

Practical Examples - Find the Perfect License for You!

Free

This license is for all those who want to try out mobfish VR STUDIO or who are looking for a simple online tool to display their 360° photos and videos on all relevant platforms.

You will never have to pay for anything in this plan. In order to ensure this, we've imposed various restrictions. You have a free quota of media per month and can only use a limited number of functions. Additionally, the application has a watermark.

With our test apps available for all devices, you can present your VR projects and integrate them directly into your website, e.g. via WebVR.

Flex

Flex is an easy way to start with transparent costs. This plan **can be cancelled on a monthly basis** and gives you **access to all Pro functions**. Besides a small basic fee, you only pay for the services you really need.

Let us look at a concrete example of this. You are creating a small VR project, which will later run offline on only one platform, in this case the Pico VR headset. We also assume that the app will be available **on 10 Pico VR headsets**, rather than just one.

At the beginning, the project contains two 360° videos in 8K resolution with a length of 30 seconds each and a size of 750 MB each - resulting in a total of **1.5 GB**. In addition, it contains eight 360° photos, also in 8K resolution and with a size of 25 MB each - resulting in a total of 200 MB (= **0.2 GB**).

The project should run for **one year**.

The following costs arise:

Service	Quantity	Incl.	Costs	Annual cost
Basic fee	12 months	0	€50 per month	€600
Storage	1.5 GB video 0.2 GB photo	1 GB	€5 GB/month	€60
Transcoding	2x 30 secs = 1 min	10 min	€0.10 per min	€0
App build	1x Pico	0	€500	€500 (one-off payment)
Traffic	Each of the 10 VR headsets downloads once 1.7 GB = 17 GB	5 GB	€1 GB/month	€12 (one-off payment)
Total				€1,172 (net)

The following updates are performed:

- a) There will be a software update from the manufacturer of the VR headset, which your customer will definitely want to use. However, this is not supported by the created app.

Additional costs are incurred for the update:

Service	Quantity	Incl.	Costs	Total
App update	1	0	€250	€250 (one-off payment)
Traffic	Each of the 10 VR headsets downloads once 1.7 GB = 17 GB	5 GB	€1 GB/month	€12 (one-off payment)
Total				€262 net

- b) New functions are to be used that were not available in the software at the time the app was created.

Additional costs are incurred:

Service	Quantity	Incl.	Costs	Total
App update	1	0	€250	€250 (one-off payment)
Traffic	Each of the 10 VR headsets downloads once 1.7 GB = 17 GB	5 GB	€1 GB/month	€12 (one-off payment)
Total				€262 net

c) One of the videos (750 MB each) and three hotspots (4 MB in total) will be replaced later.

Additional costs are incurred:

Service	Quantity	Incl.	Costs	Total
Content update	1	unlimited	0	0
Traffic	10 VR headsets are updated via WLAN with 754 MB = 7,540 GB	5 GB	€1 GB/month	€3
Total				€3 net



Standard

The standard license is aimed at the professional user. For example, creative agencies that have 360° & VR as building blocks in their portfolio or the medium-sized company that creates/maintains a few applications per year. In addition to all the services from the Flex plan, the Standard plan offers **generous flat rates**.

Let's take as an example the creation of a training course or smaller marketing campaigns. In order to reach all employees or the entire target group, the application should run on **three different platforms**. In this case, we simply assume the Pico headset, the iPhone and an Android mobile.

Three projects are created, for which **three apps each** (Pico, iPhone, Android) are created.

Each project contains two 360° videos in 8K resolution with a length of 30 seconds each and a size of 750 MB each (= **1.5 GB**). In addition, it contains eight 360° photos, also in 8K resolution and with a size of 25 MB each - resulting in a total of 200 MB (= **0.2 GB**).

The **overall project includes**:

- The total 360° materials are:
 - 18 x 360° videos each with 750 MB = 13.5 GB *
 - 8 x 360° photos = 0.2 GB
- In total**, the project comes to **13.7 GB**

* For each project, the 360° videos are replaced twice a year. The videos are available from the beginning. (3 projects with 3x2 videos)

Within the course of a year, 200 people will use the various apps.

- 40 of them download the app completely.
- 160 stream the application.



Service	Quantity	Incl.	Costs	Annual cost
Basic fee	12 months	0	€199 per month	€2,388
Storage	13.5 GB 360° videos 0.2 GB 360° photos = 13.7 GB	100 GB	€1 GB/month	€0
Transcoding	18 x 30 secs = 9 mins	200 mins	€0.10 per min	€0
App build	Three projects each with: 1x Pico 1x iOS 1x Android = 9 apps	0	€20 per build	€180 (one-off payment)
Traffic (Download)	40 downloads each with 1.7 GB = 68 GB			
Traffic (Streaming)	160 streaming each with 0.5 GB = 80 GB			
Total	148 GB (on average 12.5 GB per month)	10 GB	€0.50 GB/month	€1.50
Content changes	6 per year	unlimited	€0	€0
Total				€2,569.50 (net)

The investment for 200 people is less than **€13** per user **per year!**
Thanks to this low investment, employees throughout the company can reap the benefits of virtual reality.



Agency

Agencies, heavy users and companies use the Agency license to benefit from economies of scale: be it the agency that regularly produces VR applications for its customers, heavy users whose apps are often downloaded from the store or the company that creates extensive content for training series.

Compared to the standard license, agency license users benefit from significantly **larger flat-rate volumes** and **greatly discounted options** for additional services.

Let's take the example of the agency that creates a VR application for **6 different customers**, which runs **on three types of devices** (platforms): the Pico VR headset, the iPhone and an Android mobile.

One project is created for each of the six customers.

Each project contains two 360° videos in 8K resolution with a length of 30 seconds each and a size of 750 MB each (= **1.5 GB**). In addition, it contains eight 360° photos, also in 8K resolution and with a size of 25 MB each - resulting in a total of 200 MB (= **0.2 GB**).

By way of summary, this means:

- 6 projects each with 1.5 GB 360° videos and 0.2 GB 360° photos
- The total 360° materials are:
 - 6 x two 360° videos each with 1.5 GB = 9 GB
 - 6 x eight 360° photos each with 0.2 GB = 1.2 GBA total of **10.2 GB** storage is therefore required.

There will be 200 people per customer using the different apps:

- 40 of them download the app completely.
- 160 stream the application.



Service	Quantity	Incl.	Costs	Annual cost
Basic fee	12 months	0	€399 per month	€4,788
Storage	10.2 GB	1,000 GB	€1 GB/month	€0
Transcoding	12 x 30 secs = 6 min	200 mins	€0.10 per min	€0
App build	Per customer (6 in total): 1x Pico 1x iOS 1x Android = 18 App builds	0	€20 per build	€360 (one-off payment)
Traffic (Download)	6x 40 downloads each with 1.7 GB = 408 GB	1,000 GB	€0.50 GB/month	€0
Traffic (Streaming)	6x 160 streaming each with 0.5 GB = 480 GB	s.o.	see above	€0
Content changes	4 per year	unlimited	€0	€0
Total				€5,148 (net)

Per customer order, internal costs of just under €858 per year are incurred! In return, the customer receives their own app, which runs on three different platforms and can be updated with new content at any time.

Cost saving compared to individual programming: **up to 92%**.