

Festivalgoers enjoy a virtual tour through Cape Winelands

Dubbed as the MWEB WiFi Virtual Wine Tour, visitors to the 2014 Delicious International Food & Music Festival at Emmarentia Dam, Johannesburg were transported via 'live streaming' to the Cape winelands at the high-tech MWEB WiFi Cube.



The virtual wine tour showcased the possibilities that high speed, uninterrupted WiFi enables. The service provider also enhanced the day by treating festivalgoers, who completed a quick and easy once-off MWEB WiFi registration, to free uncapped WiFi during the duration of the festival. Going forward, registered users will be automatically connected to super fast, uncapped WiFi whenever they are in a MWEB WiFi zone.

Augmenting the environment

Festivalgoers were invited to listen to tasting notes from top hand-selected wine estates and enjoy samples of their finest varieties. Visitors to the MWEB WiFi wine tour travelled between Delheim's 2012 Shiraz and Hartenberg's 2011 Cabernet Sauvignon Shiraz to De Morgenzon DMZ Chenin Blanc 2013, while immersed by the sights, sounds and smells of the winery.

This was achieved by augmenting the environment with rolling footage taken at the relevant wineries and displayed on HD curved LED panels with projection mapping on the tasting table. The gentle rustling of the trees could be heard behind the narrator, who guided participants through the sensory elements of the samples they tasted at the time. To enhance the experience subtle aromas were added to the environment, for instance when the narrator referred to citrus top notes, the room was filled with a faint trace of orange spice.

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