

Interactive Photography Information



Panoramas

Panoramas are a very flexible and open format to deliver visual information, they can download quickly at full screen size and provide a much more fulfilling user experience than internet video.

Multi-node panoramas (linked tours), cubic panoramas (360° vertical and horizontal) and panoramas with sound are some examples of this format, of which there are many on our website at www.z360.com. We also make video panoramas which playback as a non-interactive movie and work well on DVD.

Panoramas are supplied on CD-ROM or sent electronically in QuicktimeVR or Flash format for cross-platform usage. Other formats such as Java are available. We can also provide customised players and panoramas for print.

We construct panoramas using high resolution SLR digital cameras to take a series of images which can then typically produce panoramic files of 100mb in size, also available are huge panoramas up to 500mb. Many panoramas can be taken in one day if at the same location. Download sizes after careful compression range from 100k to 3 mb, depending on size and usage.

Prices from £100 per panorama by quotation.

Object Movies

Object Movies are ideal when dealing with items which are viewed from different angles, which open and close, or can be animated. You can think of object movies as high resolution stop frame animation, so for example a watch which appears to rotate smoothly, but can be examined at any point, contains only 36 frames (that's just 1.5 seconds of video). Object movies can also be made to zoom in and show details, emulating rostrum photography.

We make Object Movies using high resolution digital cameras to take a series of images, and these still frames have often been used as packshots. We have a custom built remote control rig to shoot small items like shoes, watches and phones, as well as a motorised turntable for larger items. With a background in photography rather than computing, the quality of the image is paramount at Z360.

Object movies are supplied ready for cross platform use on the internet or CD-ROM, in QuicktimeVR format. Other formats such as Java are available, or the raw frames can be used in a Flash presentation.

White is the default background colour, however the background of each movie can be a specified RGB colour of your choice. The final size of your interactive movie can also be specified.



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Object Movie Prices

Prices quoted are for guidance only, and exclude VAT. After delivery by Z360 to the client, photography will be not be archived unless library facilities are requested. Prices for 24 frame movies. Rush fees apply.

Number of items	Price per item	Delivery time
1	£350	3-6 days
2-5	£300	6-12 days
6-50	£250-150	Negotiable

Further options available :

Object Movie Studio on Location
Multi-row and Animated Object Movies
Panorama formats include Quicktime VR, Java, Flash
HTML code for rapid integration into website
Flash Effects, Livestage Actions and Skinned Players
Live Projection, Fullscreen and Video Panoramas
Interactive movies for Kiosks or Phone usage
Documentary, Portrait and Studio Photography
Video and Audio Services
Photo Retouching
Website Authoring
Consultation Services

Clients include:

adidas, Patek Philippe, St Georges, c/t/n, dynamo, Panasonic, tanner krolle, Harrods Estates, BAT, Grand Trunk Travel, foto8, Motorola, Quantas, Buena Vista, Tate Modern, Nokia, cBBC

In the last few years Z360 have taken panoramas on 5 continents.

Z360 is a member of the International VR Photography Association.

Z360 - Making Interactive Photography since 1995.



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