



Business Account Info Pack



Your Online Marketing Solution

360 Image Media

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Visit Our



Research, Understand, and Decide.

www.Virtual-Tour-Company-Blog.com

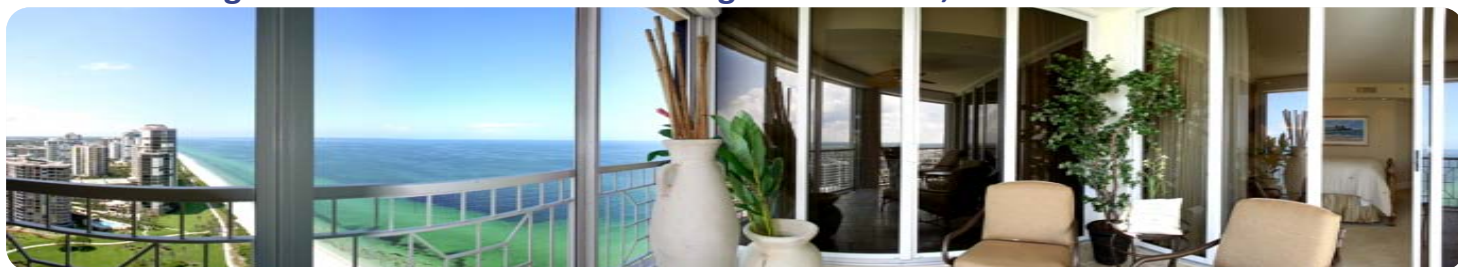
What We Do

We live in a world where styles change constantly and fresh images and interactive media are always in demand. Professionals in every field, especially on the web, must be aware of these changes and possess the flexibility and imagination to stay ahead of the trends.

The new rules of internet marketing are moving away from traditional monologue and making interactive media a MUST. The central goal of online marketing is ENGAGEMENT. This means getting your customer or potential client involved with your company, your products, and even your people. When customers like what they see this creates a virtual relationship between your company and the customer right there on the Web. It hooks them in and encourages the most qualified clients, and serious inquiries to reach out to your company.

360 Image Media can help your company leverage the depth and interactivity of the Web to create a memorable relationship with the customer that is available to them 24 hours a day, 7 days a week.

The challenge for online marketers is finding an attractive, low cost virtual tour solution.



Developing technologies are continuing to change the way we all live and work. Now more than ever, we are able to work and live more time efficiently than ever imagined. Online marketers are turning to Internet driven technologies to reach out to more potential buyers in less time and with minimal effort. The Internet is being used to find out about everything – including housing, travel, dining, recreation, and so much more.

Well-constructed, easily navigable, content-driven web sites provide users with the information they seek, create brand awareness and establish credibility. Now, with faster processors and higher bandwidths, Internet surfers are enjoying multimedia experiences including virtual tours, pictures, videos, and sound all helping to enhance the shopping experience.

The advent of virtual tours has allowed online marketers to implement highly effective pre-sales programs that are increasing sales capture rates and reducing sales cycles.

Company Overview

360 Image Media is a recognized leader in interactive 360° panoramic virtual tours and 3D interactive media. As part of the Real Tour Vision network, we can offer you **the world's largest network of virtual tour providers with over 1,000 tour builders** located in the United States plus coverage in 22 countries worldwide.

Why Use Interactive Media?

The use of interactive media on your company's website offer many advantages!

1. Convenience.

Imagine a 24/7 interactive open house made available to the world through the World Wide Web.

2. Details & Perspective.

Interactive media offers the perfect synchronization between close detail and a wide 360 degree perspective. Both are creatively brought together to win the consumers eye and make a winning first impression.

3. First impressions.

Have bad weather, nearby construction, or other superficial circumstances ever hindered potential customers from an ideal first impression? Marketing with Real Tour Vision interactive media automatically eliminates that possibility. No matter the weather, no matter the time, consumers can direct their browser to your interactive virtual tour and view the benefits of what your company has to offer, in its best light!

4. Motivate potential clients.

The Internet is a portal to market to the broadest audience possible, while at the same time search friendly. In order to target a very specific audience, consisting of the most qualified and motivated clients. A compelling use of virtual tour technology will keep visitors on your site, and will also keep them coming back. When the time comes, and the prospective buyer is ready to initiate contact, your sales person and web site, that have been most successful in "branding" and "bonding" with the potential buyer, can be assured an opportunity.

5. Cost Effective.

360 Image Media Interactive Solution is a cost effective marketing strategy that can save you time by motivating only serious buyers and increase your profits by showcasing the actual value, rather than it's perceived.

Wisconsin's Premier Online Property Marketing Specialist

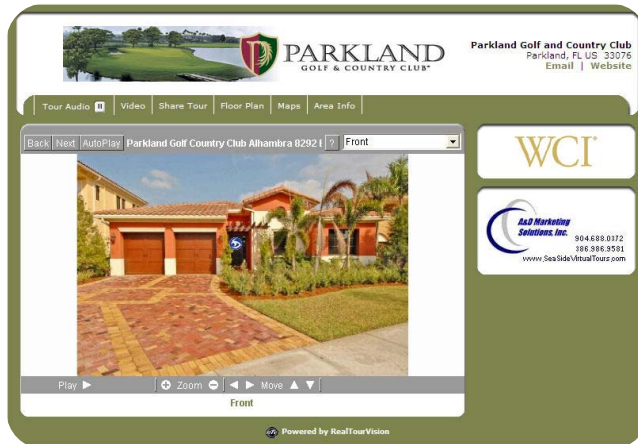
- As of August 2006, over half of American adult internet users (61%) have taken virtual tours of another location online. (2006 Pew Internet & American Life Study)
- On a typical day, more than six million people are taking virtual tours in cyberspace, up from roughly two million in 2004. (2006 Pew Internet & American Life Study)
- 79% of repeat buyers & 84% of first time buyers use the internet to search for a home. (2006 National Association of Realtors Survey)
- 96.2% of travelers use the Internet as a source of information when planning a trip
- In cyberspace, a site with a virtual tour and interactive media will receive 38% more views than a competitor's site that is lacking media. (2006 Pew Internet & American Life Study)
- 80% of consumers search for information online and say images are imperative when making a decision. That means at least 60% of your marketing dollars should be spent optimizing your company online.
- The daily cost for print advertising varies between \$66-\$150 per day and has a shelf life averaging around 30 days. Print advertising has a limited market penetration based on your distribution and does not allow the consumer to interact or engage with the advertisement. While the cost of a virtual tour averages around 27 CENTS per day. With a shelf life of 365 days and WORLDWIDE penetration the cost to interact with your client is MUCH less.

The Virtual Tour Solution

The Company's tours have been developed to provide internet visitors a quick, easy way to view key information important to our customers. Virtual Tour features will vary from one virtual tour company to the next but the best part of using the 360 Image Media virtual tour solution is that we are able to program in all of the features that our virtual tour dealers like about the other virtual tour systems; keeping our product on the cutting edge of virtual tour technology.

You will quickly agree that our tours are shot and published online quickly, contain a wide variety of feature sets, offer flexibility, customization of your branding, and are very competitively priced in the market. Our tours feature the following:

- Crisp and glossy images, not warped or fish-eyed
- Tours that run on every operating system without a plug-in
- Still images, snapshots, and floor plans are supported by our system
- Customizable Hot-Spots with text descriptions to navigate through the tour
- Custom banners, photos, and logos appear on every tour
- Download Tour button on tour to instantly download stand-alone tours to CD
- Email Tour button to easily distribute links to tours
- A Map button to map out location to every tour
- City Info button can link to local chamber of commerce
- MLS data may be added to every real estate tour
- Slideshow feature
- Four easy ways to navigate including our "Auto-Play" feature
- Scene-by-Scene text descriptors is available on any tour
- Royalty-free music may be added to any tour
- Website and Email links on every tour for easy tour owner contact
- Printable or Email-ready hit statistics on every tour
- Automatic feeds are available to homes.com homeseekers.com and realtor.com
- Easy way to link virtual tour to a variety of portal sites
- IDX compliant tours for MLS systems



Custom professional voice over audio available on every tour with our Premium Tour Audio:

Guide your potential buyers or customers from the foyer to the veranda – from the cardio room to the locker room, highlighting the custom features along the way that may otherwise get overlooked. Customize the text of each tour to interact specifically with your needs.

High Resolution panoramas available for print: Stunning quality, available in any size.

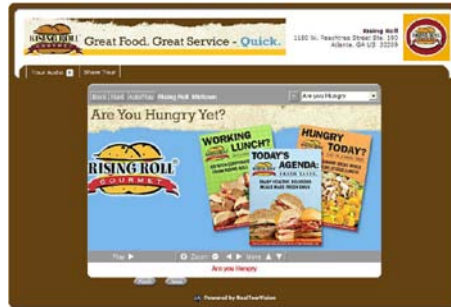
DVD or CD conversion available with our custom Tour Discs:

Give your clients something they will remember. Tour Discs are a unique marketing tool great for sales centers, open houses, investor opportunities, and much more. Leave your customers remembering what you have to offer by handing them out as a keepsake for your client and even as a business card!

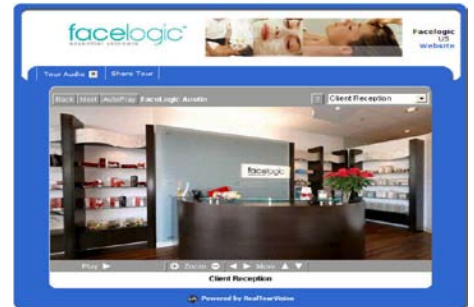
The Virtual Tour Solution



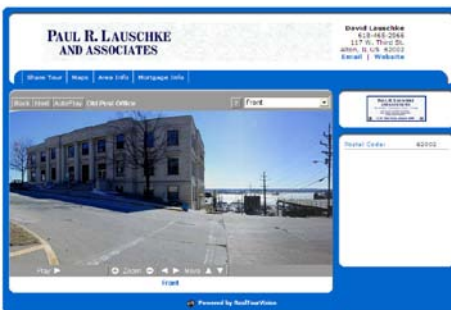
[Hotel Virtual Tour](#)



[Restaurant Virtual Tour](#)



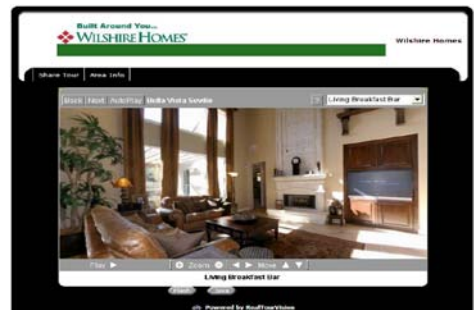
[Spa Virtual Tour](#)



[Commercial/Office Virtual Tour](#)



[Country Club Virtual Tour](#)



[Model Home Virtual Tour](#)



[Apartment Virtual Tour](#)



[Hospital Virtual Tour](#)



[Fitness Center Virtual Tour](#)



[Yacht/House Boat Virtual Tour](#)



[Franchise/Retail Virtual Tour](#)



[Tourist Attraction Virtual Tour](#)

Are you ready to look your best online and in front of your clients? If you are, the decision to choose the 360 Image Media virtual tour system should be a very easy one for you and your team to make.

Use our certified 360 Image Media photographers for your entire image needs, including snap shot packs for still images, photo editing and image enhancing.

And the best part about it all you simply place the order online and we manage the rest!

The Virtual Tour Solution

Choose to have your tours hosted by **360 Image Media** or remote host the tours on your own server!

For clients that wish to have their virtual tours hosted on their own servers, **360 Image Media** offers Remote Hosted Tours. Hosting your own tour means that **360 Image Media** will deliver the basic tour page without all the optional features found in our typical (**360 Image Media**) hosted tours. The Remote Hosted Tour will include the viewer and scene navigation features.



360 Image Media is proud to announce Virtual Tour Hit Reporting 2.0! These all new hit statistic reports will not only show where virtual tour views and leads are coming from but they also display which rooms and scenes from within the 360 tours are being viewed the most. This slick new reporting system works for all **360 Image Media** virtual tour types in the **360 Image Media** system! Our virtual tour reporting system has been engineered to work specifically with our new virtual tour window and will only display traffic reports on virtual tours that are hosted by the **360 Image Media** server facility.

Click here to view a [Virtual Tour Hit Report](#)

The new hit reporting system also allows all of our clients to automatically receive weekly virtual tour reports! These weekly hit reports will keep everyone involved up to date and able to monitor where marketing dollars and efforts pay off the most.

As with all of the features within the **360 Image Media** system we will continually be making modifications to the hit reporting system based on our client's feedback. It is our dedication to keep our technology at the cutting edge of virtual tour technology.

Tour Activity Report

Summary: 01/18/2008 10:11:11 AM [Update Your Report](#)

Weekly Activity Report
The past seven days traffic

Day	Date	Hits
Friday	01/18	1
Thursday	01/17	1
Wednesday	01/16	3
Tuesday	01/15	3

Traffic From Referring Sites
Links to your tour (top 10)

Referring Site	Hits
realtourstales.com	89
updown.com	43
realtor.com	21
zillow.com	18
zillow.com	12
zillow.com	9
zillow.com	3
zillow.com	2
zillow.com	2
zillow.com	1
Other (1 sites)	1
Total	193

Traffic History
The past 8 weeks

Week	Hits
Jan 13 - Jan 19, 2008	10
Jan 6 - Jan 12, 2008	15
Dec 30 - Jan 5, 2008	15
Dec 23 - Dec 29, 2007	26
Dec 16 - Dec 22, 2007	39
Dec 9 - Dec 15, 2007	21
Dec 2 - Dec 8, 2007	18
Nov 25 - Dec 1, 2007	25
Total hits	193

Individual Page Traffic
Your scenes (top 10)

Room	Hits	%
Back of Home Ball	165	85.5%
Side of Home	146	75.4%
Deck View	134	69.4%
Front of Home Ball	130	67.4%
Living Room and Kitchen	78	40.4%
Master Bedroom	59	30.6%
Large View	58	30.1%
Family Room	36	18.6%
Other (14 scenes)	304	157.5%
Total	1401	

Get Started Today!

Making the decision to choose 360 Image Media to drive your marketing, or enhance your website is making an intelligent business decision. We encourage you to research the industry and feel free to contact us at any time if you have questions on how we compare to other virtual tour technologies. We are one of the oldest virtual tour companies in the industry and that means technology shoppers, our customers, and their clients get only the best and most experienced advice and help from our staff.



See how a 360 Image Media Virtual Tour powered by RTV can enhance your presence on the web by contacting us today.

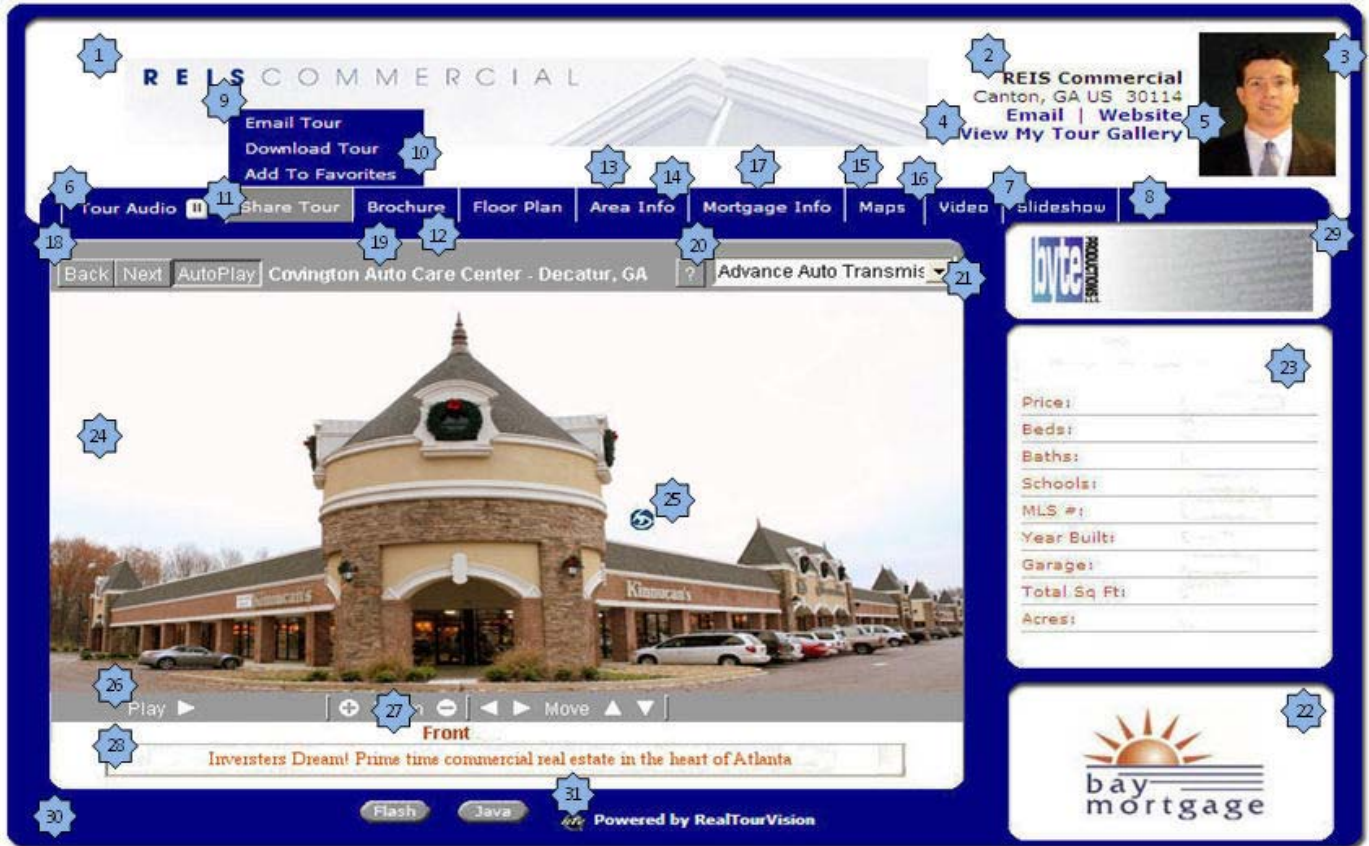
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262-613-1099



31 Reasons to Use 360 Image Media



1. Custom banner for each realtor or owner.
2. Agent or Owner contact information
3. The Agent or Owner photo can be added to further customize and market each tour.
4. Instantly view more virtual tours by visiting the tour gallery.
5. Agent or Owner links to their E-mail and Web site.
6. Professionally voiced premium audio, with or without music, can be added to any virtual tour.
7. Video- The Video button allows you to add a video clip to your virtual tour for enhancing user experience with motion and sound.
8. Slide Show- This wonderful slideshow feature will showcase all of your snapshots within the virtual tour in a slide by slide presentation.
9. E-mail button allows viewers to E-mail a link of the tour to family and friends.
10. The Download button allows viewers to download the tour as a program file for quick and easy distribution by CD, or other types of media.
11. The favorite's button allows viewers to add this tour to the favorites section of their web browser.

12. Custom printable flyers and floor plans can be included with every tour, providing additional tour details.
13. Additional information about the city can be accessed on every tour.
14. Detailed information on public libraries as well as local and private schools is included with every tour.
15. Automatic maps of the location of each tour for the convenience of the tour viewer.
16. An overhead aerial and satellite view is placed on every tour.
17. Mortgage Info- The mortgage info button allows you to calculate estimated mortgage information. The button can be redirected to your preferred mortgage vendor's site as a lead generator.
18. The "Back/Next" button returns the viewers to the previous scene or takes them to the next scene.
19. The tour title is displayed in the upper left hand corner.
20. RTV makes navigating through tours very easy. Help is just a click away.
21. Each scene within the tour is accessible with our drop down shortcut menu.

22. Add marketing partners that participate in advertising with you or your company.
23. Detailed MLS information is included with every tour.
24. The tour window is larger than other companies, without compromising download speed. Images appear crisp and glossy, and window shots are not washed out.
25. All tours have Hot Spots that can be customized for each client. Hot Spots give the viewer information and a sense of direction within the tour.
26. Navigation buttons give viewers control over turning left, right, up, down, and zoom in or out.
27. The text box shows what room or scene the viewer is in.
28. Spinfo- This allows you to enter a text based description of each scene within the virtual tour.
29. Company logo or real estate/owner logo.
30. Skin colors are customizable on every tour allowing you to fully personalize your virtual tours.
31. Hit Counter- This secret button allows the Realtor or the home seller to check tour hit traffic at any time!