Dental Office Virtual Tour & Photo Guidelines

- The managers of the stores can direct each photographer to the respective sections of the office. For any questions while at the office the manager or photographer can call Richard Booth at work: (714) 508-3600 or cell (512) 739-2075.
- We are also going to rely on each photographer's professional discretion to determine the best angles in any situation.
- For a completed Virtual Tour that you can use as a reference please visit: http://www.circlepix.com/home/GCR4LU or Costa Mesa’s website (http://www.pacificharbordental.com/TourUs.aspx).

Viewing this office tour will provide you with a visual guide to what we are looking for in each office.

4 Main Points

1) Lighting! Make sure everything is well lit and every single room has the lights on. Also, schedule the shoot for mid-day for best lighting conditions outside.

2) People! Absolutely no people in any of the pictures.

3) Monitors Turned On and Showing Imagery! Every single monitor and screen must be turned on and showing Digital X-Rays or Intra-Oral photos.

4) Follow the Guide! Ask the manager to follow you through the process and ask questions.

1. **5 virtual tour scenes** – 2 outside and 3 inside (Note: please start the tour on the focus not on a blank wall or area with little value)
   a) **2 outside** (note: the objective is to show how conveniently located our office is – photographer please use your professional discretion):
      i. **Storefront** – enough to show the full building front face as well as some of the surrounding businesses.
      ii. **Shopping Center** – far enough away from the office to include the anchor store and/or shopping center monument sign, ideally with dental office in background (taken from major traffic viewpoint).
   b) **3 inside** (note: the objective is to show how nice, clean, warm/welcoming/bright, and state-of-the-art our office is – photographer please use your professional discretion):
      i. **Lobby area** – capturing any special features like crown molding, tile flooring, architecture and/or foliage behind receptionist, kids play area, any plasma screens (which need to be playing videos), reception area counter tops and nice furniture.

      *Note: if lobby is too small to capture floor to ceiling in a complete 360°, capture from a corner or side as a 90° or 180°.*

      ii. **Opertory (patient room) & Hallway** – by taking pictures from just outside the opertory doorway, 180° will be the Opertory (please make sure flatscreen is showing an intra-oral picture or digital x-ray – ask manager for assistance) and the other 180° will be the hallway (showing nice artwork on walls).
iii. **Ortho Bay (if present) or Exit Counter** – If there is an “Ortho Bay” (ask Manager) in the office, please capture it (to showoff that we provide this service). If not, please capture the “Exit Counter”, which can showoff the receptionists’ flat screen monitors (make sure they are on), more of the architecture, and some of the hallway art.

2. **Site Photos**

   a) **First 5** should be a “Walk To”, simulating a patient walking up to the office’s front door:

   - The first one in the Outside series should show the main entrance to the shopping center (monument sign)

   ![Example Monument Sign](image)

   **Note:** This is an example of a Monument Sign.

   - The middle three in the Outside series should show the office with “Anchor” stores around it or in the background (i.e. Kohls, Target, Starbucks, etc.)
   - The last in the Outside series should show the office’s storefront

   b) **Remaining 7** should be a “Walk Through”, capturing the important rooms/aspects of the office

   i. lobby
   ii. opertory
   iii. exit counter
   iv. ortho bay
   v. hallway (not a long hallway, but a good shot that captures our nice Wall Art and maybe an opertory)
   vi. any unique technology (i.e. digital x-ray room or Cad/Cam machine – ask manager)
   vii. kids play area
   viii. reception area
For the outside photos, things to remember are:
- Try and get the main street corner, maybe the street name, a familiar cross-street shot, and don’t get run over by a car.
- Take photos of the office that show the shopping center with other main stores so patients can recognize the area the office is in. **Pick a bright day, check the weather report! (we want the office to look as inviting as possible)**
- For the close up photos make sure to have a door open and/or try to show the vinyl letters on the door.
- Think of what you are doing as though you’re helping someone “drive up to the office”.

For the inside photos, things to remember are:
- Don’t have people in the photos (staff nor patients).
- If you are taking a photo that includes a TV/monitor, have it turned on.
- Show off things like crown molding, tile, etc.
- Make sure the office manager arranges the monitors, cleans the counters, and straightens up the office.
- For the operatory photo, make sure an intra-oral photo (or digital x-ray) is on every screen.

Here are some examples of pictures we loved in the order they should appear for each office:

Notice how it simulates a patient walking up to the office from the street then into and through the office. The outside shots are great as they have the right lighting and time of day.