

Google's recently released 'Street View' highlights potential for the Property Market

By 360 Tor Ltd

Dated: Jul 05, 2009

360 degree panoramic property tours give homebuyers the whole picture.

London 19th March, 2009 – Google announced the launch of Street View for 25 cities in the UK, allowing users to view and navigate 360 degree street-level imagery.

The concept of being able to view locations in a 360 degree panorama has raised the property markets awareness of the potential of this new technology.

360 TOR LTD, of Somerset, has refined the concept of 360 degree photography to create a new system for displaying panoramic property tours on the Internet.

The process, which utilises a special professional camera lens that captures a 360 degree view in one shot, eliminating the necessity of taking multiple images and photo stitching, is now available to estate agents across the country.

The company offers estate agents a special lease package so that they can use the equipment themselves to produce tours of their properties which in turn can be hosted on property portals such as rightmove, primelocation and the new property portal from the NAEA – Property Live

Tim Evans, managing director of 360 TOR LTD, said: “You never get a second chance to make a first impression and this is certainly true when it comes to attracting buyers to a home for sale. A stunning panoramic tour ensures that a property is showcased in the best possible way because it is so much more convincing and credible than just a photograph.”

Producing such a tour is simple, fast and convenient. Estate agents can compile as many tours as they want of properties they are marketing for their low monthly lease fee. What’s more, no photographic background or technical expertise is required to operate the equipment.

“The only expertise I have brought in is through website engineers and innovative software programmers to get it all working properly on the web and that’s why it’s so easy for estate agents to operate it themselves,” explained Mr. Evans. “They get all the equipment, including the easy to use software to go on the computer and the hosting on the site to upload their tours, as part of the lease package.”

“Once the equipment is set up, you simply press a button on a camera, there’s a ten-second delay while you get out of shot, and ten seconds later you go back in, collapse the legs of the tripod and take it to the next room. That’s all you do, there’s no focusing, no light metering; everything is fully automated.”

“Estate agents always visit a house to take the instructions and, when you consider that a six-room tour should take no longer than 10 minutes to photograph and 10 minutes to produce before it’s up live on the web, it is a very efficient and cost-effective way of marketing a property.”

Estate agents were originally deterred from using 360 degree panoramic tours on the grounds that they were costly, time consuming and of variable quality. But according to Tim Evans there are no such disadvantages with the 360 TOR Panoramic Property Tour Package and property tours can now be a standard service.

“Estate agents can produce tours for all their properties for an all-embracing low monthly lease fee, bringing the cost per property right down, while the photographs produced from our software are excellent quality,” added Mr. Evans.

“Our tours are not digitally enhanced. We adopt the ‘what you see is what you get’ approach by using High Dynamic Range (HDR) enhancements, a process which automatically blends three photographs, each taken at different exposures, to produce a single image which displays greater details in the highlights and shadows, thereby increasing the tonal range without altering the true picture.”

Vendors Stuart & Claire from Yeovil, who used a property tour when they sold their home recently, said: “The tour was fantastic it really showed the house off well”.

Mike Jenkins, director of Websters Estate Agents in Somerset commented: “We have embraced this new technology as we feel the future lies with buyers being able to access as much information as possible at a very early stage in the buying process. It allows people to experience something from their desktop that normally they would have to visit the property in order to achieve”.

“The system is also very easy to use, overcoming my lack of technical computer skills; even I can have a tour on the web within minutes” added Mr Jenkins.

Gemma Snell proprietor of the farmyard luxury short break accommodation near Yeovil said: “It’s fantastic, you don’t have to scroll through 20 photographs to get the wider picture. It saves time and evokes the atmosphere of our accommodation brilliantly”

###

360 TOR Ltd specialise in online 360° panoramic property tours that are simple fast and convenient to produce. It enables estate agents to produce in-house 360° property tours to fulfil vendors growing demands for this new technology

Category	Photography, Property, Real Estate
Tags	Property, estate agents, virtual tours, panoramic tours, 360 photography, online tours, Internet,
Technology	
Email	Click to contact author
Phone	01458 441354
State/Province	Somerset
Zip	BA16 0HE
Country	United Kingdom
Link	http://prlog.org/10274740



Scan this QR Code with your SmartPhone to-

- * Read this news online
- * Contact author
- * Bookmark or share online