



Principles of Capturing a Quality Location

To start, it's important for you to understand what a Threshold Virtual Tour is. Our name is Threshold 360. The idea is this: We help people cross Thresholds. We get them inside of the location. That's our mission. We want you, wherever you happen to be right now, to be able to digitally visit a ramen shop in Japan, a resort in Hawaii, a bar in Lagos, or a castle in Scotland. Some people will never get to travel to these places. We want to change that. We want teachers in every small town to be able to pull up a website and ask their kids, "Ok, what do you want to check out today?... A pizza shop in Moscow?... Perfect!" We've learned a lot over the past few years, both what not to do, and what we definitely need to do. Below are our principles of capturing a quality location. We call our final product a Threshold Virtual Tour. Here's what needs to be included in each and every Threshold Virtual Tour that Certified Creators capture:

1. **Provide Context** - We want to give the user a sense of what it is like to walk up to a location. We do not want to drop them into a disorienting experience. Typically, this comes down to one basic decision: Where do I start the tour? A Grandview shot(s) is a great way to give perspective and start the tour. We want to capture the Grandview shot 15-20' from the Outdoor Entrance door photo, and at an angle that best showcases the outside of the location. From this Grandview shot, the tour should have a clear transition to the Outdoor Entrance door shot, simulating walking up to the location.
2. **Smooth Doorway Transitions** - It's imperative that you center on both the outdoor entrance door shot (shot just outside of the front door) and the indoor entrance door shot (your first shot inside of the location). It's also important that your spacing is even and sensible for both shots. We recommend that you place yourself 10' from the doorway for both of these shots. Doorways will either be highlighted with our signature "Step Inside" glowing doors in the editing process, for closed doors, or we will place our nav arrows in the doorway for open doors, or spaces with no doors. Ensuring that your photo positions are centered on the doors (between the 2 doors for double doors and in the center of a single door) makes certain that the end-user is not disoriented when clicking through the doorway.
3. **Good Positioning & Spacing** - It's required that capture paths, or the pathways between photos, are cleared out and that there is a linear, or straight line, between your shots, AKA "clear line of sight". We don't want to go through walls, cut through corners, or transition through pillars when inside of a space. You should always be able to look back and see clearly where you took your last shot. Imagine that a rope is connected to you and where you captured your last photo - is it straight? It should be. Is it going over or through an object? It shouldn't. There are some scenarios, like congested restaurants, where there are a lot of tables between your current position and where you want to take your next photo. That's ok. As long as you can clearly see from eye level to the next shot, you can follow that capture path. This will simply result in our nav arrows laying on top of those tables & chairs, which still produces a quality & informative

experience. The Outdoor & Indoor Entrance door photo should always be 10 - 15' from the doorway. All other photos should be 15 - 20' from each other.

4. **Highlight Key Aspects of the Location** - This is a balancing act. You don't need to see every inch of a large, popular restaurant, but you do need to see the entrance, the bar, the main dining area, and the back patio that everybody loves. The tension here is between a seamless & quick user experience and showing off everything that is unique to that location. We think of a key aspect as a space, like the patio or the pool or the jazz bar. To do this effectively, you will need to incorporate Multi-Tours from time to time (if you haven't learned about this yet, you will soon). Be sure to capture everything unique that a location has to offer.
5. **Capture Strikepoints** - As we said, key aspects are areas of a location. Strikepoints are the visuals that capture your attention and intrigue you within those areas - the mural on the wall, the vintage sign, the piece of art, the magnolia tree out back that you just have to see. It's always nice to end a location with a nice visual, or a strikepoint. This is done by positioning your photos such that the user will be able to swivel, or our auto-play feature will pane them, toward that strikepoint. Stopping in front of the piece of art on the wall, 10' away so it's not too close, is one example.

Have questions or need support? Contact FieldOperations@threshold360.com or join our Slack Community. Request an invite by emailing us.