

# RealBiz360<sup>™</sup>

Immersive Interactive Imaging

## Taking your Photos

When taking pictures of your listed property, be sure to shoot everything that you would normally show a potential buyer if you were to take them on an actual tour in person. When deciding how many pictures to take, it is best to take more than what you need; you can always delete unused pictures later.

To create panoramas, you will take individual overlapping pictures. Make sure that your camera is zoomed **out all the way** to capture as much of the scenery as possible. If you are in a smaller room then maybe you don't want to do this. Use your discretion. One thing you must remember is that there must be at least a 20% overlap between each picture. When creating a 360-degree panorama, make sure your last picture overlaps with the first one. A good rule of thumb is to think of stitching a panorama together is like putting a puzzle together just enough of one piece is available to interlock with the other piece to make one entire picture.



**Notice that each of the pictures above has at least a 20% overlap.**

When it is time for you to create your tour, you will use the VuVista Web Stitcher which allows you to create a 180-Degree or 360-Degree panorama scene for your tour.



## **Transferring your Photos to your Computer**

The best way to manage your photos is to copy them to a file folder on your computer. You can organize your photos by property listing, by room or really anyway you want to making it easier for you to find them later. You can transfer your photos by either connecting your digital camera directly to your computer or by using a memory card reader.

**Note:** Remember, if you want to use your images for other marketing options, like a feature sheet or for real estate advertising portals that require image and file uploads, such as **PICTURE PATH / REALTOR.COM**, it is suggested that you store your images on your computer for the duration of the property listing.

It is easy to do this...

Using Microsoft Windows click on the **Start** button, then **My Pictures**, from the **File** menu (in vista you may need to press "alt" to see it) select **New > Folder**. You will create a new folder to store your original images. Name this new folder the property address for easy organization.

Another way of creating a new folder is right from your Windows desktop. Right-click anywhere on your desktop and a menu will appear. Choose **New > Folder**. Name the new folder the property address.

You are now ready to move or save your images right into the new folder you created.

## **Moving your images**

Your digital camera comes equipped with a USB cable that lets you connect your camera to your computer to transfer image files from your camera's memory to the computer's hard drive or other storage device. Transferring files this way is not as easy as connecting a memory card reader to your computer. In order to transfer your files, you must have the USB (Universal Serial Bus) cable available to be connected to your camera at all times. Also, the camera must be powered on during the transfer, reminder this will use up battery power.

A memory card reader is a more efficient and easy way to transfer your files. The memory card reader can always be attached to your computer. No more fiddling with extra cables. Whenever you are ready to transfer your files, remove the card from your digital camera, insert it into the reader and drag and drop files from the card to the computer's hard drive. It's that easy.

## **Tips and Tricks to Taking Your Photos**

### **General Tips**

- Make sure you take your photos in a clockwise rotation so that the VuVista Web Stitcher will stitch the images properly.
- If you want to create a full 360-degree image, don't forget to make sure the last picture overlaps with the first one at least 20% Overlap.
- It is always important to study the scene you will be photographing. Take time to stand where the panorama will be taken from and slowly pivot turn around to see that all aspects of the scene will be appropriate.
- You can take panoramas without a tripod but you must try and keep the camera as steady and level as possible.
- To gain a greater vertical field of view, take the panorama photos in portrait mode (vertical.) This means you turn the camera on the side and each photo will be higher than it is wide.
- Purchase extra Flash memory cards for your camera. When you run out of room on one, you can quickly swap cards and take more pictures.
- Take advantage of your camera's review and delete pictures you don't want to keep before you transfer them to your computer.

### **Indoor Shots**

- Try to avoid taking photos of rooms with aquariums because the glass will reflect the flash. If you have to include an aquarium in a panorama, adjust the starting position of the panorama to make sure that the entire aquarium is visible in the middle of the shot, rather than splitting it between two shots.
- Avoid taking photos with people in view.
- Do not position the camera setup directly in line with any wall mirror or floor-standing mirror, because a reflection of you and the camera setup will appear in the photo.
- Keep doors open and lights on in room try to keep them in the background of a panorama so that you do not get too much light over exposure.
- If shooting a living room with a television, make sure the television is turned off and that the tripod is not set up directly in front of it because a reflection of the camera setup will appear in the photo.

### **Outdoor Shots**

- Ensure the camera is on level ground. Make use of the levels built into the panorama head or use a small level that you can set on top to make sure you are level.
- Avoid photographing scenes with fast moving objects in them. If a car drives by, take the shot again. This is also true for property that has a working fountain. The gushing water may cause a blurring effect in the photo making it difficult for the software to stitch.

- Consistent weather conditions are best. If a scene for half of the photos shows a bright blue sky and the other half with the sun hiding behind clouds the stitcher may have difficulty stitching the panorama.
- If you want a clear sky in your panorama, shoot at midday, when the sun is directly overhead and doesn't cast strong shadows on the landscape.

### **ADDITIONAL IMPORTANT TIPS**

- Taking Panoramas in a small room may be difficult. We recommend at least 3 to 4 images for a small room if it is possible.
- You will notice that even if you don't take a 360 it does show the room nicely. The only time you really should take a 360 is if you are outside or in a very large room (Open Basement, Recreational Room, Very Large Living Room or Open Floor Plan).
- When you shoot a 360 from a small room you will have a depth of field issues. Thus when images are stitched and you have multiple depths to a room, the stitching engine detects the closest wall or doorway and then focuses on that during the stitching process. This will cause the room to become distorted and the wall becomes closer in the viewer.
- So if your room is not at least 10x12 or larger and the walls are not at least an equal distance then you should set up your tripod either in the doorway of the room or the corner of the room and start shooting from one side but only complete a 180. This will give you equal distance to stitch from and your tour will come out clearer.
- Also, set your camera to shoot at the highest mega pixel available. Set your lens to automatic adjustment with a 2 second delay so that it adjusts nicely and if your room has equal lighting then don't use a flash. If it has a dark area then make sure that the flash is not too close to a wall so that it bounces back and gives you a greenish look after you stitch your tour. If your flash can be adjusted then actually tilt it up so it does not bounce against a wall or get a flash filter paper so it does not overfill the image.