

PANORAMAS AND POIs CHECKLIST

1. Before the shoot:

- ✓ Call the Business Owner at least 24 hours prior to your scheduled photo shoot appointment:
 - Remind them of the appointment time and to have the appearance of the business ready to be photographed before you arrive.
 - Be sure to tell the point of contact to notify their employees that there will be a photo shoot on the specified day and time.

2. At Business Premises:

- ✓ Meet your point of contact:
 - Build rapport
 - Answer additional questions. You can refer the business to the FAQ page on the Business View website for more information.
- ✓ **Remember** to inform the public that a photo session is in progress (e.g. hang up signs).

3. Panoramas Procedure:

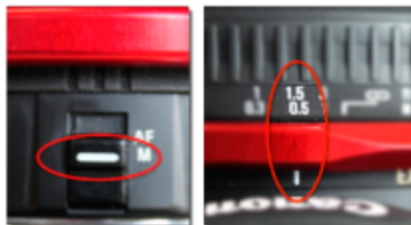
- ✓ Set up your equipment:



- Make sure the fisheye lens height is approximately **5 feet (1.5 meters)** high.



- Make sure camera settings are correct.
 - **Shooting Mode: Aperture priority**
 - **Aperture: F8**
 - **ISO Speed: 400**
 - **Image quality: Fine**
 - **Image size: Large**
 - **AE Bracketing / BKT: ±2EV or ±1EV** (Nikon D200/D300 cameras only)
- Switch the focus mode on the Fisheye lens to **M** (manual focus).
- Adjust the *Lens Focus* to **1.5 feet/0.5 meters**.



- ✓ Level the camera properly.
- ✓ Use a Remote Switch to avoid camera shake.
- ✓ **Mandatory Panorama locations:**
 - **10 feet (3 meters) in front of the business**
 - **4 feet (1 meter) in front of the business**
 - **In the doorway (if you are unable to take the outside panos listed above)**
 - **4 feet (1 meter) inside of the business.**

IMPORTANT

Make sure the main entrance door is open for all the required panoramas. Use doorstops, if necessary.

o **Interior panos:**

- ✓ After the **ten-four-four** or **door-four** panos, take at least one pano inside the business.
- ✓ Space pano locations from **4 feet (1 meter) to 15 feet (4.6 meters)** apart.
- ✓ For pre-certified agencies, please observe the maximum limit of **30** panos per work order including the **mandatory** shots.
- ✓ Ensure there are clear walking paths between adjacent panoramas.
- ✓ Remember to level the camera.
- ✓ Take **12 bracketed photos per panorama location**-- 4 directions (clockwise) x 3 bracketed exposures per direction.



- ✓ Connect adjacent rooms with a pano shot before and after the doorway.

4. **POIs Procedure:**

IMPORTANT

Make sure the public is informed that a photo session is in progress. If there is a passerby in the shot, let them pass and then take the POI. If people are in your shots, warn them about the photo shoot to give them the opportunity to step out of the shots or find a better angle/position to avoid capturing faces and/or license plates.

- ✓ Make sure the **Image quality** is set to **Fine** and the **Image size** is in **Large** format.
- ✓ **Mandatory POIs:**
 - Storefront (wide angle shot of the entire front of the business including the entrance and the business name/sign)
 - Business name
 - Address (not suite number)
 - Wide angle shot(s) from the doorway looking into the business

- Wide angle shot(s) from the back of the business looking toward the main entrance
- Hours of operation
- Close-up of business card
- Close-up of menu (all pages)
- Type of payments

- ☑ These items **must** be photographed if applicable:
 - Endorsements/Awards
 - Artifacts (sculptures, portraits, paintings, unusual pattern, etc.)
 - Attractive features (foods, products sold by business, place settings in restaurants, etc.)

5. **After the Photo Shoot:**

- ☑ Update the Work Order status using the **Salesforce Portal**.
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- ☑ **Quality Standards Guidelines for Panos and POIs:**
 - No **sexually explicit material**
 - No **illegal contents** (*drug paraphernalia*)
 - No **offensive imagery** (*discriminatory, racist*)