

360 Degree Interactive Video Fact Sheet

- New proprietary rich media video technology.
- 360 Degree Interactive Video uses a proprietary high-definition video camera/ 360 degree imaging system that is approximately 5 inches wide x 5 inches deep by 15 inches high in size and weighs approximately 4 lbs.
- After the video is captured it is processed with proprietary software and edited in a professional video editing suite. The completed footage is compressed into an interactive video player resulting in 360 Degree Interactive Video.
- 360 Degree Interactive Video engages audiences with Interactive, Full Motion Video where the audience can control their experience.
- Interactive Video captures all of the sights, sounds and action going on around the camera. Audiences are able to experience products, services and destinations from a firsthand perspective by using their mouse to look left and right for an experience as if they are present at the location.
- We have designed portable weather/waterproof camera systems capable of filming high action experiences from late breaking news to live athletic events to virtual amusement park rides.
- 360 Degree Interactive Video is ideal for hotels, resorts, restaurants, architects, engineers, conference and meeting sites, real estate and home builders and museums, institutions and hospitals.
- 360 Degree Interactive Video can be used for Online Property Tours, Online Walk-Throughs, Virtual Model Homes and Virtual Open Houses, Guided Campus Tours and Emergency Evacuation and Planning.
- 360 Degree Interactive Video is used for presentations, trade shows, training, documentation, online sales tools, fundraising capabilities online and online advertising.

Video Statistics

- eMarketer is predicting that rich media/video is going to see the biggest growth in spend in 2008 with an increase of 48.9%.
(Emarketer) Reference Site

- 98% of all computers have Quicktime or Adobe Flash viewing software currently installed on their computers. 360 Degree Interactive Video is viewable in Quicktime and Flash.
(Adobe) Reference Site
- 75% of U.S. Internet users are watching videos online with the average viewer watching 68 videos a month, more than two per day during the month of July, 2007, up from 71.4% in March 2007.
(Comscore Networks) Reference Site
- Online video watching is way up, according to comScore. More than 10.1 billion videos were viewed in the U.S. in February, 2008, a 66% increase over the same month last year.
(Smartbrief) Reference Site