



## The Virtual Tour Renaissance

TourWrist, Apple, Microsoft and now Google have announced smartphone pano photography tools. Supported by a publishing platform, these and other tools allow anyone to create and post a virtual tour in less than a minute. Much like cell phone digital photos 12 years ago or smartphone-based video 6 years ago, panos — especially on mobile devices — are the new visual marketing revolution.

## TourWrist: the YouTube of 360° Virtual Tours

Like YouTube, TourWrist offers both a global, agnostic publishing destination and a distributive infrastructure for third-party publishing. By leveraging TourWrist's award-winning, patent-pending technology, travel brands can now easily add panoramic image capture and virtual tour viewers to any website or app.

## An Industry Leader

In early 2012, TourWrist was awarded Best of Show at Macworld. We then went on to win DEMOGod and People's Choice awards at DEMO, plus a million dollars in advertising. Apple used our app in their 2012 global media tour and has featured us over 600 times in the App Store — which likely influenced us reaching "#1 iPad Travel App" status in over 80 countries. But more importantly, we have a highly-regarded IP portfolio that includes 10 pending patents. Our own global platform is preparing to reach tens of millions of travelers by the second quarter of 2013, and we already operate the world's largest pro panoramic photographer community.

## Platform Summary

The TourWrist platform consists of four parts:

1. Licensable capture and viewer technology — perfect for travel brands looking to leverage this powerful medium;
2. A global network of pro pano photographers who can be engaged, should you prefer to commission tours;
3. A cloud-based, device-agnostic content delivery network (CDN) which makes tour publishing a breeze; and
4. Our own consumer-facing apps and website which syndicate the same content.

## Turn-key App Licensing

TourWrist offers turn-key apps that are super quick and easy to roll out — perfect for those who don't want to touch much (or any) code.

## SDK Licensing

TourWrist's software development kits (SDKs) include a global license with no limits, for use in an unlimited number of apps and websites. Our best-in-class viewer technology goes where no other has gone before: everywhere. Serve virtual tours via the mobile web, iOS and Android. Make changes on the fly, without having to wait for App Store approval. Even overlay interactive buttons that link together each pano within a virtual tour. Plus, you can link them directly to your booking engine. We also offer our breakthrough capture technology — which is arguably the best pano photography solution in the world. It's certainly the world's first commercial, non-stop spherical photo tool. There's no regimented process or grid to painstakingly fill in. By simply waving their devices around, anyone can paint in their surroundings in a snap.

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