



360 VIRTUAL TOURS

BENEFITS OF A 360 VIRTUAL TOUR

Interactive, Audience driven

Unique way to present visually

Great for Social Media and SEO

Students: Low start up costs

HOW ARE 360 VIRTUAL TOURS USED?

Real Estate

Tourism Industry

Museums and Historic sites

Retail

Restaurants

Hotels

Education

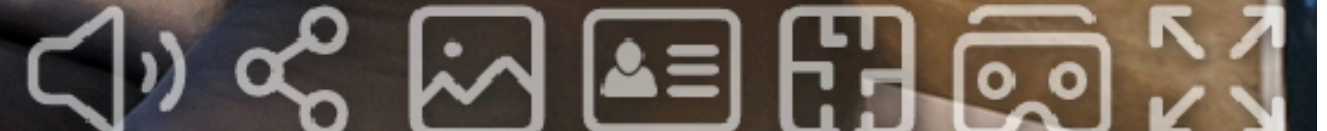
Construction

REAL ESTATE

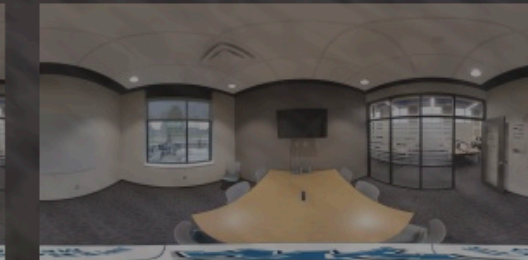
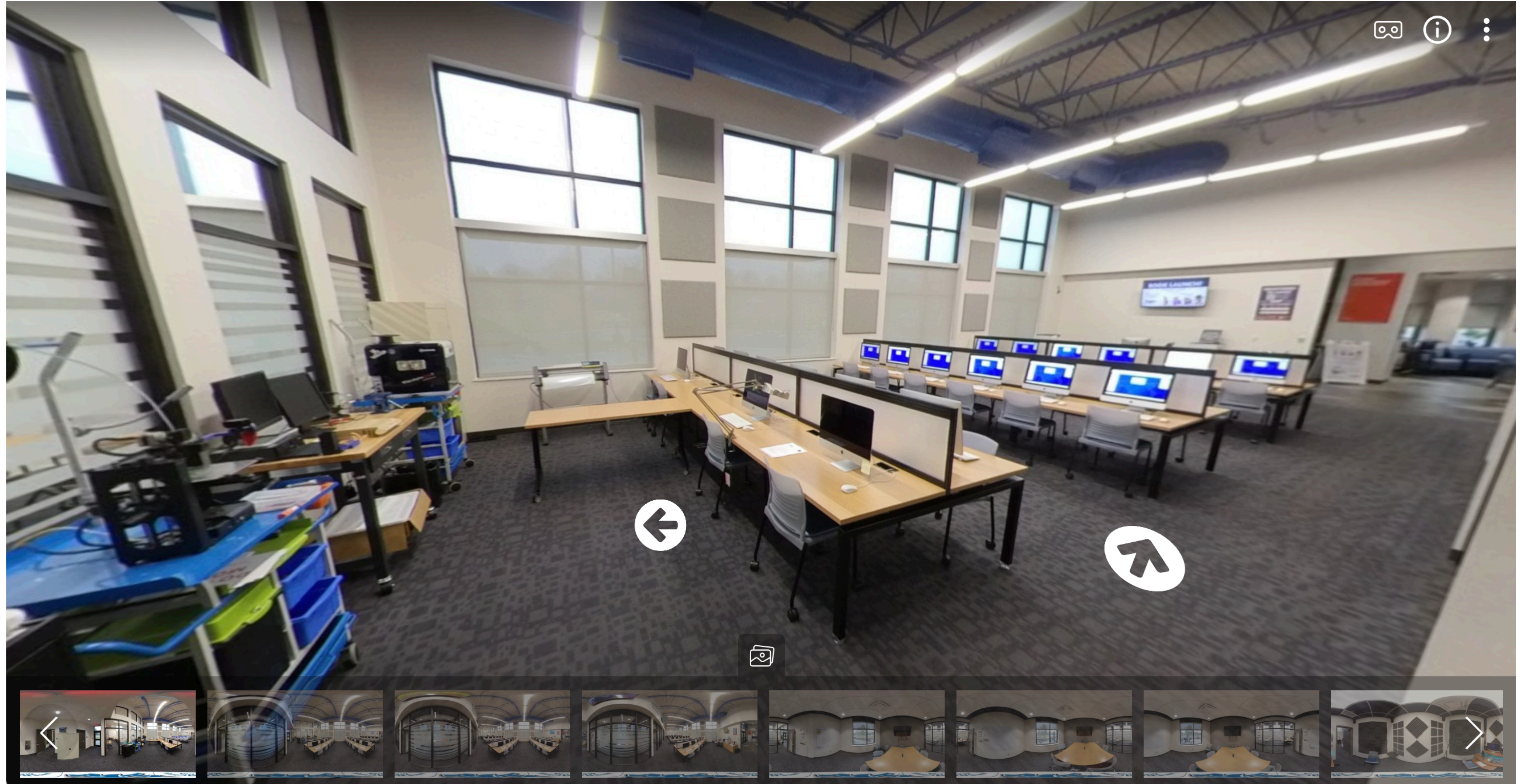
Immo - Real Estate Demo



Salon



LIBRARY



HISTORIC SITE



 The Cotton Field



The Cotton Field



Hell's Half Acre



McFadden's Ford



McFadden Farm Artillery

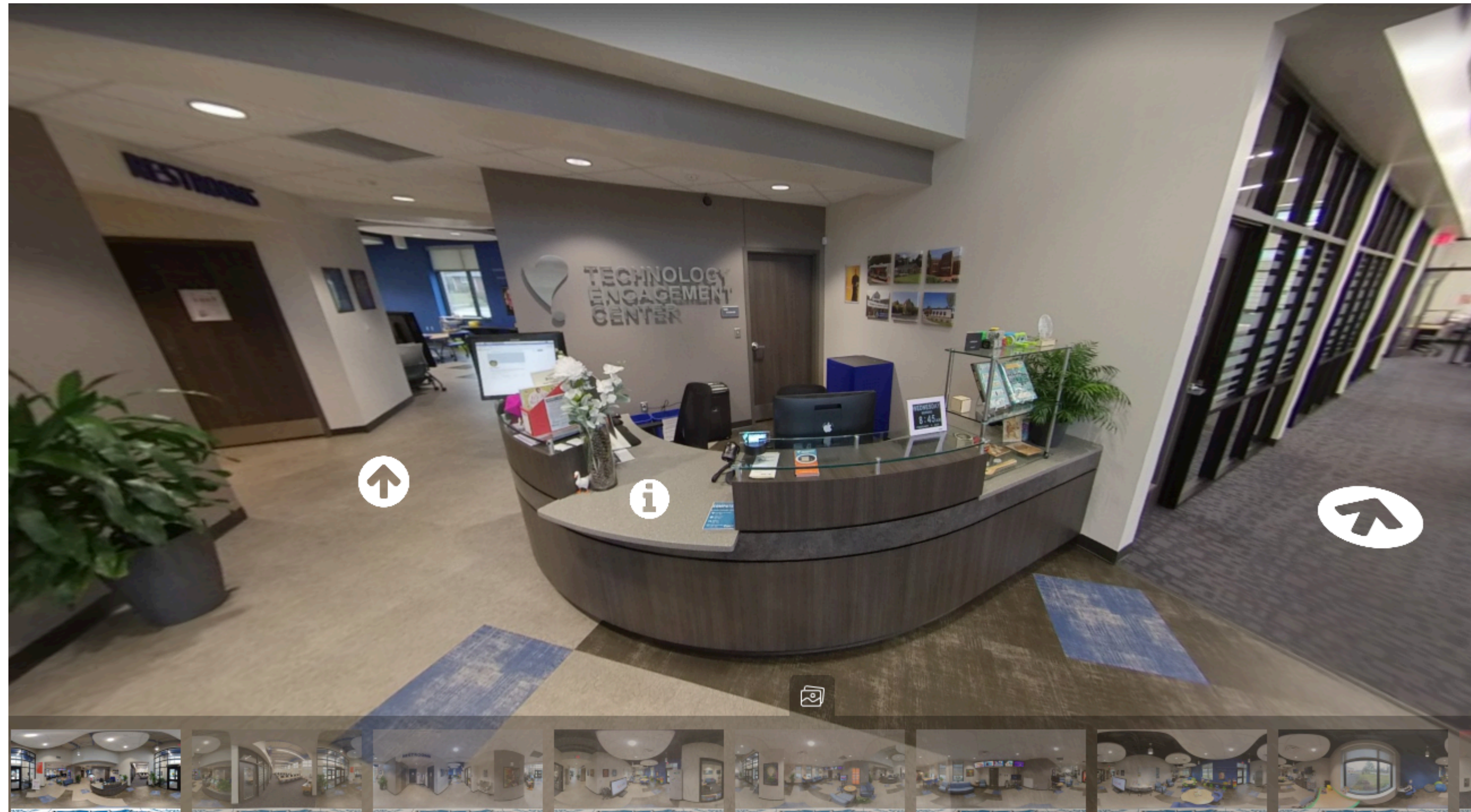
TOURISM



CONSTRUCTION



TYPES OF TOURS



Walkthrough



Dollhouse

STEP 1

Down load software

Phone

Desktop

(Lightroom)

Checkout equipment and practice

BEFORE YOU START

Objectives

Audience

Scope

Locations

Supplemental content

PREPARATION

Location survey

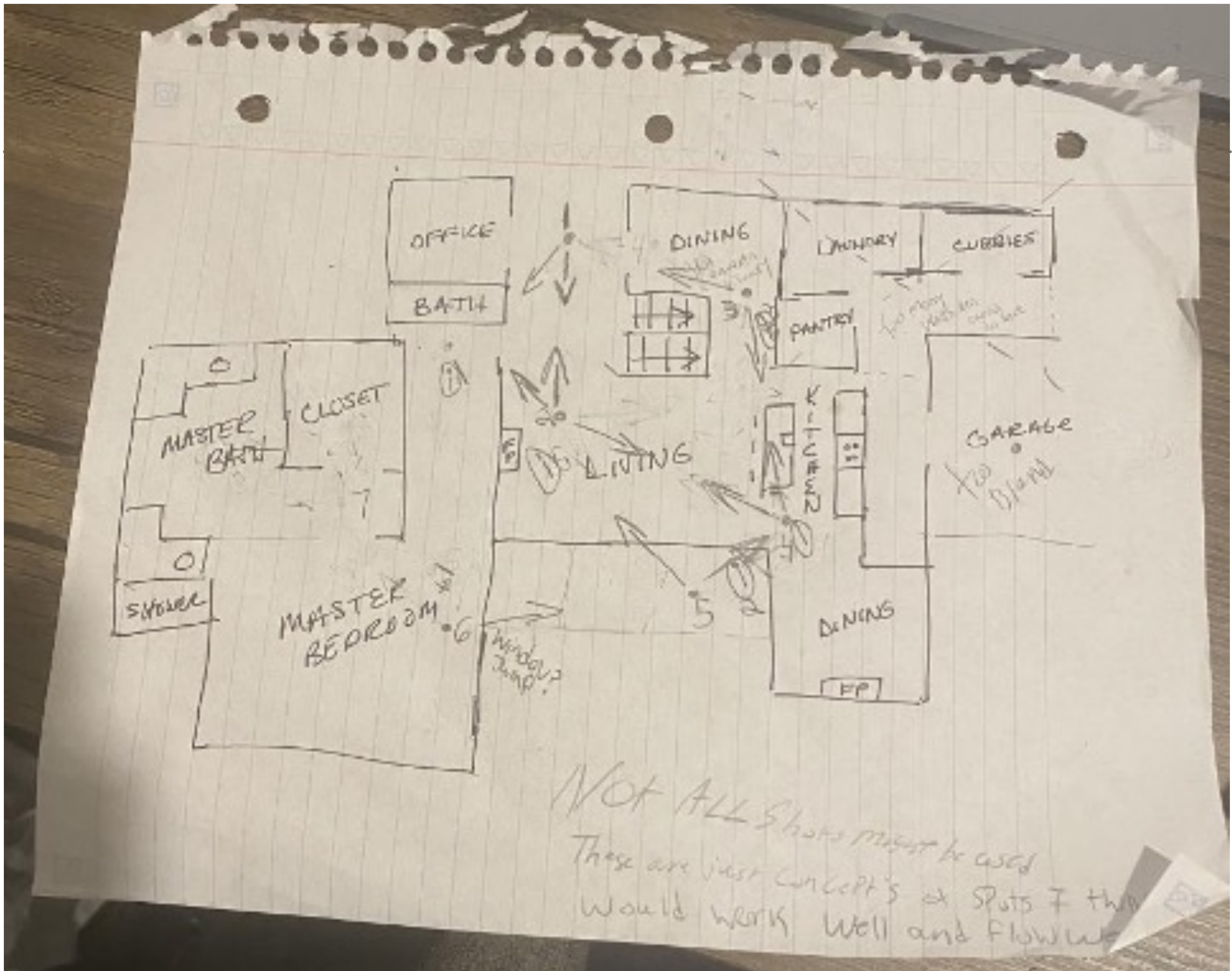
Take photos

Create a floorplan or map

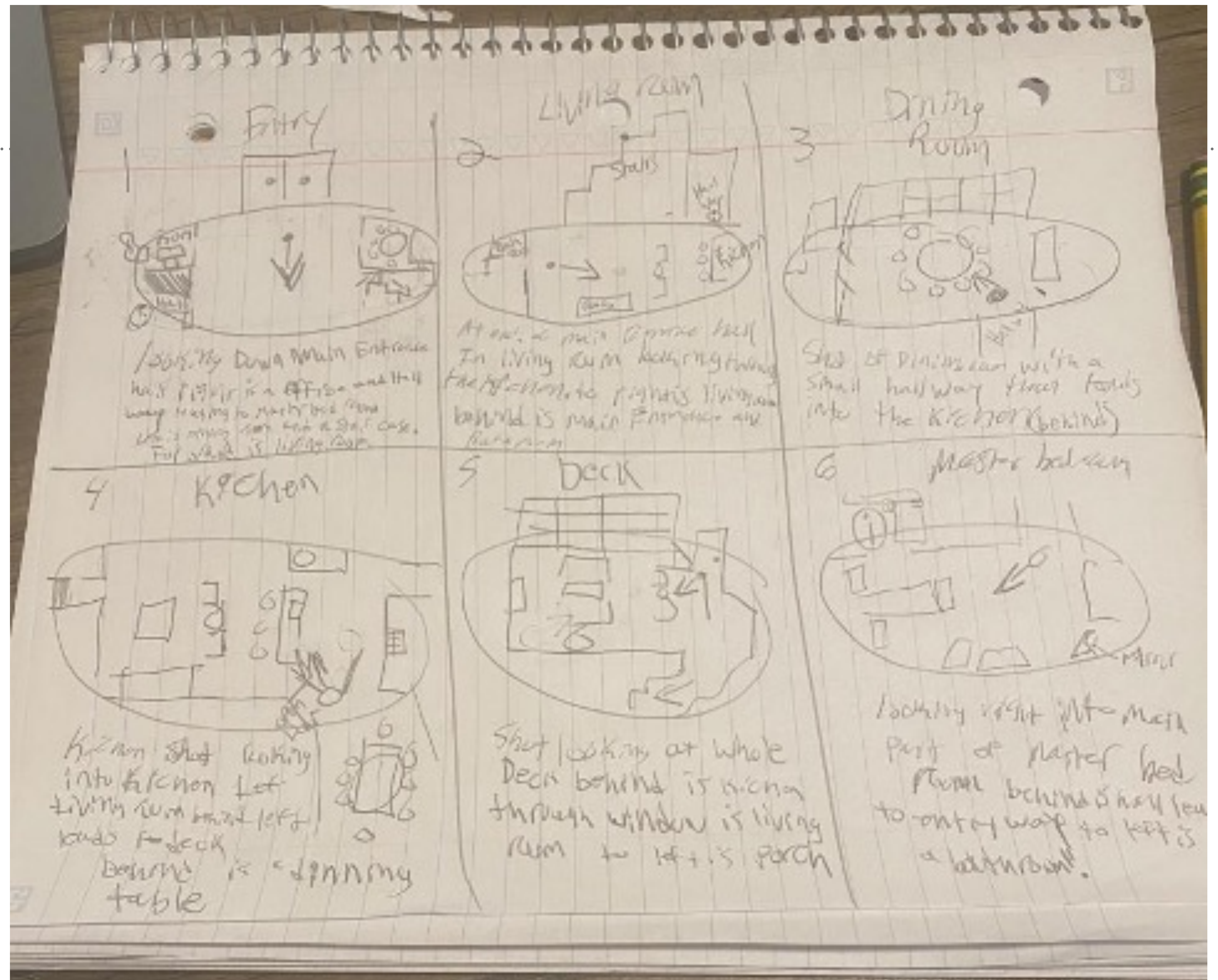
Make a shotlist

Charge batteries

FLOORPLAN



STORYBOARD



NODE PHOTOS



PRODUCTION

Use a Lightstand

Add a sandbag or two if windy or angled

Connect phone to camera
(Put phone in airplane mode)

Point “front” of camera to primary subject

Insta360 - Display side

Ricoh Theta - Opposite from shutter button

Take a test shot

Take multiple images for each location

PRODUCTION TIPS

Set camera to head height

Clean the lens

Turn off Auto-anything

Set camera to HDR or RAW

AFTER THE SHOOT

Load images to computer

Rename files to relate to the subject or to the shooting plan

PROCESSING

Select photos to use

Edit photos

Remove tripod legs from the “nadir”

Lightroom

Photoshop

WORKFLOW - INSTA360 ONE X

Import photos into Insta360 Studio 2022

Level images to horizon

Adjust exposure and color

Export files to JPEG



WORKFLOW – RICOH THETA Z1

Open images in Adobe Lightroom

Level images to horizon

Adjust exposure and color



CREATE THE TOUR

Import photos to tour software

Desktop - Pano2VR

Online - Matterport, Kuula, Theasys

Determine your tour starting point photo

Create hyperlinks TO other photos

Create hyperlinks BACK to starting point

Create hyperlinks BETWEEN photos

SUPPLEMENTAL CONTENT – TEXT, VIDEO, AUDIO

Adds detail to the project

Write textual content

Create video or audio clips

Follow directions and specs for the software

PRESENTATION

Website

Add an image or screen grab with a link to your tour

Embed your tour

VR Headset

Load the tour to the headset

Access (and test) a web link to the tour

QUESTIONS?