

## **IPIX® Real Estate Solutions FAQ**

### **1. WHAT IS THE IPIX SOLUTION FOR REAL ESTATE?**

IPIX recently announced that it is now directly servicing the US residential real estate marketplace. In order to more effectively service the needs of the real estate market, IPIX has created an interoperable suite of tools for real estate professionals to create, customize and deploy virtual tours. The IPIX Real Estate solution includes:

- The IPIX® Interactive Studio™
- The IPIX® Real Estate Wizard™ Version 3.5
- The IPIX® Multimedia Toolkit™
- The Host@IPIX image hosting service

This suite of tools can be selected in total or a-la-carte. Which tools you need will depend on how many virtual tour images you will need to create, how you plan to use the images and the license model and price point that meets your specific needs.

### **2. WHAT ARE THE BENEFITS OF THE IPIX INTERACTIVE STUDIO FOR REAL ESTATE VIRTUAL TOURS?**

The IPIX Interactive Studio is the premier solution for effectively creating high-quality full-360° virtual tours. IPIX Interactive Studio gives you the power to:

- Control your cost. One annual license is all you need to create an unlimited number of virtual tours at a fixed cost.
- Maintain quality. IPIX Interactive Studio delivers consistently high-quality panoramic images in the most time-efficient manner.
- Easily upgrade as new enhancements are released. Interactive Studio is designed with a scaleable plug-in architecture that makes it simple to immediately take advantage of new features and functionality.
- Maximize efficiency. Save time with our advanced batching functions for stitching, capping, scaling, compressing, and converting output. The Interactive Studio's built-in High Dynamic Range image mixer allows you to automatically combine multiple exposures of the same scene to eliminate loss of detail outside windows.
- Create images that will be accepted on Realtor.com beginning November 30, 2004.

### **3. CAN I SHOOT UNLIMITED VIRTUAL TOURS WITH IPIX FOR REAL ESTATE?**

Yes. With the IPIX Interactive Studio, one annual license is all you need to create an unlimited number of virtual tours, which means you no longer need to “pay as you go.” Interactive Studio annual license prices are based on single or multiple photographer users.

#### **4. WHY IS IPIX OFFERING A REAL ESTATE WIZARD PRODUCT?**

With this announcement, IPIX has made images created from the IPIX Interactive Studio compatible with the IPIX Real Estate Wizard. This means that you can now use the Real Estate Wizard features like address book, agent/broker photo and contact information, publish to e-Gallery and publish to HTML pages all with images created by the IPIX Interactive Studio. Additionally, in support of customers shooting a small numbers of virtual tour images, the Real Estate Wizard is based on an entry level, pay-as-you-go pricing model.

#### **5. HOW IS THE NEW IPIX REAL ESTATE WIZARD DIFFERENT FROM THE HOMETOUR360™ WIZARD?**

While both tools offer essentially the same features for creating IPIX images, there are several key differences between the IPIX Real Estate Wizard and the hometour360™ Wizard.

- IPIX Real Estate Wizard Keys are different from hometour360° Wizard Keys. Specifically:
  - IPIX Real Estate Keys include image creation only. You must separately make provisions for hosting and distributing your images when you use IPIX Real Estate Wizard image keys.
- Images from the IPIX Interactive Studio can be loaded into the IPIX Real Estate Wizard in order to use the unique features of the IPIX Real Estate Wizard and still benefit from the unlimited annual license model of the IPIX Interactive Studio.

#### **6. HOW DOES THE IPIX INTERACTIVE STUDIO AND THE IPIX REAL ESTATE WIZARD WORK TOGETHER?**

Images created from the IPIX Interactive Studio can be loaded into the IPIX Real Estate Wizard. Likewise, images created from the IPIX Real Estate Wizard can be loaded into the IPIX Interactive Studio.

#### **7. CAN I USE MY EXISTING HOMETOUR360° REAL ESTATE WIZARD KEYS IN THE NEW IPIX REAL ESTATE WIZARD OR THE IPIX INTERACTIVE STUDIO?**

No. The keys you've purchased for the hometour360° Wizard can only be used with that tool. Additionally, you cannot use your keys for the new IPIX Real Estate Wizard in the hometour360° Wizard.

Please note that with the launch of the new IPIX Real Estate Wizard, keys banked in your on-line account for use with the hometour360° Wizard will now be called "Hometour360 Wizard Keys." Keys compatible with the IPIX Real Estate Wizard will be called "IPIX Real Estate Wizard Keys."

#### **8. WHAT IF I AM A VIRTUAL TOUR PHOTOGRAPHY COMPANY? WHAT DO YOU OFFER?**

If you are a virtual tour photography company, IPIX recommends the IPIX Interactive Studio software for processing your virtual tour photography. The IPIX Interactive Studio is a business solution that will scale with your business as you grow to service more markets with additional photographers. A Photographer Network License to the IPIX Interactive Studio will offer you centralized processing of an unlimited number of virtual tour images, uploaded from your individual photographers. Additionally IPIX can provide you with attractively priced image hosting service with optional upload to Realtor.com through our Host@IPIX service.

## **9. WHAT IF I AM A REAL ESTATE AGENT OR BROKER? WHAT DO YOU OFFER?**

If you are a Real Estate Agent or Broker, IPIX recommends the IPIX Interactive Studio software if you process more than a few virtual tours each year. Depending on the number of photographers creating virtual tours, you will need either a Single Photographer or a Multi-Photographer license. If you plan to shoot only a few images, the IPIX Real Estate Wizard, with its pay-as-you-go model, may be the better fit. Additionally IPIX can provide you with attractively priced image hosting service with optional upload to Realtor.com through our Host@IPIX service.

## **10. WHAT ARE THE LICENSE MODELS FOR IPIX SOFTWARE USED IN THE REAL ESTATE MARKET?**

First, regardless of which IPIX image create tool is used, there is no restriction on which markets the images can be used in. If you want to shoot images for real estate and for some other application, there are no restrictions to the use of your IPIX system.

The licensing model depends on which software you use to create IPIX images. The IPIX Interactive Studio is offered on an annual license based on the number of photographers whose images are processed by the software. The IPIX Real Estate Wizard is offered on a per-image model which allows low volume customers to pay as they go.

## **11. WHAT IS INCLUDED IN THE IPIX HOSTING SOLUTION?**

The IPIX hosting solution, called Host@IPIX, includes everything you need in order to have your virtual tour images hosted and displayed online using our real estate virtual tour template.

## **12. CAN I UPLOAD MY IMAGES FROM THE IPIX REAL ESTATE SOLUTION TO HOMESTORE'S REALTOR.COM WEB SITE?**

IPIX formatted images that end in a ".ipx" will be compatible with the hometour360° program. Additionally, images hosted by IPIX through its Host@IPIX service will be compatible with the Homestore PicturePath linking program. Please refer to Homestore's website – [imaging.homestore.com](http://imaging.homestore.com) – for specific details.

## **13. WHO DO I CONTACT FOR A FULL SERVICE VIRTUAL TOUR?**

If you have decided against purchasing the IPIX software and hardware for shooting your own IPIX virtual tour photography, you can locate IPIX authorized service providers by going to <http://infomedia.ipix.com/products/services/idn/>.

## **14. IS MY EXISTING IPIX CAMERA HARDWARE COMPATIBLE WITH THE NEW IPIX REAL ESTATE SOLUTION?**

If you currently own an IPIX camera kit, including a fisheye lens and rotator, it is compatible with both the IPIX Interactive Studio and the IPIX Real Estate Wizard.



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**15. WHAT IS THE RELATIONSHIP BETWEEN IPIX AND HOMESTORE?**

IPIX and Homestore will continue to work together to make the use of virtual imaging even more attractive in the real estate marketplace. IPIX images will be compatible with the new hometour360° product that will become available in November 2004