



# 360 Tour Software

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## 360 Tour Software

When a potential home buyer can't get out right away to tour a listing, savvy real estate agents hold an open house on the potential buyer's computer screen using 360 tour software.

The usage of 360 Tour Software to create virtual tours aren't just a cool gimmick real estate agents use to show off their technological prowess. Consumers demand the use of 360 tour software. Seventy-eight percent of those who shop for homes on the Internet say the most important feature when searching online is crisp, clear, detailed photos -- followed closely by detailed property descriptions and virtual tours, (360 tour software is what was used to create the 360 virtual tours) and according to the 2003 National Association of Realtors Profile of Home Buyers and Sellers.

What's more, those who demand virtual tours are more likely to be smarter, wealthier consumers in their prime home-buying years, compared to those who don't take tours. On a typical day, 2 million people are using the Internet to go on a virtual tour, according to the Pew Internet & American Life Project.

You can create more than just 360 home tours with our 360 tour software. They also take viewers to far off places on Earth and beyond, say, to Moon, and include vacation destinations, colleges, art exhibits, hotels, and notable homes like the White House and Taj Mahal.

The number one reason for use our 360 tour software has been to create our famous virtual home tours. Pew's nationwide phone survey to examine the impact of the Internet interviewed 914 adults, 534 of whom are Internet users. The survey said those who take tours were more often single, white, women, aged 28 to 49, and earning \$50,000 a year or more, graduate degree holders and broadband cable internet access subscribers.

By using our 360 tour software and creating your own 360 virtual home tours, home buyers can look at your tour and decide if they want to see the house in person or if they would like to go and see the house in person. For sellers it can mean less foot traffic, but just as many, if not more eyeballs on their home for sale.



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Our 360 tour software is a particularly common tool in the high-end real estate market to create 360 virtual tours, the best are professionally produced in living color, often with voice-overs as if the real estate agent is along for the tour. The best are also easy to navigate, allowing you to smoothly tour the listing room by room, as if you were walking through the home and looking up and down, left and right.

Our 360 tour software technology has improved immensely and costs have plummeted since the first jerky images rotated with fits and starts on a computer screen, but it still takes a clean, speedy broadband connection or a download to a computer with a fast video processor to fully enjoy the

tour without unwanted stop-action.

Creating a virtual home tour using our 360 tour software takes skilled professionals to output high-quality, life-like videos. A virtual home tour produced unprofessionally can harm a listing more than help it. Occasionally, the best virtual tour may not be of the home itself, but, say, of its unobstructed view of the ocean, hillsides or meadow. Putting a home's unique feature in its best light with a virtual tour and leaving the rest to good old still photography remains an option.

For example, it's nearly impossible to overcome "bloating" rooms when the confines of a small space forces the virtual tour maker to snap on the wide angle lens to capture the flow of the room. Real Hollywood magic on the silver screen or an in-person visit remains necessary to see a home as it really exists.



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Real Tour Vision is the market leader in full-color 360 panoramic [virtual home tours](#) on the internet.

Using our 360 tour software you can create a [virtual home tour](#) spin which is a [360 panoramic](#) image of a home, real estate property or business location. A series of digital image spins makes a full virtual tour. There may be up to thirty (30) spins for any given virtual home tour.

A digital camera equipped with the RTV Rotator mounted on a tripod is used in capturing the 360 panoramic digital images of a home. Real Tour Vision's proprietary RTV 360 tour software then seamlessly stitches the digital images of the home or business together to complete the [360 spin](#). [HotSpot](#) technology allows viewers to move virtually through room or home spins as if they were physically walking through the home tour.

[Download](#) Tour is a feature that may be added to any RTV virtual home tour hosted online. The downloaded virtual tour allows viewers to download home tours on demand. This feature can be added at any time to any RTV 360 tour software program. A link allows viewers to create and download a virtual home tour with just the click of a button.

The virtual home tour runs without connecting to the internet or a browser such as Internet Explorer or Netscape. It's small enough to be attached to an email or saved to a floppy disk.

Proprietary RTV Software is at the core of our 360 tour software tool kit and allows users to compile panoramic images into virtual home tours quickly and easily.

Become your own [virtual home tour builder](#) with 360 tour software, producing seamless, compact, professional home tours.

Proprietary RTV 360 tour software is PC compatible only at this time.

[RTV 360 tour software Tool Kit](#) Learn how to create virtual home tours quickly and easily with the RTV 360 tour software Tour Builder Kit. The RTV 360 tour software Builder Kit comes complete with RTV 360 tour software, digital camera, power pack, tripod, mounting bracket, digital memory cards, RTV rotator, camera bag and lens cleaning kit. The Real Tour Vision 360 tour software manual is also included.



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## **ABOUT Real Tour Vision™**

Real Tour Vision™ (RTV™) is leveraging the Internet with 360° Panoramic Virtual Tours that are already in demand by Real Estate firms, Resorts, Universities, Hospitals, and many other businesses that benefit from providing an online, e-mail or disk/CD-ROM tour of properties or facilities. RTV Virtual Tours are distinguished by their high quality, speed of delivery and many features (including audio). RTV Dealers buy a turnkey business complete with proprietary software, comprehensive start-up kit and strong profit potential. Real Tour Vision™ and RTV™ are trademarks of Real Tour Vision, Inc maker of the 360 tour software.

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