

# VR2020™ Benefits

- VR2020™ is the ideal platform to market and showcase any **City, Destination, Business, Real Estate Property, Conference Facility or Exhibition.**
- Tours can be updated on the fly.
- Operates on PC and Mac O/S, PDA's and in-house/on-board entertainment systems eg. hotel, or airplanes.
- Tours can be made available for offline viewing and sent out on CD-ROMs.



# Why Use a VR Tour?

The concept of "consumer orientation" is getting more traction in all industries. Traditional media cannot provide consumers with an effective interactive experience. In contrast, VR technologies offer a range of interactive modes for consumers, such as the 180 or 360 degree interactive panoramic image and videos. In this way, consumers have the power to select what they want to view, in other words, what is relevant to them.

VR2020™ makes your website come to life and allows your customers and partners to immerse and interact within a media rich, comprehensive, informative, VR experience that they control.



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# www.VR2020.com

*The Ultimate Marketing Tool*

# VR2020.COM

*The Ultimate Marketing Tool*

## Increase Online Traffic and Boost Revenue!



Dynamic, High Quality, Interactive, VR Tour solutions for businesses to use in Sales, Marketing and Retail applications.



The fastest, most comprehensive and interactive Virtual Reality (VR) Tours available with over 40 interactive features to choose from.



Easy to use Content Management System (CMS) allows you to manage, update and modify your tour for different market segments.



Tours can be viewed by anyone, anywhere, anytime and even sent out on CD's to be viewed on both PC and Mac platforms



No HTML Programming or Coding skills required.

*No HTML, Programming or Coding skills needed to create or manage the most dynamic VR Tours. Just add your pictures, files, text and click!*

# What is a VR Tour?

A virtual tour (or VR Tour or Virtual Reality Tour) is an interactive virtual simulation of an existing location, usually comprising 2D panoramic images, a sequence of hyperlinked still or video images of the location, as well as other multimedia elements such as sound narration, text, print files, email-links, web-links and instant communications such as VoIP that is navigated by the user.

Virtual tour viewing evokes an experience of moving through the represented space and can offer a real world perspective of your city and/or property(s) in a virtual mode.

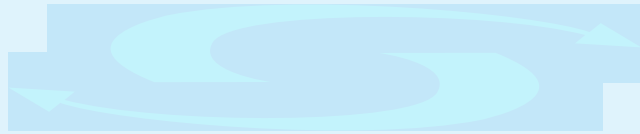
## Dynamic Virtual Tour Software

# VR2020™ Delivers

The advantage of the VR2020™ platform is that your tour can be updated as needed and when required to allow for fast and frequent changes. Modifications are quick and simple. You, the client have overall control with no HTML, Coding programming skills or added costs required. For example, when you add a new facility, destination or have a refurbishment, there is no need to build a new tour, just modify or add on to your existing tour.

Viewed exceptionally quickly to allow your customers to connect and interact with your tour(s) that much faster.

Tours can be personalised and viewed online or self contained on a CD for offline viewing – VR2020™ Multi-lingual support helps you deliver your tour(s) to the largest global audience.



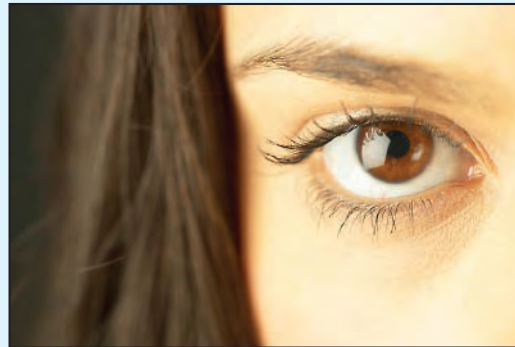
# VR2020™ Benefits

Dive right in – the VR2020™ is the only VR Tour application that brings Interactive Maps, Panoramic Pictures, Animation, Multi-lingual Support, Video, Text and Audio Narrative, Print Files, VoIP, Web and E-mail links together to complete the VR experience.

- Find a specific business or service with intelligent hotspots or the built in search engine.
- Zoom in by selecting a country and a city and walk through local streets into businesses, restaurants, hotels, places of interest and more.
- View sharp clear Hotspot Videos.
- Include Audio narration to accompany your Hotspot bringing your imagery to life.
- View and Print Brochures, Rate Sheets, Menus, Discount Vouchers etc.
- Click on web and email links for more information.
- Reserve, book or purchase items.

# Features List

No Coding or HTML Skills Required	✓	Search Engine / Meta Tag Creator	✓
Hotspot (HS) On/Off Switch	✓	Auto Logo & Head Mast Insertion	✓
HS - Panoramic Image Option	✓	Personalised Skin Colour	✓
HS - QTVR™ Option	✓	Multi-Lingual Facility	✓
HS - Still Pic Slide Show Option	✓	Down-loadable (for Presentations)	✓
HS - Video Option	✓	Up-loadable (for different URL's)	✓
HS - Text Narrative	✓	Embed and/or Link HS Option	✓
HS - Audio Narration Enabled	✓	Embed and/or Link Tour Option	✓
Interactive Map/Floor-Plan	✓	Google Map Mash-up	✓
HS - Print File, Brochures etc. Facility	✓	Built-in Floor Plan Creator	✓
Print HS (Printer Friendly Creator)	✓	Auto Upload for Custom Maps	✓
HS - Associated Email Link(s)	✓	MSN Link Enabled	✓
HS - Associated Web Link(s)	✓	Skype Link Enabled	✓
HS - Linked Interactive Banner(s)	✓	Multiple HS Placement / Creator	✓
Dynamic / Modifiable / Updateable	✓	Off-Line Viewing (Distribute on CD)	✓
Automatic Category Creator	✓	PC & Mac Compatible	✓
Directory Linked HS's	✓	Share Tour Feature	✓
Hotspot Editing / Moving	✓	Stand-Alone (No Plug-Ins)	✓
Blog – Chat Thread	✓	Sub-Licensee Option	✓
Search Engine (Internal)	✓	Unique Hits / Visitor Counter	✓
User Rating System	✓	100% ROI	✓



# Our Commitment

- Committed to providing you the most comprehensive and interactive Virtual Tour Software applications.
- Committed to putting clients and end users in control of what you see, read, hear and ultimately what you buy or sell.
- Committed to helping you increase on-line traffic and boost revenue.
- Committed to giving you the best Return on Investment

# VR2020™ Features

## No Coding:

No HTML, Programming or Coding skills required to create, manage and update your tour(s).

## Mapping Solutions:

Three powerful interactive mapping solutions allows you to: 1) Upload an existing Map, Photo or Plan or, 2) use the integrated Google™ maps or 3) Create a Floor-plan with the built-in PlanCreator™.

## Print Service:

Uploads and store your print files for any Hotspot (HS) for your visitors to view and/or print e.g. company brochure, rate sheet(s), catalogues, menus, vouchers etc. .

## Unique Hits / Visitor Counter:

Monitors the number of unique Views/Hits that your tour is receiving in real time- allowing for tracking the impact of your tour and its associated marketing activities.

## Search Engine Meta Tag Creator:

Every Tour has it's own a 'Meta Tag' creator to help you optimise and increase your Tours Search Engine ranking.

## Sub-License Option:

Individual HS's can be sub-licensed as a subscription service to third parties or different departments. Allowing a sub-licensee to adopt, create and manage their own individual HS'(s) through a unique Login and Password.

## Content Management System:

VR2020's easy to use content management system allows you can continue to manage, update and modify your tour elements for different market segments.

## Cross Platform and No Plug-in Requirements

Tours can be viewed by anyone, anywhere, anytime and even sent out on CD's to be viewed on both PC and Mac platforms and no additional plug-ins are required to view the tour.

## Sub-Licensee Management

HS's can be sub-licensed to third parties. Allowing a sub-licensee to adopt, create and manage their own individual HS'(s) with their own unique Login and Password ...and much more!

**Just add your pictures, files, text and click!**

