

## PRESS RELEASES

## Traverse City Virtual Tour Software & Photography Service Company Receives Google Trusted Photography Agency Certification

[COMMENTS](#) [Start the Discussion](#)

Friday, 12 Dec 2014 | 9:57 AM ET



TRAVERSE CITY, Mich., Dec. 12, 2014 /PRNewswire-iReach/ -- RTV, Inc (RTV) a Traverse City based virtual tour software and photo service firm announced today they are officially a Google Trusted Photography Agency. Google Trusted Photography Agencies must go through rigorous testing and training to ultimately manage a group of professional photographers that are used to photograph, create, and publish Google Maps Business View virtual tour productions.

A Google Maps Business View virtual tour allows Internet users to "Step Inside" a local business from any computer, laptop, or portable device. When present, a Business View virtual tour will be prominently displayed within the Google search results next to the business contact information, directions and reviews. Upon clicking "See Inside" users are able to take an instant virtual tour of that particular business giving them an experience similar to that of the Google Street View technology.

RTV will be leveraging their well-established network of over 1000 professional photographers around the world to offer both the [RTV Fusion Virtual Tour Software](#) product as well as the Google Maps Business View product to thousands of local businesses throughout the USA, Canada, and other countries.

With the project just sixty days underway, RTV already has nearly two hundred photographers on their way to being certified as agency photographers with more new recruits showing interest in the program every week. The catalyst driving this intensive push to quickly become a Google Trusted Agency came in October of

2014 when a national hotel chain awarded RTV with 1500 + hotel shoots, each requiring 30 professional photographs and a Google Maps Business View virtual tour of the hotel. RTV is estimating this initiative to be completed by July or August of 2015.

"We just knocked out five hundred hotels in ten weeks for another major brand earlier this year," said Jason LaVanture, VP and Founder of RTV. "Fifteen hundred hotels with Google shoots by August should be doable assuming we keep up our current pace. It's one thing to get a few people to do something all at once, but another altogether trying to get a thousand photographers to purchase the special equipment, take Google photography classes, pass the Google quizzes, and attend our weekly webinars that we're currently holding on the subject.

"Right now it's nothing short of a miracle that we have so many loyal photographers running down this path with us. It's brilliant!"

#### ABOUT RTV:

RTV is a recognized leader in virtual tour software and professional photography services. Since 1999 they have been refining their world class virtual tour software and at the same time establishing a vast network of professional photographers. RTV has been photographing businesses and hotels since 2005.

#### ABOUT GOOGLE MAPS BUSINESS VIEW section:

[Google Maps Business View](#) lets you explore 360-degree virtual tours of businesses and other institutions, using Street View technology. You can experience the business's ambience and decor with familiar Street View navigation. Google Maps Business View appears in Google Search results, Google Maps, and Google+, whether you're using your computers, smartphones or tablets. For hotels, Business View will also show up on Google Hotel Finder.

**Media Contact:** Jason LaVanture, RTV, Inc, 231-932-1586,  
[jason@realtourvision.com](mailto:jason@realtourvision.com)

News distributed by PR Newswire iReach: <https://ireach.prnewswire.com>

Photo - <http://photos.prnewswire.com/prnh/20141211/163964>

SOURCE RTV, Inc