



# HI-FI360 FACT SHEET

A simple guide to the basics of 360 degree photography

1. A **HI-FI360** is a panoramic image which encompasses a full 360 degree view with top quality and resolution
2. **HI-FI360** images are produced using high quality Nikon digital SLR cameras from which files of around 100Mb size are created
3. This image can then be converted into a virtual reality (VR) projection suitable for viewing on screen
4. After careful compression, download sizes will be around 1Mb, depending on user requirements
5. There are 2 types of **HI-FI360** projection available
  1. **Cylindrical Projection** – the image is effectively wound around a cylinder, with the viewer positioned in the middle. With this type of projection, the vertical angle of view is restricted – you can look up and down but not all the way
  2. **Spherical Projection** – this differs from a cylindrical projection in that the vertical pivoting range is unlimited – you can look up, down and all around as if the viewer is suspended in the centre of a ball
6. When your **HI-FI360** project is completed, you will be supplied with the original panoramic image, a Quicktime VR projection and a sample HTML code to help your web designer
7. These images will be supplied in sizes considered suitable for you immediate requirements, but don't worry – the original huge files will be archived and are available for your future use. There are no royalty issues, the images are yours to use when you want
8. A **HI-FI360** image offers top quality at a similar cost to the vastly inferior 2-shot panoramas. Your choice!

**This is just a brief overview of how a HI-FI360 is made. It's a big subject so please do not hesitate to ask for further information**