360 Degree Interactive Panoramic Images
Fact Sheet

- 360 Degree Interactive Panoramic Images are a photography-based technology. The completed image captures everything in a 360 degree scene around the camera.

- A digital SLR camera is mounted on a precision panoramic tripod head with a wide-angle lens. We shoot seven photographs while rotating the camera 360 degrees. Using precision panoramic cameras and camera mounts which rotate on their optical axis, we are able to perfectly align all of the images.

- The seven photographs are then stitched together using specialized software to create a 360 degree panoramic image. The resulting panoramic image is then produced using virtual reality software to create a 360 Degree Interactive Panoramic Image.

- With the advent of broadband internet connections, High-Resolution, Full Screen 360 Degree Interactive Panoramic Images are now available.

- 360 Degree Interactive Panoramic Images are ideal for hotels, resorts, restaurants, architects, engineers, conference and meeting sites, real estate and home builders and museums, institutions and hospitals.

- 360 Degree Interactive Panoramic Images can be used for Online Property Tours, Online Walk-Throughs, Virtual Model Homes and Virtual Open Houses, Guided Campus Tours and Emergency Evacuation and Planning.

- 360 Degree Interactive Panoramic Images provides engaging visual information where an audience can control their experience.

- 360 Degree Interactive Panoramic Images are used for presentations, trade shows, training, documentation, interactive cd's for direct mail distribution, online sales tools, fundraising capabilities online and online advertising.

Statistics (referred to below as Virtual Tours)

- 51% of online American Adults have taken virtual tours.
  (Pew Internet and American Life Project) Reference Site

- On a typical day, more than 5 million people are using the Internet to take virtual tours.
  (Pew Internet and American Life Project) Reference Site

- Rich Media or virtual tours generate 46% more sales (bookings) than still images.
  (Double Click) Reference Site

- 59% of online travelers say a 360 Degree Virtual Tour would be "useful or very useful" in helping them select a hotel that matches their preferences and expectations.
  (Harris Interactive Survey) Reference Site

- Online travelers are at least twice as likely to rate visuals as "very important" 28% as they are property star ratings, 14% customer reviews and testimonials 13%, the brand of hotel 11% and loyalty program 8%.
  (Harris Interactive Survey) Reference Site

- The majority (66%) of leisure travelers who are airline and hotel users now go exclusively to the Internet when planning a future vacation, while 57% report making reservations online.
  (Yesawich, Pepperdine Brown and Russell and Yankelovich Partners) Reference Site

- 80% of all decision criteria and interest in moving forward for meeting planners comes from the website, don't bother sending out sales packets but invest in your website-it's the new sales packet.
  (Yesawich, Pepperdine, Brown and Russell and Yankelovich Partners) Reference Site

- Presenters that used visuals achieve 67% of their objectives as opposed to presenters that do not use visuals only achieve 33% of their objectives.
   (The Wharton Research Center) Reference Site

- 55% of audiences learn directly from visuals and when visual and audio messages are combined 93% of your audience will be able to learn the information.
  (University of California, Los Angeles)   Reference Site