

360 Degree Virtual Tours

Recommendation	
File size	100 – 300 K minimum No maximum
Image format	JPEG
Image dimension ratio	4:1 (Cylindrical min) 2:1 (Spherical min)
Image size	1200W x 300H min (Cylindrical) 600W x 300H min (Spherical) No maximum
Image resolution	72 dpi
Viewer	No recommendations should be made

Videos

Recommendation	
Length	It is recommended that in normal circumstances a video should be no more than 30 seconds to 2 minutes in length.
Media Players / Formats	It is recommended that some or all of the most common media players these currently being: <ul style="list-style-type: none"> • Windows Media Player • Real Player • QuickTime • Flash
Bit rates/Resolution	All videos should be available at the following bit rates ranges: <u>Window Sizes</u> <ul style="list-style-type: none"> • Low: 56K (i.e. dial up), Resolution: 160x120 to 240x180 • Medium: 100K–300K , Resolution: 320x240 • High: 300K–800K, Resolution: 480x360 to 640x480
Frames per Second	Frames per second may vary with the type of video shot, but typically frames rates of 12 to 18 FPS are used. To avoid ‘stepping’ artifacts on longer videos, it is best to choose an evenly divisible fraction of the original (NTSC or PAL) frame rate.
Delivery	Streaming
Audio	Mono or stereo audio can be used, although it is recommended that at least 16 kilobits per second for medium and high bit rates and 8 kilobits per second for low bit rates.