

TABLE OF CONTENTS

PART I

VIRTUAL REALITY PHOTOGRAPHY

BACKGROUND

WHAT IS VR PHOTOGRAPHY?	1
VR EQUIPMENT:	2

SHOOTING WITH A FISHEYE LENS

FISHEYE IMAGES:	4
LIMITATIONS OF VR PHOTOGRAPHY:	5

VR BASICS

GETTING STARTED:	6
IMAGE FORMATS:	7
ZENITH & NADIR:	8

THE NO-PARALLAX POINT

IDENTIFYING THE NO-PARALLAX POINT (NPP)

WHAT IS THE NPP?	10
STEP 1 - FINDING THE LEFT/RIGHT ALIGNMENT:	11
STEP 2 - FINDING THE FORWARD/BACKWARD ALIGNMENT:	12
STEP 3 – IDENTIFYING YOUR REFERENCE LINES:	13
STEP 4 – FINE-TUNING THE NPP:	15

SHOOTING VR PHOTOGRAPHY

GETTING STARTED

UNDERSTANDING YOUR DIGITAL SLR CAMERA:	16
CAMERA SETUP:	18
USER/CUSTOM SETTINGS:	18

BEFORE THE SHOOT

EQUIPMENT SETUP :	19
CHECKLIST FOR SHOOTING:	20



AT THE SHOOT

PLANNING YOUR SHOTS:	20
CAPTURING THE SCENE:	21
SHOOTING PROCEDURE :	23
BREAKING THE RULES:	25
TIPS AND TRICKS:	25

FROM IMAGES TO VIRTUAL TOURS

AFTER THE SHOOT

DEVELOPING YOUR WORKFLOW:	27
ORGANIZING, TRANSFERRING & BACKING UP YOUR IMAGES:	28
PRE-PROCESSING YOUR IMAGES:	30
STITCHING YOUR IMAGES:	32
USING YOUR PHOTO EDITING SOFTWARE:	34
CREATING THE VIRTUAL TOUR:	34

ADVANCED TIPS

TAKING YOUR VR PHOTOGRAPHY TO THE NEXT LEVEL:	36
DIGITALLY ENHANCING YOUR IMAGES:	37
BLENDING DIFFERENT EXPOSURES	38
CAPTURING THE VIEW THROUGH THE WINDOWS :	39
DIGITALLY ENHANCING YOUR "STITCHED" IMAGE:	

PART II

MARKETING 101

DEVELOPING YOUR MESSAGE

FINDING YOUR NICHE:	41
IDENTIFYING YOUR TARGET MARKET:	41
MARKETING TO YOUR NICHE:	42
UNIQUE SELLING PROPOSITION (USP):	43
PROBLEM-BASED MARKETING:	43
PROMOTING PRODUCT BENEFITS:	45
THE PERSUASION OF STATISTICS:	46

BUILDING AWARENESS

TOP OF MIND AWARENESS:	47
IMAGE/BRAND:	47
TAG LINE / MEMORY HOOK:	48
MARKETING MATERIALS:	48



ADVERTISING:.....	50
INNOVATIVE WAYS TO SHOWCASE YOUR VIRTUAL TOURS:	50

BUSINESS-TO-BUSINESS (B2B) MARKETING

RELATIONSHIP MARKETING

BUILDING RELATIONSHIPS:	52
CONSULTATIVE SALES:	52
CONNECTING WITH YOUR CUSTOMERS:	53
BUSINESS BY REFERRAL:	54

NETWORKING

ELEVATOR SPEECHES:.....	55
NETWORKING OPPORTUNITIES:	56
NETWORKING TIPS:	57
REASONS FOR ASKING SOMEONE FOR THEIR BUSINESS CARD:	59
TRADE SHOWS & BUSINESS EXPOS:.....	60
FOLLOW-UP:	61

MARKETING ON THE INTERNET

WEBSITE BASICS

SELECTING A DOMAIN NAME:	63
REGISTERING A DOMAIN NAME:	64
HOSTING YOUR WEBSITE:	65
BUILDING YOUR WEBSITE:	67
WRITING YOUR WEBSITE CONTENT:.....	67

MARKETING ON THE INTERNET

SEARCH ENGINES:	68
ORGANIC (FREE) SEARCH RESULTS:	69
SEARCH ENGINE OPTIMIZATION (SEO):	70
PAY-PER-CLICK (PPC) ADVERTISING:	70
SEARCH MARKETING:.....	71
TRACKING YOUR MARKETING CAMPAIGNS:.....	72
MEASUREMENT TOOLS.....	73

PART III

APPENDIXES

GLOSSARY	75
INDEX	76

