Proposal for MultiMap.com

VIRTUAL TOURS

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Introduction

The proposal is to add 360 degree panoramic images (virtual tours) to the Multimap.com web site.

360 degree images or ‘virtual tours’ are now common place for many web sites. The main customers of virtual tours are locations, hotels, hospitals etc... where a site visitor gets a ‘preview’ of where they are going BEFORE they book/arrive. Avirtual tour allows the user to move around a scene using the mouse, by moving the mouse to the left you look left etc...

In a similar way to the Aerial Photos and the Historic Photos, Virtual Tour 360 panoramic images will add additional high quality content to the Multimap.com web site and give users of the site the added benefit of seeing locations from ground level.

In a similar way to GetMapping providing aerial images of specific locations from the air - we see incredible benefits for being able to see a specific location from the ground.

In our experience, we have found that a site visitor feels more comfortable with a location if he/she has seen a virtual tour beforehand. A hotel is more likely to get booked if the potential visitor can view the bedroom beforehand, a patient feels more relaxed with his/her hospital surroundings if they have viewed and explored the facilities beforehand.

Therefore, the main benefit is that a Multimap.com site visitor will be able to visually locate the map coordinates in a 360 degree image. This virtual image could be navigated interactively on screen or viewed/printed as a rectangular jpg image.

Background

The 360 degree images will be coordinated and managed by ShowRound.com - a UK and worldwide pioneer of panoramic photography.

ShowRound.com was a spin-off from conVRgence Limited, a UK company specialising in CAD, visualisation and panoramic photography.

Formed by Mark Stephens ARB, ShowRound.com were one of the first companies in the UK to create panoramic images using Apple’s award winning QuickTime VR technology. Since, ShowRound.com have created virtual tours and acted as virtual tour consultants on some of the worlds most prestigious virtual tour projects. ShowRound.com have worked in practically all the major formats and projects/clients include:

- The Automobile Associations ‘Virtual London’ and ‘Virtual Paris’ CD-ROMs
- Virtual tours for HotelBook.com
- Virtual tour of Radio 4 studios for bbc.co.uk
- Virtual tours for Priory Clinics
- Virtual tours for BUPA Hospitals
- Virtual tour for Cayman Islands Turtle Farm
- Virtual tours for BMW, Volkswagen, Ford

Due to the complexity and magnitude of the project, it is proposed that the management and accounting is handled by The Design Division (UK) Ltd, a sister company that has the required resources in handling the management, accounting and e-commerce that will arise.

The next sections will detail how the 360 degree images will be created and how they will be integrated into the MultiMap site.

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Scope

The scope of the project would be to create enough 360 degree panoramic images to give a good coverage of the entire United Kingdom.

Although ShowRound.com have created thousands of virtual tour images, this project is different in scale and type from that undertaken previously. Therefore, the images discussed in this proposal will need to be newly commissioned as outlined later in the proposal.

There is a working version of how the virtual tours would be integrated to the MultiMap.com web site at:

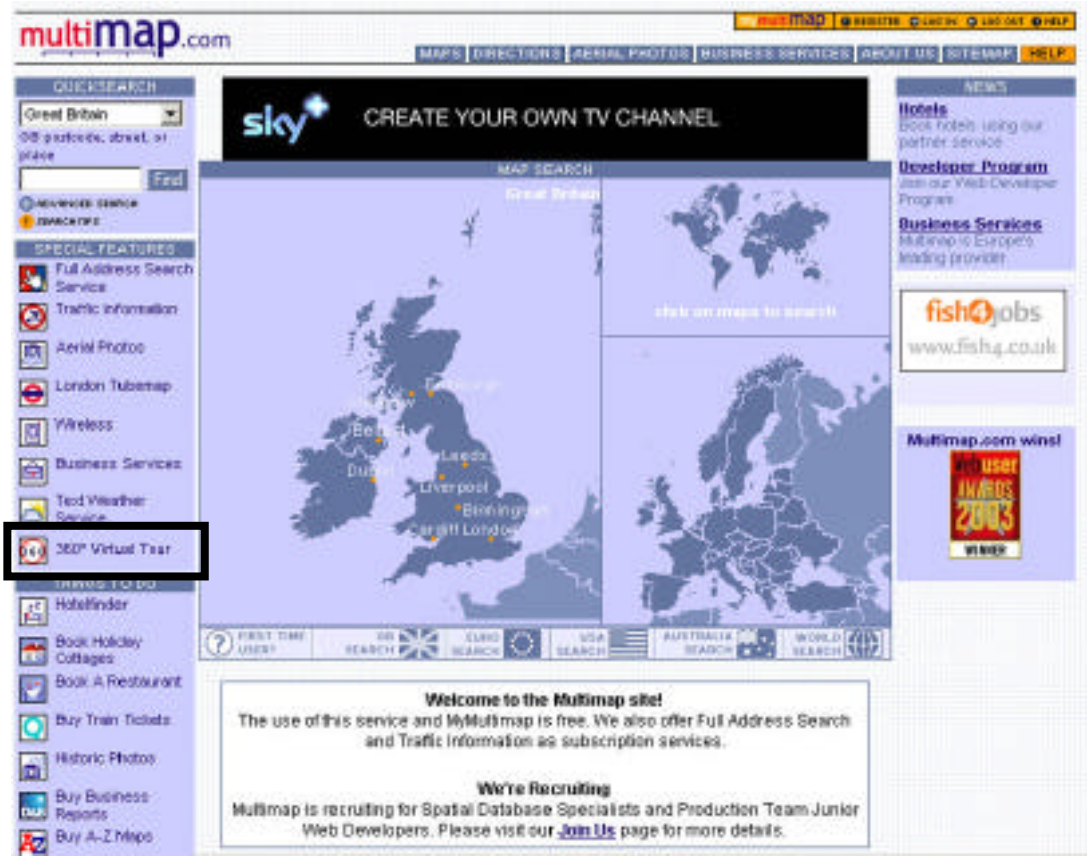
www.ShowRound.com/multimap

There are many methods the virtual tours could be integrated to the MultiMap.com web site, the exact method would need to take into account the resources and skills available. These possible integration methods are detailed below:

THINGS TO DO

Simple link from MultiMap.com (THINGS TO DO section) to the entire database of panoramic images. This would be similar to the link to the francisfrith.com web site.

Possible site image shown below:



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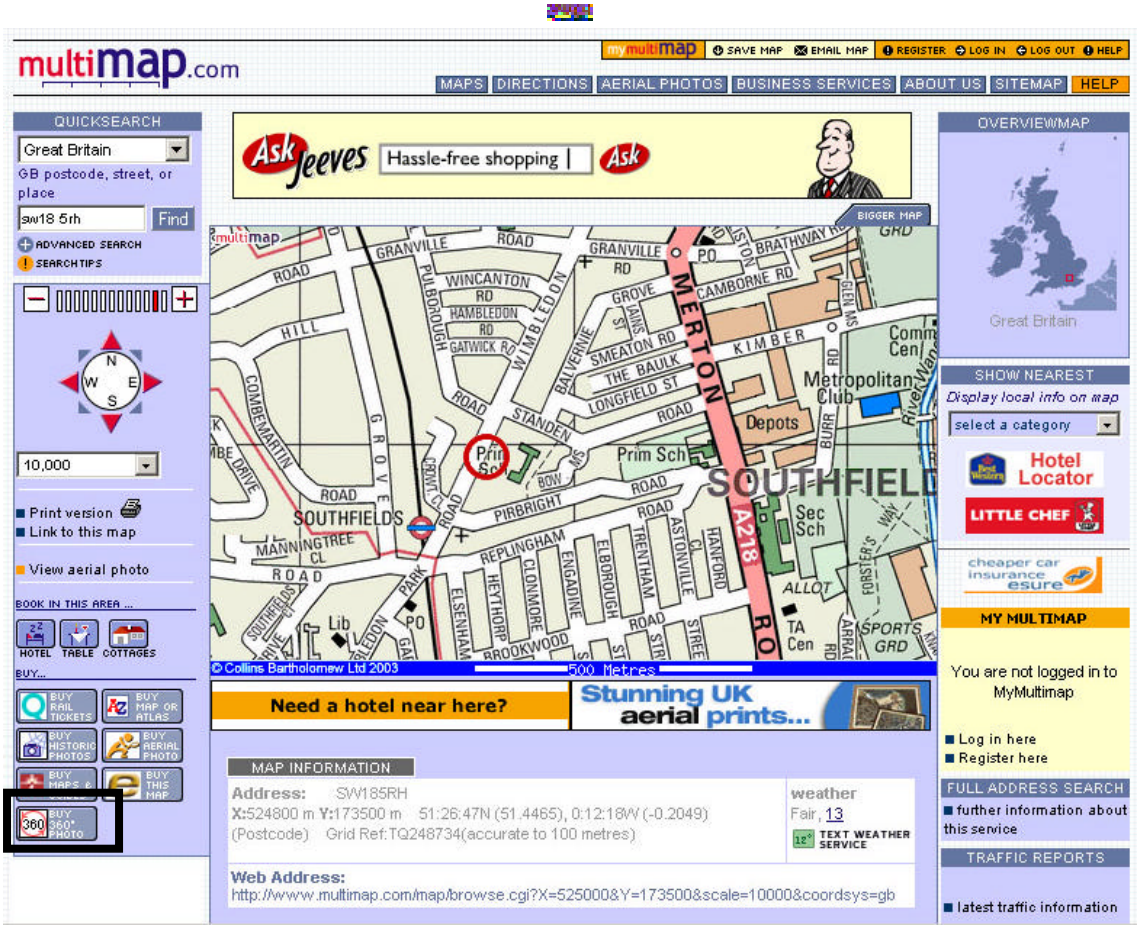
BUY...

Following a successful QUICKSEARCH this level features the 360 panoramic images in the BUY... section of the MultiMap site. Possible site image shown below:



From this link you will be directed to a secure online store that allows you to purchase the panoramic images and coding for inclusion on the customers own site, printing or inclusion in a presentation for example. The URL:

www.ShowRound.com/multimap

has a live version of how this online purchase would work.

It is envisgaed that the virtual tours provided to Multimap.com will be free of charge and there will be no cost incurred other than initial programming and set-up.

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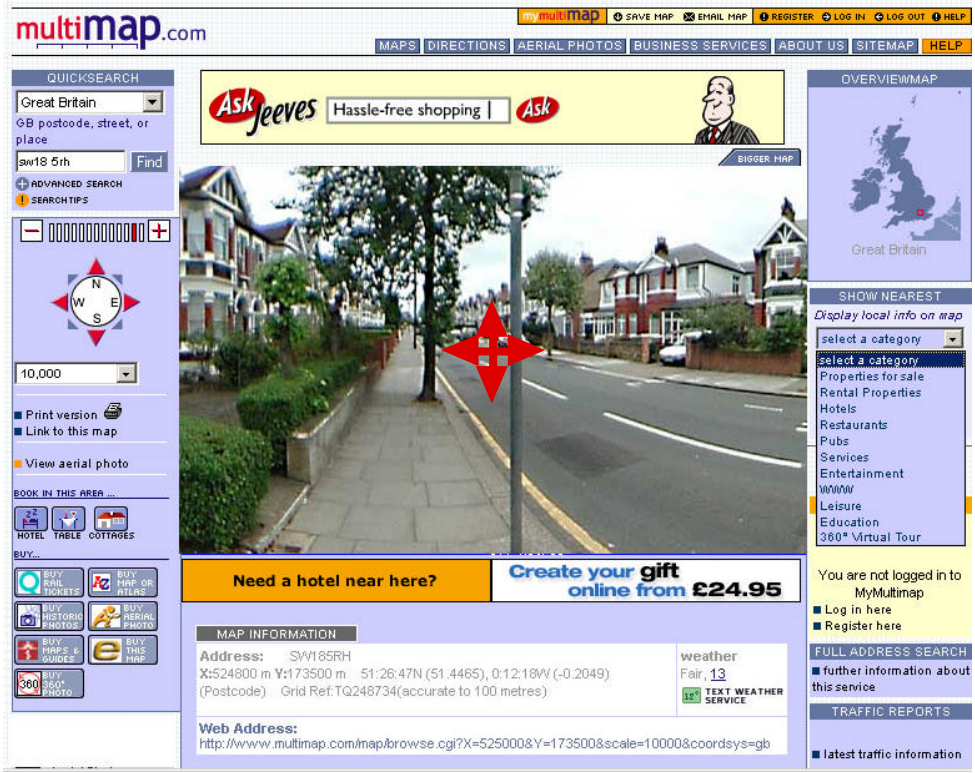
SHOW NEAREST

The SHOW NEAREST pull-down menu would include 360 VIRTUAL TOUR as an option. On choosing this you see a 360 logo on the map that links to the specifc virtual tour.

The panorama is then displayed in the main window.



This image would be heavily stamped with copyright Multimap.com, ShowRound.com and the photographer to prevent illegal use.

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Logistics

Although many scenes will already be photographed, in order to adequatly cover the entire UK we envisage teams of photographers covering the country. The images are straightforward to create and do not require the same type of investment/technology as the aerial imagery.

The hiring of the photographers, management of photography and processing/production of the panoramic images will be the responsibility of ShowRound.com.

More information concerning the methods of obtaining this extent of images will be given following a successful negotiation and contract between MultiMap.com and ShowRound.com/TheDesignDivision (UK) Ltd.

We envisage this project to be the largest of its kind in the UK.

Pricing

As stated previously MultiMap.com site visitors would be able to view a copyrighted panoramic image free of charge on the MultiMap site. Visitors are then able to purchase a digital version of the panorama at varying resolutions. A sample of the downloadable purchase can also be found at:

www.ShowRound.com/multimap

The next step...

The next step is a meeting to discuss the viability of the project, integration methods, time scale and logistics.

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Notes:

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