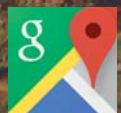


Get More Customers

With a 360-deg Photo Tour
On Google Maps and a Smartphone.

Make a good first impression.



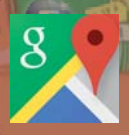
Try this panorama
on Google Maps

This way

Page 1 of 5



Feel like a kid in a sweet shop.
Interact, explore and move around.



Try this panorama
on Google Maps

This way

Page 2 of 5

Google

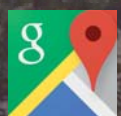
Search



Look behind you!

The Figures

- 97% searched online to find a local business
- 78% of local mobile searches result in an in-store purchase
- 72% of consumers who search for local businesses, visit places within five miles



Try this panorama on Google Maps

This way

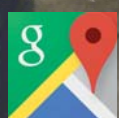
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Benefits

- Showcase your business 24/7
- Engage your customers, instantly
- Document - Archive - Survey
- Embed on your own web site
- Very high resolution images
- Use your smartphone or PC

360-deg photos and VR tours by:
Ian @ Knowledge Computing
www.knowledge.co.uk
See web site for interactive examples



Try this panorama
on Google Maps

Google

This way

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All about 360-deg Photos and Virtual Reality Tours

What is a 360-deg Photo?

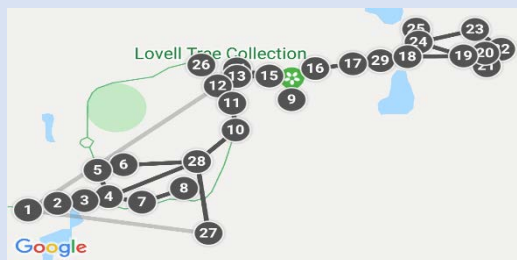
A 360-degree photo (sometimes called a panorama) is one that lets you look all around the view by dragging the image on your smartphone or PC.

It's major advantage over standard "flat" photos, is that you get to control where you look, even behind the current view, or straight up and down.



What is a Virtual Reality Tour?

360-deg photos that are connected together, form a tour that give you the control to navigate from image to image. It gives you a much better feel for your surroundings. It's like being virtually there!



Why Should I Have 360-deg Tour?

1. You get more customers. The images look amazing, and make a fantastic first impression showcasing your business 24/7.
2. The images and tours are readily available via Google and Google Maps... so you just need a smartphone (or PC or tablet)
3. You can embed any Google Maps image or tour on your own web site too.



How is a 360-deg photo and tour made?

I visit your business and take photos with my 360-deg camera. Back at the office, I check and edit every image to make them look their best. I have special software that lets me connect the images into a tour. Then I upload them to Google Maps whereupon they become available to anyone with a smartphone.

What advantages do you offer?

I have a state-of-the-art camera that produces images that are up to 132 mega-pixels (16,384 x 8,192) resolution. Hobby cameras typically make images that are less than 24 mega-pixels, so they aren't as sharp.



How can I justify a tour?

1. 97% of search engine users searched online to find a local business
2. 78% of local mobile searches result in an in-store purchase
3. 72% of consumers say that searching is their first choice to find information on local merchants
4. 50% of "near me" searches results in a store visit
5. 46% of all Google searches are looking for local information

More information on the web site: www.knowledge.co.uk