 3deep Media and Aerial Cornwall, showcasing their commitment to boosting local tourism and supporting small businesses. The App not only aims to spread visitor traffic more evenly across the county but also plans to provide it as a tool for local businesses to market themselves within the virtual map.

The official launch date for the project is the 1st of July 2024.

Overview of Website/App features:

- Interactive 360-degree aerial views, akin to Google Street View but from the sky, allowing users to explore and transition to nearby points of interest.
- Comprehensive information on each location, including historical background, travel, parking details, and facilities such as lifeguard presence, toilet availability, and accessibility options.
- Real-time 7-day weather and tide information to aid in planning visits.
- Capability for users to store and share favourite locations

Future Expansions:

The main aim of 360 Cornwall is to promote Cornwall and showcase all the amazing locations within the county. Beyond this we want to allow businesses to use this as a new tool for marketing themselves in each of the areas they have captured in 360°. This aspect is still in development but businesses can register their interest through the 'Get Featured' form on the website (<https://360cornwall.uk/get-featured/>)

Quotation

"The project has been over 5 years in the making and the result of a lot of hard work by the teams at 3deep Media and Aerial Cornwall. We're excited to finally release it to the public and let people explore and discover Cornwall in a whole new way."

Mike Postons - Co-Founder of 360 Cornwall

Journalists and collaborators: For further details about the project, interviews or quotes please contact Mike Postons at 360 Cornwall on info@360cornwall.uk or call 01326 330 036.

More information about the project can be found here: <https://360cornwall.uk/>

Press Images Pack: A zip folder of high resolution images suitable for publication can be downloaded through the website here:

<https://360cornwall.uk/press-media/>

About 3deep Media: 3deep Media is a pioneering company specialising in digital media and innovative app development, dedicated to enhancing user experiences and promoting regional tourism through cutting-edge technology.