



This service overview by **Alter Ego 360° Virtual Tours** (d/b/a Alter Ego Visual Design) is provided to you for consideration in enhancing your marketing strategy with **Alter Ego 360° Virtual Tour** products and value-added services.

Company Overview

Alter Ego Visual Design is a Lancaster, MA based company providing high quality, cost-effective, interactive 360° panoramic virtual tours. Our independent company is part of a network of over 1,400 dealers trained and equipped with Real Tour Vision proprietary virtual tour software and precision hardware tools to quickly deliver clear, crisp, seamless panoramic images at an affordable price.

Our Virtual Tours

Alter Ego 360° Virtual Tours have been developed to provide the internet visitors a quick, easy way to view key information important to your customers. Our tours feature the following:

- **Crisp and glossy images, not warped or fish-eyed**
- **Tours that run on every operating system without a plug-in**
- **Still images and floor plans are supported by our system**
- **Customizable Hot-Spots with text descriptions to navigate through the tour**
- **Custom banners, photos, and logos appear on every tour**
- **Download Tour button on tour to instantly download stand-alone tours to CD**
- **Email Tour button to easily distribute links to tours**
- **A Map button to map out location to every tour**
- **City Info button can link to local chamber of commerce**
- **MLS data may be added to every real estate tour**
- **RTV button editor to disable or change buttons on your tours**
- **Four easy ways to navigate including our "Auto-Play" feature**
- **Scene-by-Scene text descriptors or "Spinfo" is available on any tour**
- **Royalty-free music may be added to any tour**
- **Website and Email links on every tour for easy tour owner contact**
- **Printable or Email-ready hit statistics on every tour**
- **Automatic feeds are available to homes.com homesekers.com and realtor.com**
- **IDX compliant tours for MLS systems**
- **Easy way to link virtual tour to personal or commercial Websites**



Alter Ego 360° Virtual Tours is a **Certified Full Service Provider for Real Tour Vision (RTV)** which hosts all our tours on powerful servers in the USA with the added security of redundant servers giving your customers confidence that their tours will be online 24/7 without interruption. Worldwide internet access through a proven infrastructure that has earned its industry reputation for high reliability and availability is applicable to every tour hosted by RTV servers.

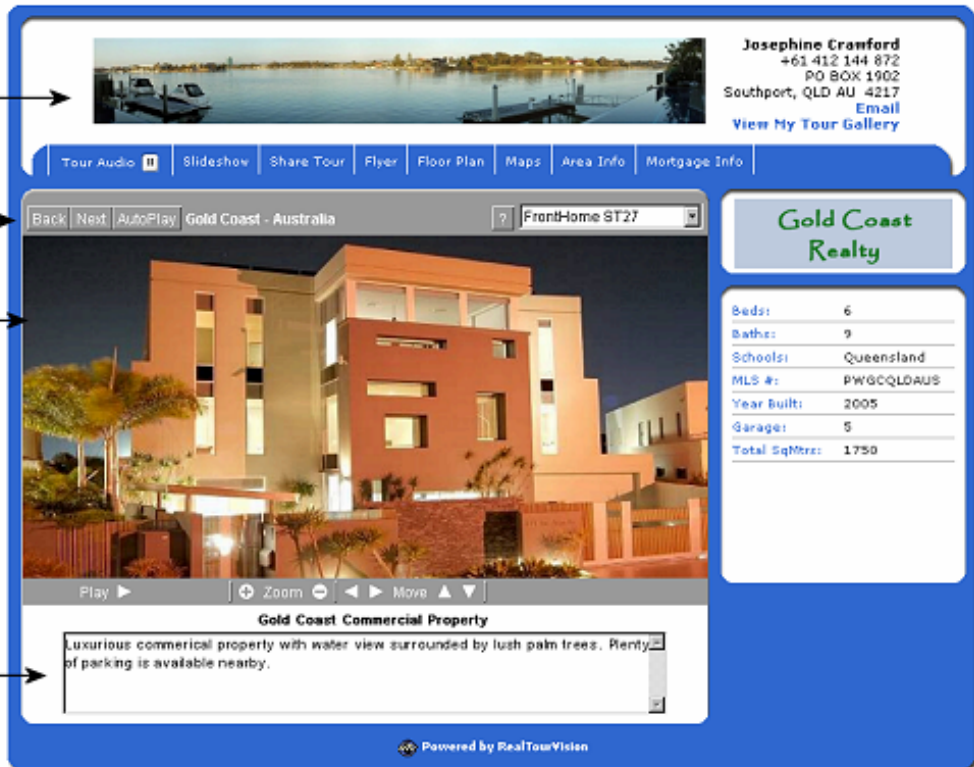
Typical Virtual Tour

Custom Banners

Back & Next buttons
for easy navigation

Large Viewer Window

Custom Scene
Descriptions



Once **Alter Ego 360° Virtual Tours** has built your virtual tour and uploaded to RTV hosting servers, you will be provided a link that may be used on your company website. Should the home or property be listed with a Realtor we also have the ability to furnish both branded and unbranded tour links, unbranded links may be used on the local MLS site to comply with IDX restrictions. Tours are hosted on the RTV servers for a one year period. After the first year, customers may elect to pay an annual hosting fee to extend the period of time the tour is maintained on the RTV servers. Tour text information may be edited at any time. Once the virtual tour has been completed, approved and posted to your website, additional photography work or virtual tour image edits will incur additional fees.

Remote Hosted Tours

For clients that wish to have their virtual tours hosted on their own servers, **Alter Ego 360° Virtual Tours** offers Remote Hosted Tours. Hosting your own tour means that we will deliver the basic tour page without all the optional features found in our typical hosted tours. The Remote Hosted Tour will include the viewer and scene navigation features.

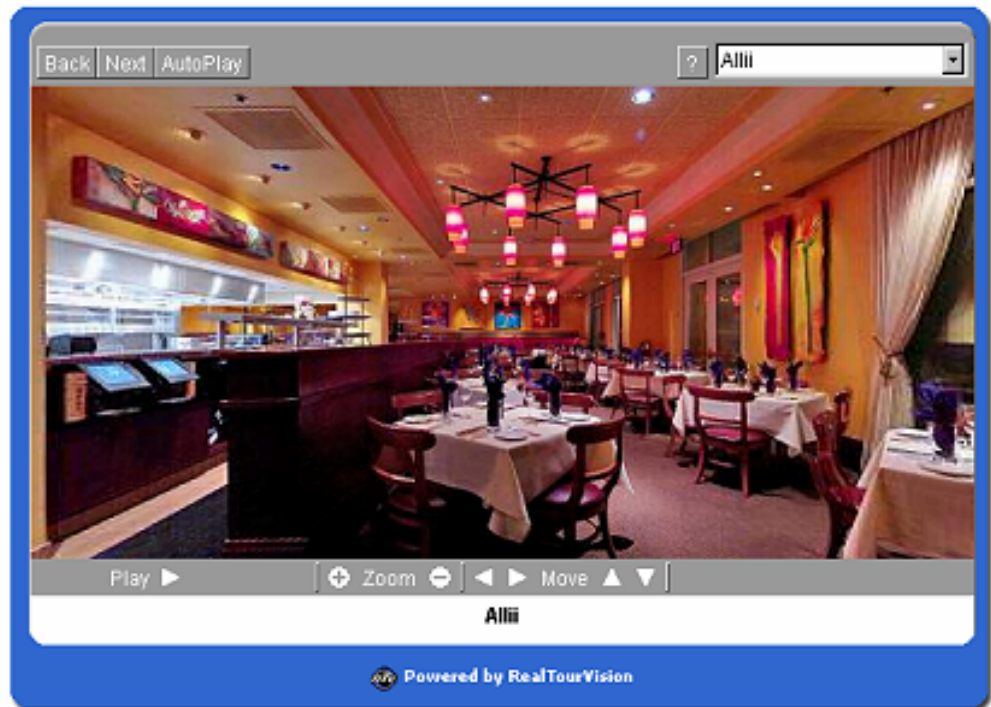
Typical Remote Host Tour

Back & Next buttons for easy navigation

Drop-down scene list navigation

Large Viewer Window

Scene Movement Controls



Please contact us @ **508.341.7075** or via e-mail @ tours@alterego360.com to discuss your Virtual Tour needs and/or to set-up a time to meet. You may also visit our website @ www.AlterEgo360.com for Tour samples, Tour Packages and important information.

Thank you for your consideration and we look forward to creating your *interactive virtual experience* with **Alter Ego 360° Virtual Tours**.