

Virtual Reality Tours & High Dynamic Range Imaging (HDRI)

Virtual Reality - *the simulation of a real or imagined environment to provide the viewer with a feeling of true immersion within the scene or environment.*

360° panoramic photography, especially in the form of virtual reality (VR) tours, is quickly becoming the tool of choice across multiple industries to communicate valuable visual information. High-quality VR tours give viewers the ability to *virtually* be within a scene - to look around and zoom in and out of desired areas, for example.

360° VR tours are generated from seamlessly stitching together multiple, properly exposed photographs shot with a professional-grade camera and lens - all set up on a specialized tripod rig. Vistria3D can then integrate these immersive VR panoramas into whatever deliverable our clients require. A real estate agent might wish to have VR panoramas taken of each room in a building for lease and then put links on their website tying the VR tours to a corresponding floorplan or even into Google Earth. High-end product developers and resellers utilize VR imagery to illustrate their unique products such as yachts, jets and RV's. Parks, public venues, retail stores, restaurants, developers, and historic sites can all benefit from *virtually* capturing and sharing their visual environment.



Immerse your web visitors in a rich, 360° multimedia experience

High Dynamic Range Imaging - *a set of photographic techniques that allows for a much greater dynamic range of color and light in the final image than normally possible.*



Explore new visualization possibilities with HDRI

To take the immersive experience even further, Vistria3D can incorporate the use of HDRI, or High Dynamic Range Imaging, into your VR tour to produce never before seen clarity and contrast in lighting and color. HDRI is a technique that allows for combining a series of photographs of a scene, shot across a range of light settings, into one 'master' image. The technique results in images that can include a light range much closer to what the human eye can normally detect, including incredible levels of detail in the shadows and highlights. The images have a lot more "pop" in their color, clarity and detail. HDRI VR tours are on the cutting edge of visualization today.