



go local extra

**360°**  
— PREVIEW —

Retail Virtual Tours

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PHOTOGRAPHY

## What's in store?

FiveWays store in Cleethorpes is a Today's Extra 3,000 sq ft Convenience Store.

It is the flagship store for Today's member Dee Bees clearly demonstrating how to maximise space plus incorporate proven footfall generators like Costa and Subway.

The programme is designed for Business Development Managers to demonstrate the shop concept whilst on the road visiting prospects and on exhibition stands.



## 360° Preview puts you in the driving seat

Putting a prospect customer in the driving seat is what the virtual tour of the inside of a commercial vehicle cab delivers. Check it out on our web-site if you don't suffer from claustrophobia!

Technically the challenge was about being able to create a VT in a very small space and the successful ISUZU truck example has opened the door to many other applications. Now we can produce VT's for commercial vehicles, tractors and cranes. The new technology is perfect for showing the features of caravans, campervans and cars and when combined with our ability to include drop down pdf's\*....a feature filled experience.

\*See 'Behind the Scenes' opposite for pdf facility.



# Retail Virtual Tours

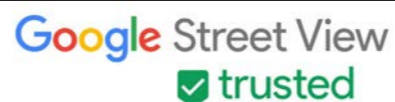
Virtual tours of almost every type of business really benefit from the viewer being able to virtually walk through and around the tour by simply navigating the image on their screen.

Retail looks stunning!

Customers can now take a tour around your business on your web-site, tablet or smartphone and see you in a totally new light. Plus we can help you take full advantage of social media with your 360° tour on your Facebook, Google Maps and YouTube. For B-t-B applications it provides the perfect demonstration tool for products, fixtures and fittings, lighting and services.

Seeing is believing!

[www.360-preview.co.uk](http://www.360-preview.co.uk)



## Boots & Saddles

Walking an interested viewer through a retail environment leaves nothing to their imagination.

Our 360° tour of New Century Saddlery shows how you can guide the viewer by 'hotspots' to different departments and enlarge the images to see high resolution detail. We have uploaded the 360 to Facebook, Google maps and YouTube to reach the target market - young boys and girls - with demonstrable results.

## Behind the 'Scenes'

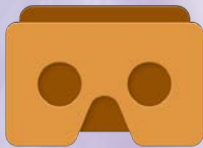
A full 360° rotation is called a 'Scene'. Our unique 360° development creates the opportunity to give viewers up to date information by clicking on a specific hotspot appearing over a scene. This opens a pdf which can feature any information that is relevant. In this instance - industry best advice for a beer chiller. Specific 'period' POS can be featured and even ordered through this 360° Preview first.

We are working on other possibilities that this new development can deliver. If you can see an application for you...please don't hesitate in contacting us.



# ... and we can help you "SWEAT" your 360° asset

Whilst 360° virtual tours were primarily designed for web-sites the acceptance of them by the major social media platforms has not only expanded their exposure but created interest levels that are very significant... and measurable. Add to this the ability to view the tours in Google Cardboard and 360° Preview can deliver a viewer experience that is truly amazing.



#### LOOK AROUND YOU!

All our 360° programmes are Google Cardboard compatible and many other VR goggles. So you can step into your programme... it's as if you're really there



#### YOUR TUBE!

We are able to convert the 360° Preview programme into video and so can be uploaded to YouTube for even more viewings. This has the facility to redirect the viewer to your website.



#### YOU'LL LIKE THIS!

Facebook has recently enabled the use of 360° programmes and is proven to generate significant views. By editing your 360° into departments you can run targeted price promotions



#### THE RIGHT DIRECTION!

Google Street Maps now allow 360° programmes. You may already be present but only with the Google photo they took. A 360° in the entry achieves significant viewings.

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