

market.sectors

1: Residential & Commercial Property Agents

Estate, holiday property, letting agents and property developers

2: Tourism, Travel & Leisure

Museums, hotels, conference venues, restaurants, public houses, holiday resorts, historic sites, caravan sites, leisure centres and holiday operators

3: Advertising and Commerce

Advertising, marketing and web design agencies

4: Sports and Entertainment

TV stations, sports, athletic and special event organisations

5: News and Media

Newspapers, e-magazines, news feed and press agencies

6: Insurance, Forensic and Legal

Insurance companies, police, fire, forensic and medical response teams

7: Corporate, Conference and Exhibition Venues

Corporate exposure, conference and exhibition venue organisers, hotels and space providers



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Virtual360 – Europe's Leading Virtual Tour, Floor Plan and Display Solutions Provider



<http://www.virtual360.net>
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www.virtual360.net, the preferred choice by Professional Estate Agents for Virtual Tours

Virtual 360 threehundredandsixtydegrees.makeshotpropertyl

the.background

Those who have been in the property estate business long enough remember the first property listings to contain a picture of the house for sale. It was a new technology then, costly and clunky, one which was reserved for the most important of listings.

When the process became easier and more affordable, nearly every listing on the property's regional tabloid contained a photograph.

The virtual tour has taken a somewhat similar path. Though it has changed the way properties are bought and sold, it until recently remained an option used most of the time on higher-end properties, or homes that have some special features which require such a showcase. This is because virtual tours have tended to be costly, and because many agents cannot create the images themselves. The lag time between listing the home and actually getting someone to take the virtual tour photos and upload them online can be devastatingly long.

Think about the last time you took a picture. Perhaps you snapped a shot of your child blowing out the candles on a birthday cake, or asked your

spouse to pose for a candid photo at a vacation spot. You pointed, you clicked and you were done. Creating virtual tour images in the property estate industry has always been more complicated than that, many times requiring the use of specially trained photographers who take a limited number of images for a per property fee.

Then, Virtual360 came along....

give an up to date look and feel to your properties, raise the reach of your website, offer a better service than your nearest competitor... let Virtual360 add righ multimedia content to your website

about.us

The founder members at the heart of Virtual360, who developed this unique concept at the Incubator, University of Manchester have been marketing this extremely simple system very successfully for the last four years, whereby the property agent attaches a lens to almost any digital camera and captures a 360-degree image. You point, you click and you're done.

Virtual360 identified this opportunity six years ago and developed a service offering to the agent simply to market and present properties more professionally but at the same time to reduce the very expensive publishing marketing costs.

Virtual360 has developed a service plan for an agent that is simple, transparent, seamless and so inexpensive, that we would be very surprised if an agent were to refuse. The company is continually expanding operations in the UK and in Europe and have agreements with some major property resale organizations.

"What we believe is, our solution is the next generation of virtual tour solutions," Peter Fernandes, says. "It removes the fear of doing a virtual tour. If an agent knows how to use a digital camera, then they should be in total control"

the.benefits

Here are just a few of the key benefits of virtual tours, not forgetting that using our method of photography and special technology you can achieve all this with only one shot!

- You are busy people – this is simple. You can capture and upload virtual tour images in minutes.
- Visual impact sells.
- Panoramic photography in just 1 shot.
- No stitching involved.
- Interactive Virtual Tour Service for websites.
- Easy to install on any website.
- Easy to view with any browser.
- Improved presentations for interactive sales material.
- Competitive edge for you.
- Sets you apart from your less professional competitors.
- Revenue generator.
- Vendors have increased respect for forwardthinking agents.

| the average online listing with a virtual tour receives 62% more viewings than ones without them



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the.service

It works like this: An agent attaches a lens to a digital camera. The camera and lens are loaned to you by Virtual360. Placing the camera on a tripod, the agent sets the camera's timer and walks away. One click later, the entire room is captured in a 360-degree image. The agent then downloads the picture from the camera into a computer as they would any other digital image, emails the images captured to Virtual360, who then publishes by uploading the virtual tours on to his own online web site property showcase and your other chosen property portals guaranteed within 24 hours.

"But don't be surprised", says Peter Fernandes, Sales and Marketing, of Virtual360, "if our service offering starts a revolution that sees every single online listing paired with several virtual tours."

"I would make a prediction that in a handful of years, we'll stop calling them 360-degree images. They'll simply be the images of the industry," he says.

Some agents are so skeptical about it, they think it's too good to be true. "This can't be that easy" says Andrew Duncan of leading agent, JBB Leach. "They're so much in the mindset they have to keep paying exorbitant fees that they just can't get past the fact that the service provided by Virtual360 is simply so affordable and easy to use. Furthermore, what the Agent does not fully grasp about this unique service, is that it is actually self-financing!"

Andrew and his other colleagues now appreciate the "one-click" benefit of the Virtual360 solution.

"We really like the ease with which virtual tours can be taken. A lot of time is not wasted in taking multiple pictures and then stitching them together later," Peter Brown, leading agent, says. "We have used Virtual360 service to take pictures of properties for out-of-town clients to view prior to their relocation trip and it really cannot be any simpler"

Indeed, one of the key marketing points for the Virtual360 solution is that it is a complete solution. Once one agrees to take this service on, a lens is loaned and the agent just starts clicking away. There's no need to buy anything else or invest in anything. It cannot be any simpler.



The raw "doughnut" image on the left is processed into the 360 degree image on the right - no more stitching!



Without having to purchase anything, an agent can still create and publish as many virtual tours as he or she would like for a set fee. This runs in sharp contrast to many other virtual tour providers who charge a fee for every tour.

"With this solution, a virtual tour of a house could cost a tiny fraction of the current market rate. They can make a virtual tour inside or outside, of the garden, the neighborhood, the school, city hall, etc., and have no limitation and no additional fees to pay," Fernandes says. Why take virtual tours of the neighborhood surrounding the house? Fernandes asks, why not? When you have the lens, you can take as many pictures of anything you'd like.

the.bottom line

Win extra instructions, make more sales and stand out from the crowd

by promising the vendors fewer viewings from pre-identified buyers only. They need to understand that more and more people are turning to the internet to select properties to view.

Undertaking to Email

the virtual tours to your selected prospects and making the properties instantly available for viewing 24/7 on your own website.

making sure that the vendors realise that by marketing their property via a virtual tour, it should sell quicker because statistics indicate "the average online listing with a virtual tour receives 62% more viewings than listings without tours" making vendors aware that a virtual tour is extremely beneficial to potential buyers.

Just click ONCE!

for your 360-degree image and as you are in total control of the marketing of the property, take as many as required. Then, when you are back at your office, simply forward the images to us and we will process your virtual tours GUARANTEED within 24 hours

No third party delays encountered

you take the photographs while you take the new instructions. No need to contract others and the vendors will value our service.

No specialist equipment required - and furthermore, no need to invest in any hardware or software.

Free service -

Have the service for FREE! Most existing clients charge out a nominal fee making the use of our unique service FREE OF CHARGE!



<http://www.virtual360.net>

Virtual360 - Europe's Leading Virtual Tour, Floor Plan and Display Solutions Provider



Virtual360 tours.for corporates

Virtual360 takes the marketing and the presentation of a product or property into a whole new dimension. We lead the way in the production of interactive photography and walkthrough tours for use on the web and on other multimedia platforms.

Through a combination of creativity and technical expertise Virtual360 can enable you to invite your customers into a virtual arena turning your vision into a totally immersive experience.

We handle all the hard work and all you have to do is concentrate on your marketing strategy. We can visit anywhere in the UK or abroad to your venue and take full 360 degree images of the key locations you want to include. Then using our in-house design and multimedia team, we can create a customised virtual tour CDROM for your company from concept, to completion (including duplication). The benefit of having your tour on a CDROM is that the loading time is very short and requires no internet connection, perfect for presentations on laptops or other machines not connected to the internet.

The CDROM comes complete in custom packaging which can also include added information to your clients / potential clients and they are ideal for mailers to let people know of your services. This is an ideal solution for theatres, galleries or other sectors such as leisure parks as you can immerse yourself in their environment, get a feel for the size of the venue and see what they have to offer without the hassle of travelling many miles to do the same thing. It really is the closest you can get to "being there" without actually "being there"!

Another advantage of virtual tours on CDROM is that the resolution of the tours, i.e. the quality can be the best available due to the fact that there are no constraints on loading times like there are on the internet.

If you would like an example CDROM, don't hesitate to contact us using the details on the back of this brochure.



the finished multimedia virtual tour set can then be sent off for mass production and delivered to a location of your choosing



Virtual360 tours.for print

Another major application of full 360-degree photography from Virtual360 is brochures and other forms of corporate literature. The images that we take can then be "unwrapped" into a full 360-degree image in high resolution for print.

These images can then be used in a number of applications from your brochures and business cards to large format printed posters which can be mounted on boards and used to dress up the walls of your corporate headquarters or laminated onto boards to be used in exhibitions to advertise your venues professionally.

No other form of photography can show an entire football pitch from the centre circle like the 360-degree photography from Virtual360. Other sectors also include concert arenas which was deployed for the Manchester Evening News arena where the photo was taken from the centre and the seating numbers were overlayed onto the virtual tour to allow visitors to see precisely where they would be sat in relation to the rest of the arena.

let us visit your corporate venue and take all the hassle out of panoramic photography for all your corporate literature and printing needs



Bolton Wanderers Football Club - Centre of pitch



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Virtual360 floorplans.service

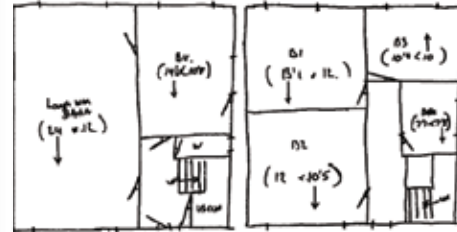
Unlimited Floor Plans - Unbelievable but true!

- No need to use complicated palm top devices that can take an hour or so to complete a floor plan
- No need to contract others to measure and draw a floor plan for you
- No need to sketch and fax
- No need to complete floor plans in - house with complicated software packages

A very simple browser based floor plan drawing application, where you can draw online and immediately save the floor plan drawing in your chosen format. Its like ABC, simplicity in itself - drag and drop. It really could not be any simpler!

Just imagine - Virtual Tours of a property & an impressive Floor Plan from just £15 per property. No one even comes close! Enquire now by emailing: floorplans@virtual360.net TODAY!

For more information send an email to floorplans@virtual360.net stating your name and address along with any other details we may need.



Gone are the days when you have to prepare a sketch and then produce a floorplan using complicated software that takes too much time to produce..... just use our system and you'll be seeing results like below in no time! Using a unique browser based system, available anywhere - only from Virtual360!



Virtual360 floor plans.key advantages

- Help you get the official instruction
- Help increase your market share
- Provide a cost effective marketing tool
- Set you apart from your competitors
- Increased client satisfaction
- Audit the measurement of the property
- Make viewings more positive along with the Virtual360 Tour
- With the Virtual360 Tour, increase the reputation of the agency in providing a professional service
- Make you the first choice for buyers

Graphic Presentation

From the basic information relating to a property via a floor plan, it allows buyers to quickly decide whether a property is suitable or not.

Virtual360 brought to you a unique concept of marketing your client's property at a really affordable price. Now, with our IT expertise and knowledge of the Estate Agency Sector, you are able to set yourself apart from your competitors once again with a great marketing advantage. Easily included within your sales particulars or website they will undoubtedly help you win that all important "new instruction".

"V360 is an easy to use virtual tour system that we believe will not only show properties in a professional manner, but help us list more properties in the first place." - Remax – Bishopbriggs



<http://www.virtual360.net>

Virtual360 – Europe's Leading Virtual Tour, Floor Plan and Display Solutions Provider



Virtual360 in-branch.display

the service – our in-branch display solutions will allow you to present your properties with maximum impact cost effectively

Why use Virtual360's Display Service?

- Increase foot flow
- Enhance your perception with the public
- Very powerful marketing tool
- Streets ahead of any other display system, because of the 360-degree image, no more staid still images
- Move into the 21st Century
- Be different and have an edge over your nearest competitors
- We are the UK's leading virtual tour providers for the web in the UK. We have adapted our service so that the foot public can now experience a new vision
- We have representation across the UK
- Either of us can source the equipment, after all you have IT resource in-house
- Lowest cost provider in the UK
- Simple plug and play software provided, no training required

The Benefits of our Display Screens

- Nearly half the cost of plasma screens
- No burn out of plasma
- Longer life cycle than plasma
- Security friendly – difficult to steal
- Does not require "lights out" room
- Beam cannot be broken
- Enhanced image and excellent colour/image
- No projection noise

Simple Operation

- Easy to load pre configured software
- Easy to add image
- Easy to change image
- Easy to add salient text notes per image
- Easy to make changes
- As simple as A, B and C
- 24/7 online support in keeping with Virtual360 service standards



Virtual360 virtual tours.franchise opportunity

Virtual360 is currently seeking Individuals or Companies as Franchisees across the UK and Europe to work with us. All training will be provided. You will not need to purchase any expensive equipment, learn any new software or any other technology as we would be working with you every step of the way. We will be able to demonstrate how easy it would be to generate additional income or enhance your current revenue streams.

Unique Regional Master Franchise Opportunity

Ground floor opportunity exists for the right individual interested in making some serious money. The investment is very small but the rewards are very big.

Call 0870 3456 360 today

Virtual360, UK's leading virtual tour services provider is now expanding its operations in the UK and Europe and seeks the right individual to join us at the start and reap the rewards in the years to come.

This is a serious business opportunity, so only serious investors need apply. We could show you how pubs, estate agents, restaurants, art galleries, museums, hotels, conference venues, holiday sites, overseas property, corporate buildings, schools and retail outlets could all benefit from having virtual tours. This is just a simple and great opportunity to make your few thousands if not millions. Contact us today.

client.testimonials

"Many thanks for the images - we all think they're terrific! Can we please therefore keep them ALL. I will forward your email to our web designer to do with as she will! To reiterate - we are absolutely delighted with the result, and will certainly recommend you" - Norma - The Weern Hotel

"From day 1 the level of communication and advice was most professional and practical and useful and has continued throughout and have no hesitation in recommending yourself and/or your product V360 at the highest level" - Ewan - Remax Vision

"Thanks for a great job. We're thrilled with the photos - the phone should soon be red-hot!" - Ardern House

"It worked - I cannot thank you enough! brilliant, and what a quick service! I think the panoramic photos are simply amazing" - Liz Evans



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