

# 360° Photos FAQ

Use this FAQ document to better understand 360-degree photos and how they might apply to your dealership.

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## What are 360-degree photos?

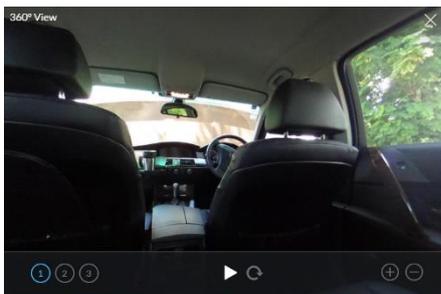
A 360-degree photo is a controllable panoramic image that surrounds the original point from which the shot was taken.

360-degree photos simulate being inside the vehicle and looking around to the left, right, up and down as desired, as well as zooming. The viewer clicks or touches any point on the image to drag it in the desired direction, or it can be set to automatically play looking around the image without clicking.



The ability to turn around and look at what you want to focus on is achieved through a combination of software and a number of panoramic photos. The photos are lined or stitched together as it is referred to, to make for a continuous 360-degree circle around the point of shooting.

## Why 360-degree photos?



360 Photos are a way to show off the entire interior of a vehicle from different perspectives such as the driver's seat, passengers' seat or the back seat of a vehicle.

With full rotation and zooming this is the ultimate experience for your potential customers when purchasing their next vehicle from you. Allow them to choose where to look, not just what angle you've taken the photo from. Allow them to zoom in and look at the areas that are important to them.

## What camera do I need?

Any camera that is capable of taking 360-degree images with supporting software to stitch the images together. Here are three independent sites that provides reviews and guides as to which camera to buy.

<http://www.threesixtycameras.com/360-camera-buying-guide/>

<https://www.slant.co/topics/2124/~360-degree-cameras>

<http://www.wareable.com/cameras/best-360-degree-cameras>

More information on a few of the cameras referenced above can be found here:

- Ricoh Theta S <https://theta360.com/en/>
- Samsung Gear 360 <http://www.samsung.com/us/explore/gear-360/>
- Nikon Key Mission 360 <https://www.nikonusa.com/en/nikon-products/action-cameras/index.page>

## **Can I display 360-degree photos on my website?**

Yes, if you have a Motorcentral Premium Plus 3.0 or Premium 3.0 website you can display 360-degree photos immediately.

If you have a Motorcentral 2.0 website then we will need to review your site and advise any necessary upgrade.

If you have an older Motorcentral website then you will need to upgrade to the new 3.0 version.

If you have a website provided by another website company then we will need to liaise with them and see if they have the capability of displaying these images.

## **Can I display 360-degree photos on my Trade Me listings?**

We have made Trade Me aware that 360-degree images are now available for dealerships to include on their listings, however at this stage they are unable to be displayed.

We suggest in the meantime if you are displaying 360-degree photos on your website, you make note of that in the description of your vehicle listing and entice the viewer to visit your website for this better experience. This has the added advantage of potentially keeping the viewer browsing your own website and looking at more of your stock.

We will keep you posted if Trade Me announces their ability to accept 360-degree photos, if and when it happens.

## **Can I upload external 360-degree photos of my vehicles?**

Yes an external 360-degree photo can also be uploaded.

## **I understand 360-degree photos have a large file size. Will this slow my Motorcentral DMS down?**

No. We understand that 360-degree photo file sizes are large therefore, we host them in a different location to your Motorcentral DMS Database. We refer to this as the Total360 system. This system is independent of your Motorcentral DMS system and ensures the data resources assigned to your DMS aren't impeded in anyway, therefore not impacting speed etc.

However, you may notice a slight delay when adding a 360-degree photo to a vehicle in Motorcentral as it uploads the larger file to the Total360 system, however this will only impact the computer that is adding the image, not your entire system.

## **What costs are involved?**

There is a hosting fee of \$1 +GST per vehicle per month, for those vehicles that have one or more 360-degree photos stored on the Total360 system. You can store a maximum of three 360-degree images per vehicle, all for the same charge.

For example if you have 80 vehicles in stock, currently 30 of which have one or more 360-degree photos stored on the Tota360 system, you would be charged \$30 +GST for that month.

To stop being charged the hosting fee for a particular vehicle, you need to remove any stored photos for that vehicle from the Total360 system. This is done via your Motorcentral DMS, the same way you add photos (see YouTube video reference below). The Motorcentral DMS system also has the ability to automatically delete 360-degree images from a vehicle, after it is vehicle is sold if you prefer.

There are no setup costs charged by Motorcentral for this service.

#### *Hardware*

There is the initial hardware investment of the camera and tripod of your choice. Most cameras come with or have software installed that stitch the images together and automatically produce the best 360-degree photos.

## **How can I add 360-degree photos to my vehicles?**

To learn more about 360-degree photos and how to apply them to your vehicles via your Motorcentral DMS, please follow this link for a brief video:

[https://youtu.be/k31\\_FvtW9vE](https://youtu.be/k31_FvtW9vE)