InstaVid: 360° Images, Video & Photography Solution
Troubleshooting, FAQ and Capturing Information

We've put together some commonly asked questions to give you more information about the InstaVid app, device compatibility, and in-app screenshots of the latest features.

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Ricoh Theta at correct settings

The Ricoh Theta is a device for capturing interior 360° Images. When Ricoh Theta connection issues arise, the following steps are recommended to resolve them.

Step 1: Check for Settings Conflicts

1.1 Check the settings on your mobile phone.
Settings conflicts may arise when:
   a. Location permission is not enabled from mobile phone.
Recommended Action: Enable location permission in device settings
         Android: *Settings > Security & Location > Location:ON*
         iOS: *Settings > Privacy > Location Services:ON*

   b. Location permission is not enabled for the app.
Recommended Action: Enable location permission in app permissions.
         Android: *Settings > Security & Location > Location:ON*
         iOS: *Settings > Privacy > Location Services:ON*

1.2 Check the settings on the Ricoh Theta camera.
Settings conflicts may arise when:
   a. The Ricoh Theta camera is not in still image camera mode.
Recommended Action: Ensure that the Ricoh Theta Camera is in still image mode.
On the side of the Richo Theta, press the capture mode button until the camera is in still image mode.

   b. The Ricoh Theta camera is not in WiFi mode.
Recommended Action: Ensure that the Ricoh Theta Camera is in WiFi mode
On the side of the Ricoh Theta, press the wireless button until the camera is in WiFi mode and flashes blue.

Step 2: Check Ricoh Theta Compatibility

The table shows the Ricoh Theta camera models that are compatible with the iOS and Android 360° Image application.

Ricoh Theta Camera Compatibility			
Model	Latest Firmware Version	iOS 10.0 or later	Android 5.0 and up
Ricoh Theta S	01.90	✓	✗
Ricoh Theta SC	01.20	✓	✓
Ricoh Theta V	3.10.1	✓	✓

The table above shows the Ricoh Theta camera models that are compatible with the iOS and Android 360° Image application.

To check your Ricoh Theta camera's firmware version, do the following:

- Install the Ricoh Theta mobile app from Google Play store or Apple app store to your mobile phone.
- Switch the Ricoh Theta camera on using the power button (Should be Steady blue).
- Ensure that the Ricoh Theta camera's Wi-Fi is also on (It should be flashing blue).
- Connect your phone and Ricoh Theta camera via the phone's Wi-Fi settings.
- From your mobile phone, open the Ricoh Theta mobile app.
- Allow the Ricoh Theta app to refresh or slide a finger down to refresh the connection.
- Wait for the Ricoh Theta app to show that it is connected to Wi-Fi.
- In the Ricoh Theta mobile app, tap on "settings".
- Then tap on "Update firmware".
- Note the firmware version currently installed on your Ricoh Theta camera.
- If the firmware version on your Ricoh Theta camera is outdated, you need the Ricoh Theta desktop app to upgrade the firmware.

Step 3: Install the Ricoh Theta Desktop Application

If your Ricoh Theta Firmware is outdated, you need the desktop application to update your Ricoh Theta's firmware.

Please follow these steps to download the Ricoh Theta Desktop app.

- Visit either of these links to find the correct Ricoh Theta desktop application:
  https://support.theta360.com/en/download/ (English)
  https://support.theta360.com/de/download/ (German)
- Click on past history in the column of the Ricoh Theta model you own.
- Select your computer's operating system and Ricoh Theta model and download the recommended desktop application.
- After downloading the desktop application, double click on the downloaded set-up file.
- Permit your computer to install the Ricoh Theta desktop application.
- When the installation is complete, begin the upgrade of the Ricoh Theta firmware.

Step 4: Upgrade the Ricoh Theta Firmware

After installing the Ricoh Theta desktop application, upgrade the Ricoh Theta firmware by following these steps:

- Switch the Ricoh Theta camera off and connect it to the desktop with its USB cable.
- If prompted to, permit the Ricoh Theta to install its driver to your computer.
- Launch the Ricoh theta desktop app you downloaded.
- Click on "File", and then click on "Firmware update" and then "Check with browser".
- The Ricoh Theta desktop application will show the latest firmware version, click "Ok".
- The firmware installation to the Ricoh Theta Camera will begin.
- During the firmware update, please ensure that the Ricoh Theta camera is sufficiently charged.
- When the firmware update is completed, the Ricoh Theta would flash both the still image and video camera lamps.

Tips for Creating 360° Images & Videos

An overview of the InstaVid 360° image & video tips is below. Use these tips to create better 360° images and videos.

Keep the phone level and close to your body

- While recording a 360° Image or a video. Use both hands to keep the device steady.
- Keep your arms close to your body as this helps in cradling the camera and in maintaining a steady shot.

Spins should start and end at the same position on the vehicle

- Capture a full 360° Image by starting and ending your recording at the same position where you started.
- Start at the vehicle's front, and use a temporary floor marking as a reference for your starting and end point. It helps to mark a spot on the ground or drop a coin.
- Our app is also compatible with turntables if the device is stationary.

Keep the vehicle in the center of the spin

- Before capturing the 360° Image, it is a good idea to have a path around the vehicle figured out.
- The exterior 360° shot should always be completely in the phone's view - so that the image captured does not have any sections of the vehicle missing from view.
- Maintain a consistent height around the car. The best result is achieved when keeping the reticle around the door at sill height, consistently as you walk around.
- If space is limited:
    - Use a clip-on wide angle lens that fits your device. The wide angle lens lets you record a 360° Image at a closer distance than is possible without the lens.
    - Start close to the front of the vehicle, walk around in a wide arc, come in close to the back and copy the same arc around the other side and end in the same spot at the front. This produces a nice spin while not requiring a wide berth in the front and back.

Positioning the Ricoh Theta camera

- The Ricoh Theta camera should be positioned in the center of the vehicle and vertically between the driver and front passenger seat.
- Ensure that the Ricoh Theta camera is forward facing. The camera mode lamp should face the rear seats.
- Capture the interior 360° Image in good lighting. If the surrounding light is too bright, your app will try to adjust for this by adjusting the mode of the Ricoh Theta camera*. (*If the firmware and model supports this)

Use the preview feature

- - After recording a 360° Image or video, use the preview feature to pan the image you've just captured or to play the video. If you are not happy with what you see, use the options to retake the 360° Image or the video.

FAQ

Does that app work in any country?
Yes, the app is downloadable in all countries from your respective app stores.

Does it work on iPhone and Android?
The app works on most iPhone and Android devices.

How much space do I need to take a 360° image?
Maintaining a 2 – 3 metre distance is recommended for best results. Should space be limited, a wide angle lens can be used to reduce the space required.

How long does it take to capture a 360° image?
It should take more or less 45 seconds to capture an exterior 360° image and more or less 30 seconds to capture an interior 360° image.

How long should personalised videos be?
There are no restrictions on the length of the personalised video. InstaVid can process videos with file sizes up to 1GB.

What language is InstaVid available in?
InstaVid is available in English, German, French, and Italian.

Where have you launched?
InstaVid has launched in Australia, Germany, Switzerland, UK, USA, and South Africa.

Can I use multiple themes for a multi-franchise dealer?
Yes, the app can cater for multiple branded themes.

Can we access a reporting API?
API reporting is available on request.

How big is a spin file for the dealership to send and for the user to view?
The file size may vary depending on the handset and operating system, but is usually between 20MB – 50MB.

Does your 360 app work with lenses and what lenses can I use?
Generally, yes. A common clip-on lens is 0.45X super wide angle lens. In our use, a 0.45X super wide angle lens reduces the required distance by 45%. Refer to page 10 for lens options.

How do I integrate InstaVid into my photography process?
InstaVid fits into your normal photography process with the addition of a walk-around to capture the exterior of the vehicle, one snapshot to capture the interior and an optional video to speak about the vehicle and photo gallery to create still images. This content is then easily linked to your vehicle inventory.

How long does it take to create a 360° exterior image, 360° interior image and vehicle video, all linked to my vehicle inventory?
The exterior walk around 360° image, interior 360° image and brief video take between 3 and 5 minutes to create.

Do I need specific hardware to use InstaVid?
No, to get started capturing InstaVid exterior 360° images and video you can use modern iOS or Android devices. For capturing interior images you do need an interior camera as detailed on page 8.

How do I integrate InstaVid content into my processes?
You can use InstaVid to send customers 360° images and video content when they enquire about vehicles, as well as link this content to vehicle inventory online. You may also make use of InstaVid as an upselling mechanism for workshop work.

How do I integrate InstaVid content into my dealership website or used vehicle website?
InstaVid integrates seamlessly with vehicle inventory feeds and displays this inventory in the InstaVid app. 360° images, video and still image content is linked to that inventory within InstaVid.
A short snippet is code is embedded on the dealer website or used vehicle portal which in turn displays the linked InstaVid content.

What resolutions are InstaVid videos and 360° images provided in?
We serve InstaVid content in a variety of resolutions and formats which are variable by market.

Mobile Devices & Operating Systems

InstaVid operates on modern smartphone devices allowing the capturing of exterior 360 images and video. Interior 360° image capturing requires a suitable interior camera.

iOS (iOS 10 and later releases)
Apple iPhone 6 and later devices.

Android ("Marshmallow" 6.0 OS and later releases)
Samsung Galaxy S6 and later devices with gyro (or similar).
Huawei Mate 20 Pro
Huawei P10
Huawei P20, P20 Pro
Google Pixel 2, 2XL, 3, 3XL
Nokia 7

Additional Hardware

Additional hardware allows dealerships to capture interior 360 images, create smoother video and allows 360° image photography within smaller photography areas. Recommended additional hardware is below:

Interior Camera & Stand

The Ricoh Theta 360 camera is supported by InstaVid for capturing interior 360° images. Two models are currently available: the high end Ricoh Theta "V" and the entry level Ricoh Theta SC. Both are suitable for capturing high quality interior images.

These cameras require a stand and the recommended stand for this purpose is the GorillaPod Octopus.

Interior Cameras

Ricoh Theta**:** https://bit.ly/1JzEGVz
Ricoh Theta SC camera**:** https://amzn.to/2ELseJ3
Ricoh Theta V camera**:** https://amzn.to/2J93qOU

Interior Camera Mounts

Interior Camera mounts assist in stabilising and positioning the interior 360° camera.

Headrest Car Mount: https://amzn.to/303nDLs

AXION RacerMount: https://amzn.to/2XowdCF

Joby Gorillapod Ball Head: https://amzn.to/2XRxLd2

Joby GorillaPod 1K Kit: https://amzn.to/2RTNxhZ

Lens

Dealerships are often limited by the space and wide angle lenses help mitigate this issue. Our recommended lens is the Moment Wide 18mm lens or any suitable clip on wide angle lens available on Amazon.com.

Moment Lenses: https://bit.ly/2zzkfMa

Wide Angle Lenses: https://amzn.to/2JAZK7F

Craicr: https://amzn.to/2RTufsZ

Screenshots

InstaVid app and output screenshots can be found on the following pages.

Content Management
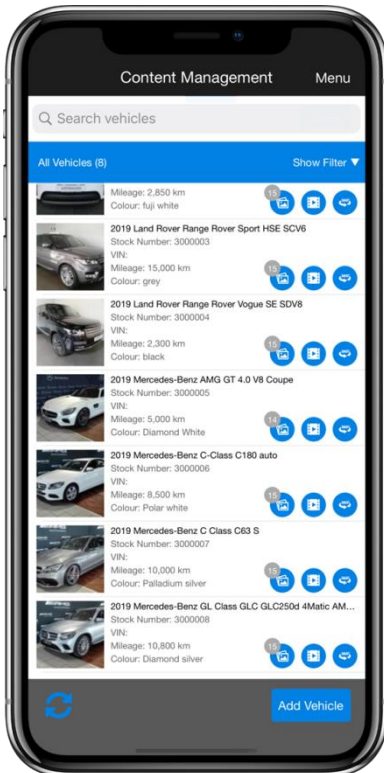
Direct Message
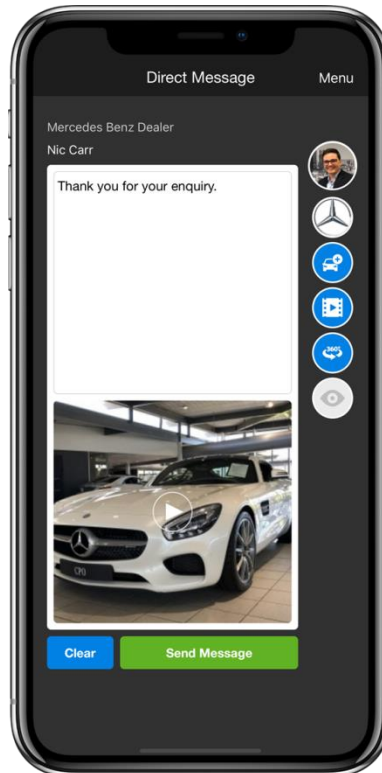
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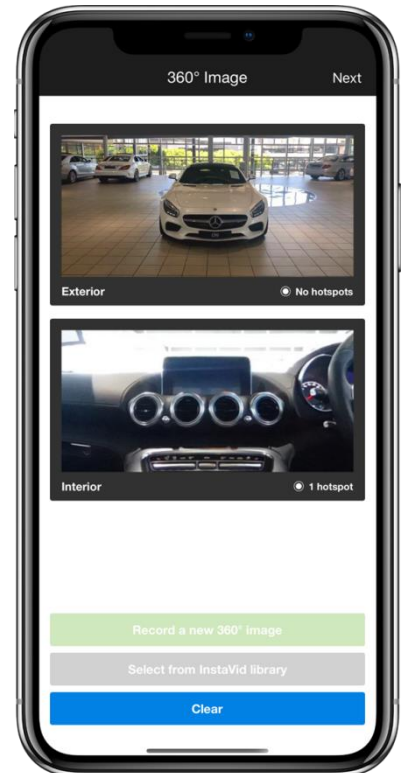
Vehicle View
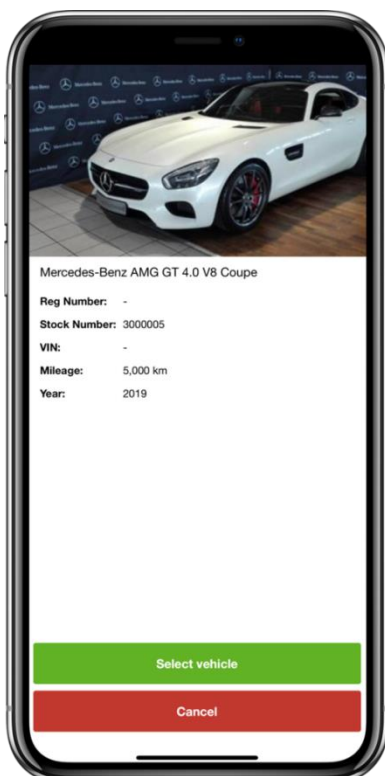
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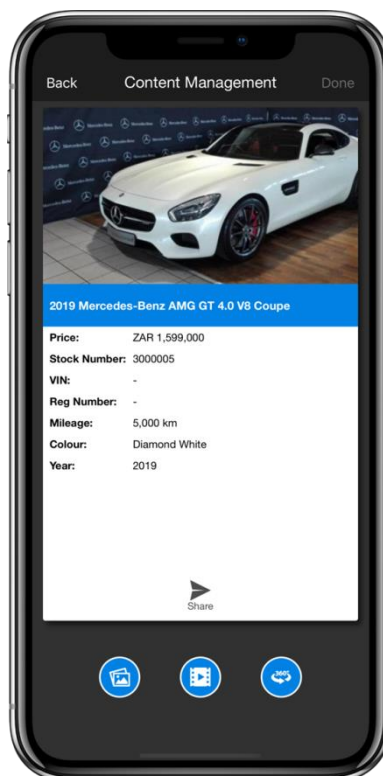
Inventory Searching and Filtering
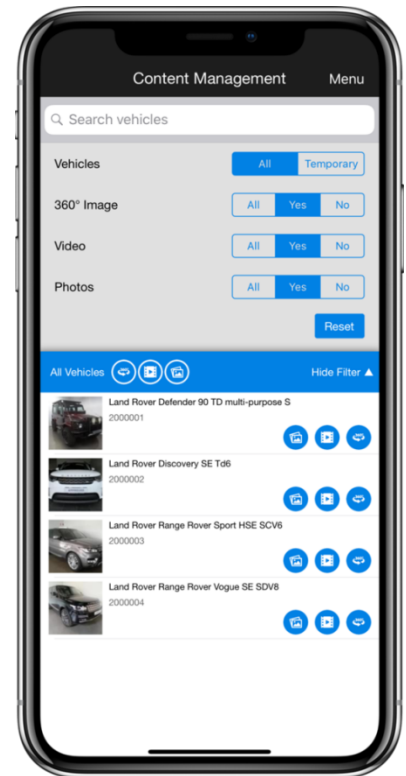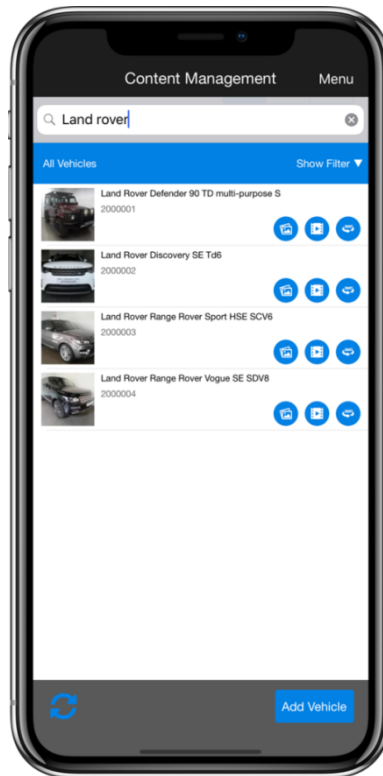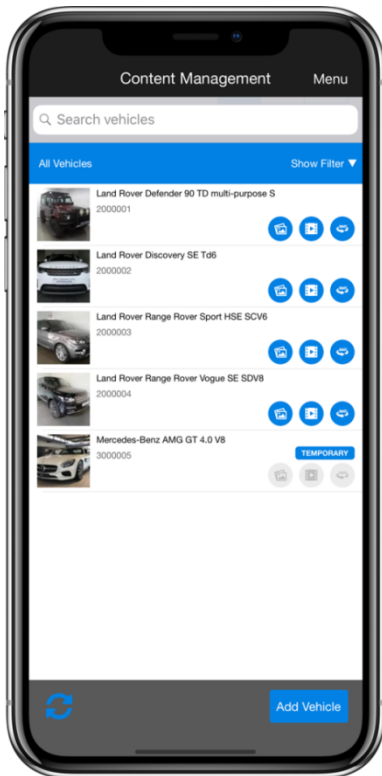
Photo gallery

# Guided Gallery Capture
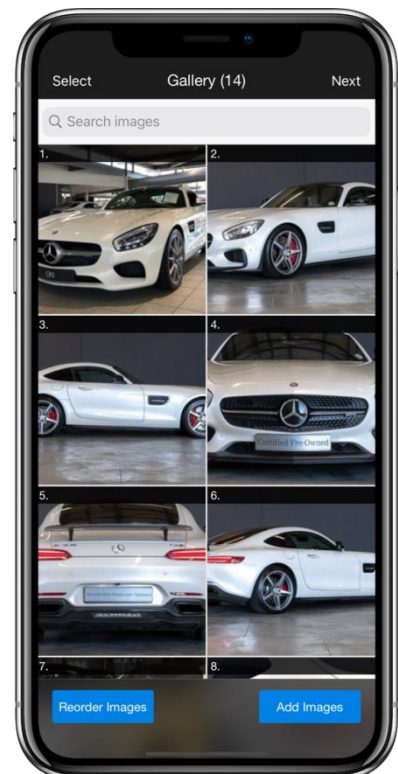
360° Image Capture

Enhanced Connectivity with Queued Upload
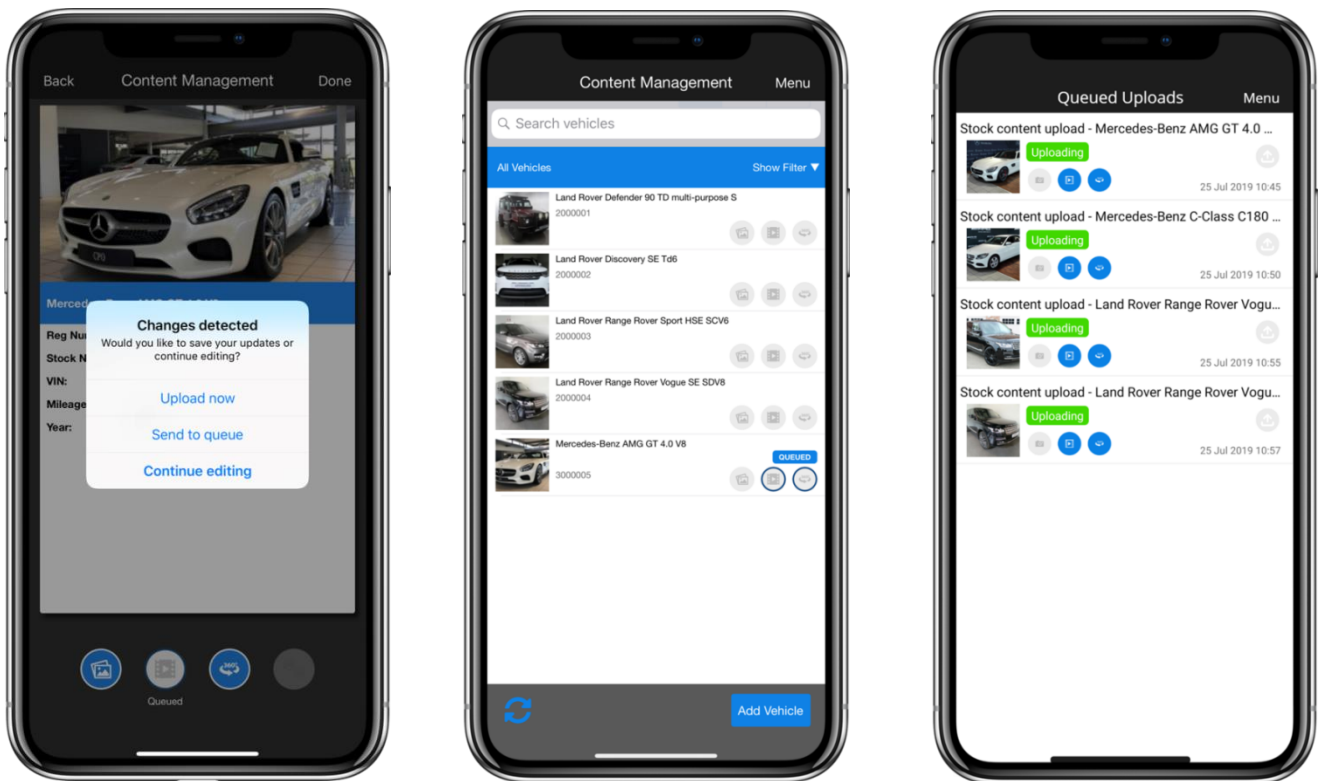
Creating placeholder inventory
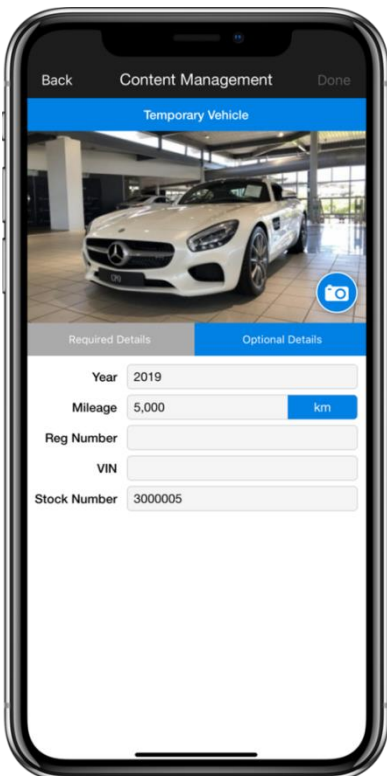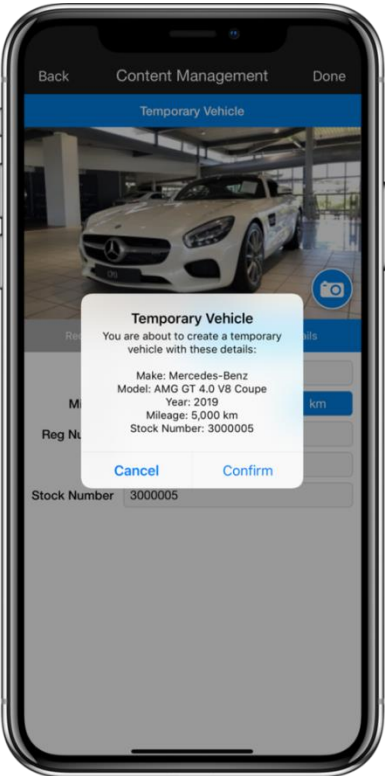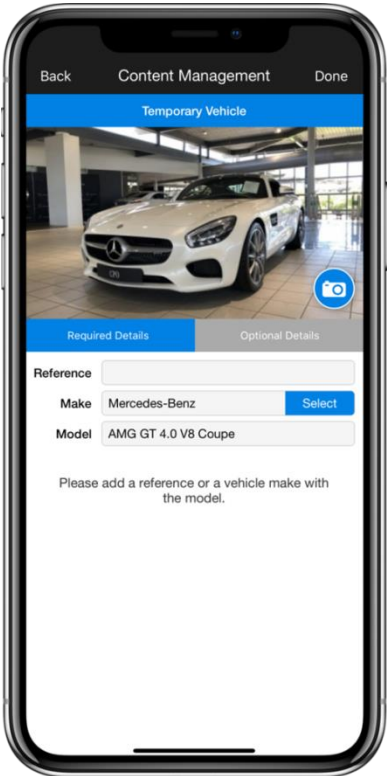
Matching placeholder vehicle to stock item in inventory
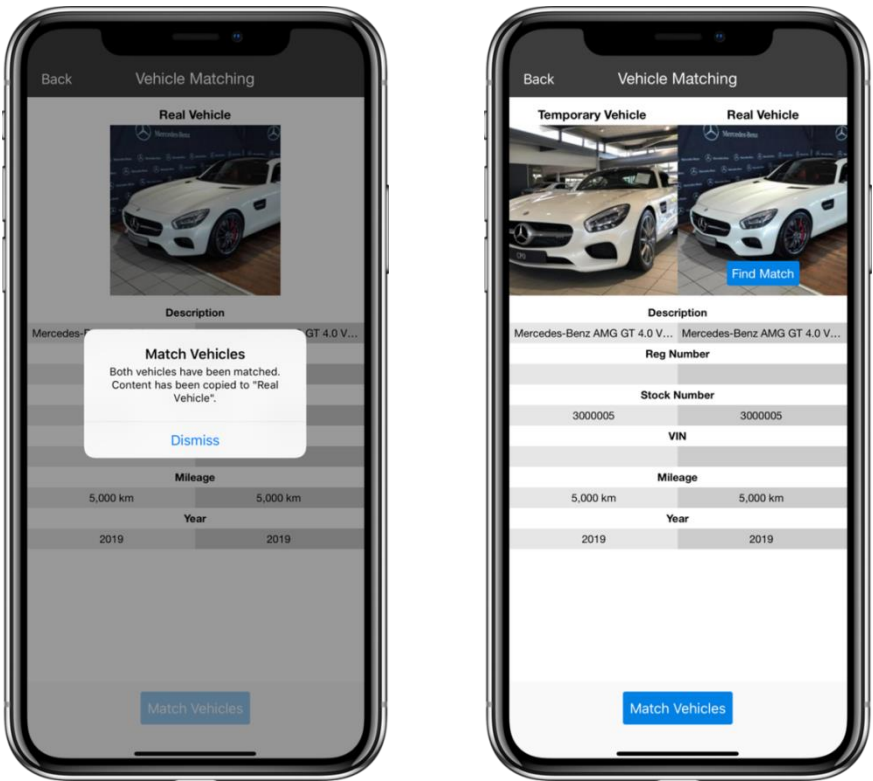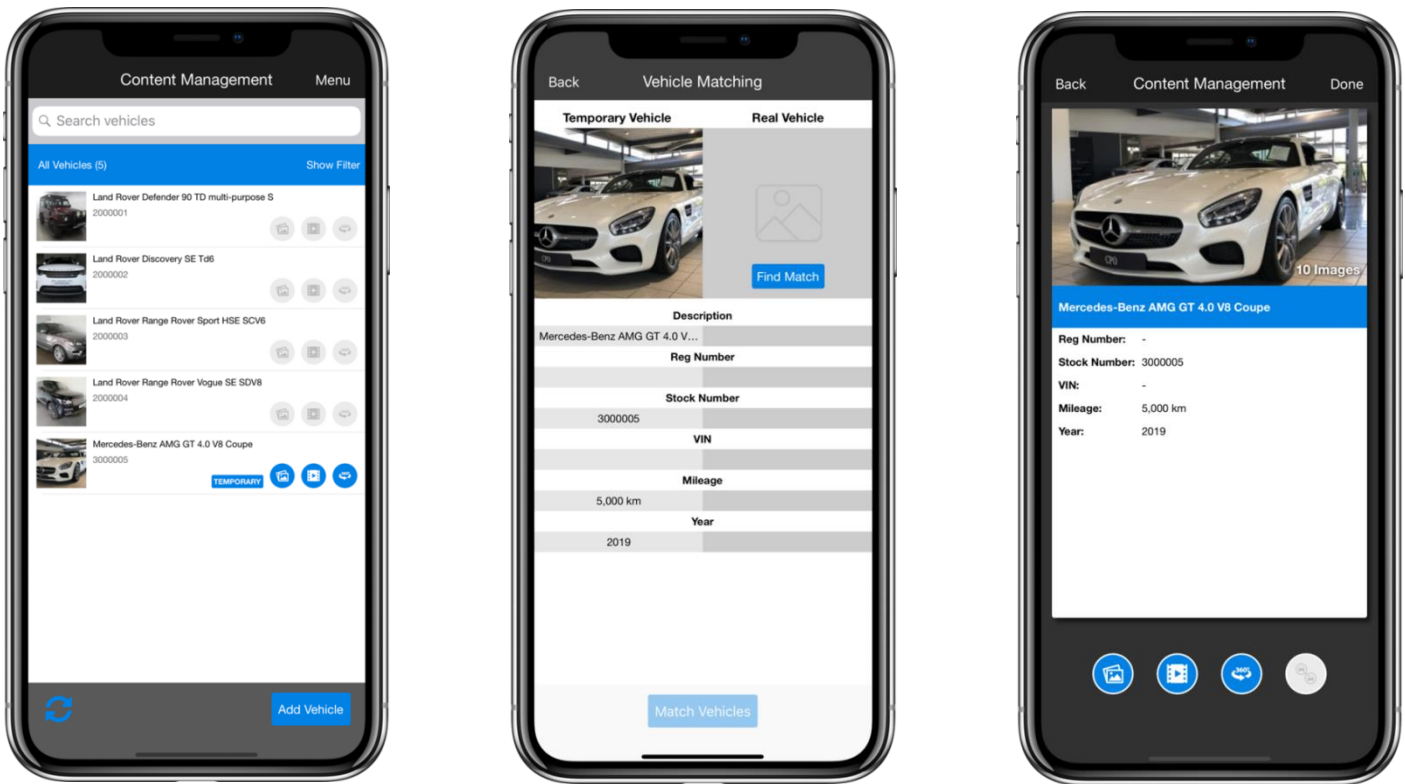
Direct Message mailer examples
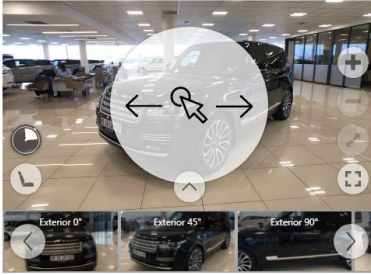
Branded InstaVid output mailers can be found below.