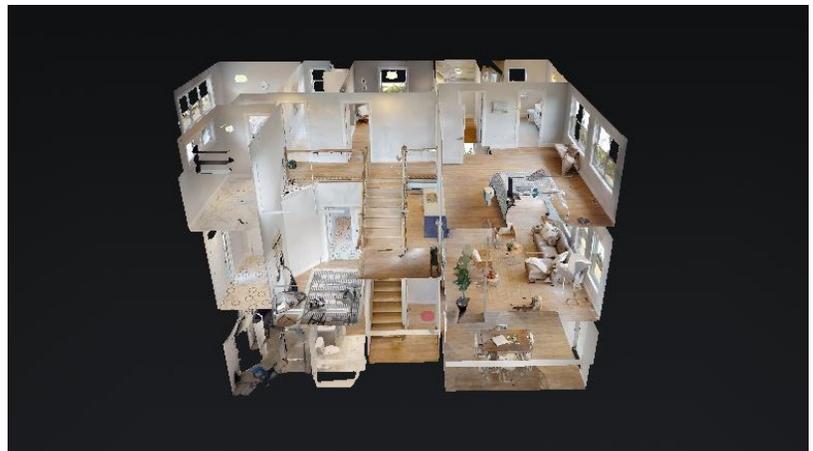
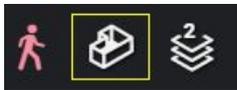


Matterport 101

Below is a comprehensive summary of the various capabilities built in to the Matterport virtual tour platform, intended mainly for Realtors to help maximize the benefits of this versatile system. Some of these features are automatically present on each tour, while others need to be setup and configured for each individual file. Basic setup and testing are always completed prior to delivery. Some of the more advanced marketing tools available may require some input and direction from you, or, I can also authorize you as a collaborator on your file so that you can make those changes on your own if you prefer.

1. Navigation Views:



Dollhouse View: Users can rotate and tilt the view to gain an overall perspective of the home. They can then click inside any room to go directly to that room. View will switch to *Walkthrough*.



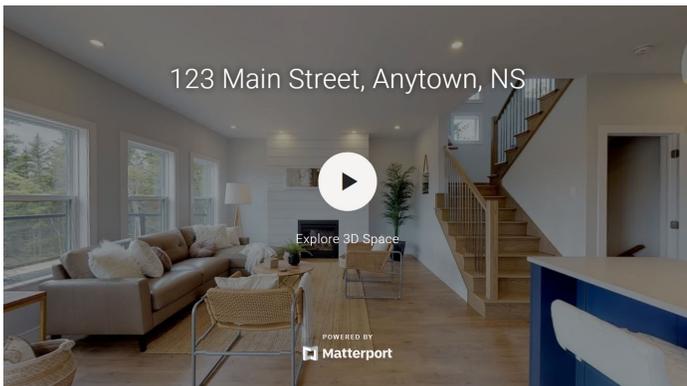
Walkthrough View: This is the self guided virtual tour. To navigate between floors, users can walk up and down stairs, or use the floor selector to go directly to another floor.



Floor Plan View: This view is a photographic representation of the floor plan. It shows the layout by floor, and is a quick way to navigate to a different room. Clicking on any room will navigate to that room in *Walkthrough* mode.



2. Start Location:



The Start Location is the view that displays when you first launch the Matterport tour. I try to choose a view that I believe best represents the home, but it can be set to ANY view in the tour, including the Dollhouse view. If you ever want to change it, just let me know!

3. Measuring Tool:



This VERY useful tool can be used to measure any point-to-point distance in the tour, such as rooms sizes, ceiling heights, and even furniture! It works on all three views, i.e. Walkthrough, Dollhouse and Floor Plan.



4. Highlight Reel:

The Highlight Reel is the film strip that appears at the bottom of screen. As a rule, I create one of those for larger homes and/or more complicated layouts, but I can create one for any property upon request. The main purpose is to highlight the main living areas of the home and to provide a tool for quickly navigating throughout the home. Most of you have probably seen this. However, you might not be aware of the wide range of options within the Highlight Reel that control



how it is presented. I would encourage you to familiarize yourself with these and let me know if you have any preferences on how you want them to show. To view a sample file with a Highlight Reel, [click here](#). With the Highlight Reel displayed, you can click on any room on the film strip to go directly to that room.

The Highlight Reel can also run on it's own. Simply click on the little play button in the bottom left corner of the screen. The Highlight Reel will cycle through each room in sequence, panning about the room as it goes. It's like a slide show on steroids! The rooms on the reel, the amount of panning, direction and speed of panning, and transition speed can all be configured.



You can actually take it one step farther, and configure it to show a *Video Walkthrough*, instead of just a slide show. It will actually move through the home, up and down stairs, etc. Pro: You get something that looks like a video walkthrough quickly and at no cost. Con: It is not a true video walkthrough. It is compiled automatically from the individual 3D scans in the tour so transitions do not quite flow like a true video, and panning can look a little weird at times. For a sample video containing a combination of slide show and walkthrough, [click here](#).

4. Highlight Reel (cont'd):

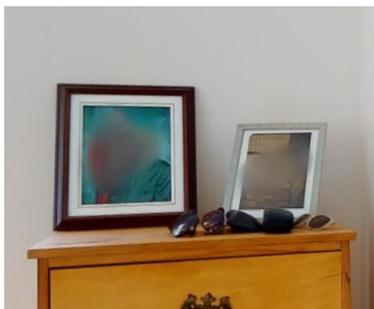
To close the Highlight Reel, click on the down arrow next to the play button. You can also tell it whether or not to open the Highlight Reel automatically when the tour is launched. Some may choose not to have it launch automatically because it does consume some real estate (pun intended) on the screen. You can actually change this on your own. On the web link I send you, you will see 'hl=1' at the very end. If you remove that, the Highlight Reel will NOT launch automatically on start-up, but it can still be opened manually. Or you can just ask me to send you a new link.



5. Hiding Scans:

As a rule, when I do the initial scan, I try to scan as much of the home as possible, including garages, storage rooms, walk in closets, etc. This is important for three reasons: 1. so that the dollhouse and floor plan view are complete, 2. so that the schematic floor plan (if ordered) is complete and accurate, and 3. so that all the necessary measurements are captured for room sizes and TLA calculations. HOWEVER, individual scan points can be hidden from public view, with some limitations, if there are spaces you do not want to show, such as cluttered storage spaces, etc. I normally discuss this with the Realtor at the time of the scan, if applicable, but the decision to show or not show individual scans can always be made later.

6. The 'Blur' Tool:



This is a feature that has recently been added to Matterport. It allows us to selectively blur objects that are visible in the 3D tour. For example, the home owner might want us to blur faces in family portraits. While it can be a useful tool, it is usually best to have the owner put away sensitive items before the shoot.

7. Matteredtags:

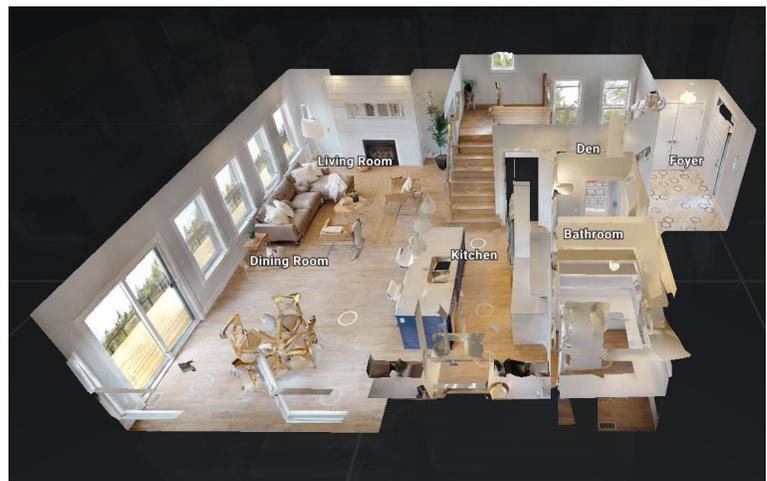
Matteredtags are descriptions that can be placed anywhere within the 3D tour to convey additional information. They are commonly used in commercial applications like museums and retail establishments, but they can also be useful on Real Estate tours to convey information that might not be immediately obvious, such as high end building materials, equipment warranties, technologies, etc. As you navigate through a space, the



Matteredtags show up as pins to indicate there is information to view. When you hover over the pin, the description will pop up. You can also embed web links in the tag. For example, it could be a link that takes you to the manufacturer's web page for an appliance, or even a link to a different Matterport tour, such as a tour for an out building on the property.

8. Room Labels:

Room labels are exactly that. They've been around for while in the Floor Plan view, but they now also work in the Dollhouse view. They're not used a lot in the Real Estate applications because room functions are generally pretty obvious without them, but they can be added upon request.



9. Image Captures:

Matterport has always had the ability to capture JPG images from the 3D tour. The quality doesn't quite rival professional DSLR images, and the framing and position of the camera isn't always ideal, but the capability exists nonetheless.

10. Interactive 360 Photos:

360 degree panoramic photos have been around for a while, but they have mostly vanished from the Real Estate landscape with the advent of 3D tours like Matterport. Nevertheless, Matterport does have the ability to create these. Viewing them, however, requires an app or website that supports the 360 format. The file extension is still JPG, but unless you view it in a compatible app, it looks something like the image to the right.



But when you DO open it in a compatible app, such as Facebook or Google Photos, it works just like the 3D tour, but from a single scan point only, where you can rotate the image 360 degrees.

11. Schematic Floor Plans:

Schematic Floor Plans, a.k.a. 'drafted' floor plans are an optional spin-off product from Matterport. When a Matterport scan is conducted, the camera captures hundreds of laser measurements in addition to the images. This data is used by technicians at

Matterport to create the Schematic Floor Plans.

When I receive them back from Matterport, I make any adjustments needed to room labels or other tweaks, format them for MLS, combine them into a single page (where practical), then export them to a JPG image or PDF. Rooms sizes and TLA are also provided with the floor plans. Because the process is largely automated, the cost is much less than hiring someone to come in to measure manually and draft floor plans. See [Fees and Services](#) for current pricing.

