# INSTAVID350°

Application User Guide (v 4.1.1)



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# Activating your Account

## 1.1 Downloading the InstaVid360 App

The InstaVid360 App is compatible with iPhones, Android, and Huawei devices. To download the app, follow these steps:

- For iPhone, Visit the Apple Store and click on the download link or scan the QR code.
- For Android: Visit the Google Play Store and click the download link or scan the QR code.
- For Huawei: Visit the Huawei App Gallery and click on the download link or scan the QR code.







## 1.2 Signing In

- 1. Launch the app from the home screen. On the first installation of the InstaVid360 App, the activation page is displayed.
- 2. To load the Sign-in screen, tap "Activate Account".
- 3. In the Sign-in screen, enter your username and your case-sensitive password.
- 4. To gain access to your account, tap "Sign In".





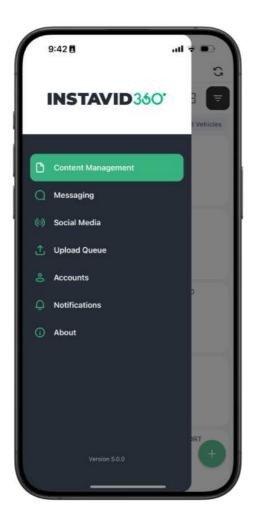
# Content Management

#### 2.1 Content Management Overview

Content Management is the main view in the InstaVid360 app, providing access to your dealership's inventory and the tools for creating and linking 360° spins, videos, and photos to each inventory listing online.

To access the **Content Management** menu, follow these steps:

- 1. Tap the "Menu" button.
- 2. Select "Content Management".





#### 2.2 Managing Content in the App

The following steps outline the process of managing content using the InstaVid360 App:

Syncing Inventory: To ensure you have the most up-to-date information, tap the sync button located in the top-right corner of the Content Management view.

Searching for Vehicles: To search for a specific vehicle, enter its registration number, VIN, or stock number in the search bar or scan the VIN or SKU using the barcode or VIN scanner.

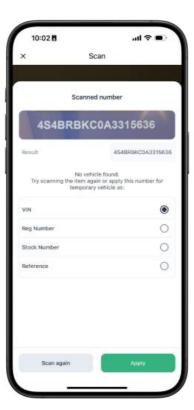
Filtering Inventory: Use the inventory filter to display vehicles with or without 360° Spins, videos, or photos. For example, you can filter for vehicles with 360° Spins but without photos.

Selecting Inventory: Tap the desired vehicle in the stock list to select it, then create and upload its 360° Spins, video, and photos.

Adding Temporary Vehicles: If the vehicle details are not yet in the app but the vehicle is ready for photography, tap "Add Temporary Vehicle" to create a temporary container for the vehicle's 360° Spins, video, and photos.



Search for inventory by typing its details



Select inventory by VIN scanning

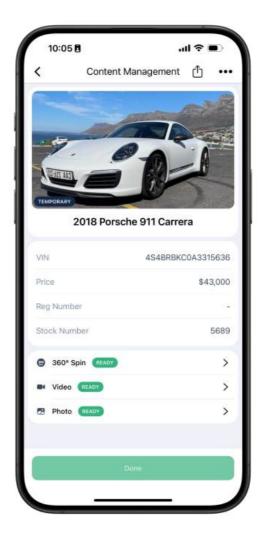


Create or link up your content from this screen

# 3 Creating Exterior 360° Spins

To associate 360° Spins, videos, and photos with inventory, follow these steps:

- 1. In the Content Management view, select the desired inventory item.
- 2. Create and upload the 360° Spins, videos, and photos for that inventory item.



Vehicle Details View



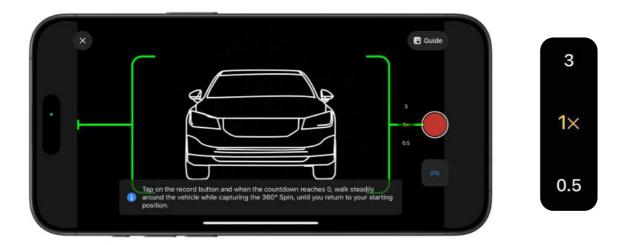
#### 3.1 Creating the Walkaround 360° Spin

The walkaround 360° Spin requires that you walk an elliptical path around the vehicle while recording the 360° Spin. To create a Walkaround 360° Spin, follow these steps:

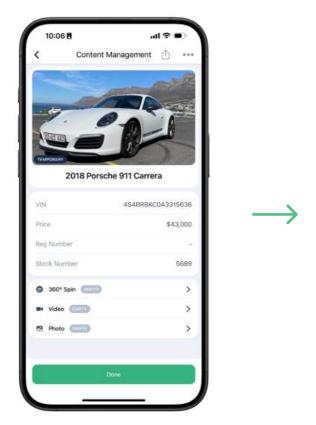
1. In the "vehicle details" view, tap the "360° Spin" button.



- 2. Tap the "Walkaround" button.
- 3. If your device has multiple rear cameras, select the camera you'd like to use for the recording. The wide-angle cameras are best used when there is limited room around the vehicle.



- 4. Tilt the phone to landscape and tap the record button to start the 3-second countdown.
- 5. Walk around the vehicle in the direction of the arrow while keeping the vehicle in the camera view.
- 6. Review the exterior 360° Spin.
- 7. If you're satisfied with the 360° Spin, tap "Done", or tap "Redo" to start again.
- 8. To add hotspots, tap the 360° Spin, then tap "**Hotspot Editor**" and follow the steps outlined in "Creating Hotspots for 360° Spins" (Section 05).



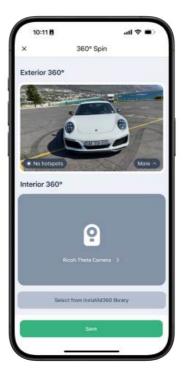
Tap the 360° Spin button from the vehicle details view



Tap the Walkaround button



Capture the walkaround 360° Spin by tapping the record button



The exterior 360° Spin is created

#### 3.2 Tips for Capturing Walkaround 360° Spins

To capture a successful walkaround 360° Spin, follow these tips:

- 1. Place a coin 1.7 2.5 meters from the front of the vehicle to indicate the starting and ending position. Always start and end at the same point.
- 2. Hold the phone at chest height with both hands, keeping your arms close to your body, to maintain the constant height of the vehicle in the 360° Spin.
- 3. Turn your left shoulder towards the vehicle and walk in an elliptical path with your feet pointing along the arc, while recording the spin. Walk steadily and naturally.
- 4. Ensure that the entire vehicle is within the 360° frame throughout the recording. If any part of the vehicle is cropped, consider the following:
  - a. Increase the distance from which you are capturing the spin. The shortest distance should be at the front (1.7 2.5 m) and the farthest distance should be at the sides (3 4.2 m).
  - b. Practice a few dry runs if you're a first-time user to improve your ability to keep the vehicle in the frame.
  - c. Use the built-in wide-angle lens on your device if there is limited room around the vehicle.
  - d. If your device does not have a built-in wide-angle lens, consider using a clip-on wide-angle lens over the camera to improve the recording in tight spaces.

#### 3.3 Creating the Turntable 360° Spin

The turntable 360° Spin requires that you use a rotating vehicle turntable platform to spin the vehicle while the InstaVid360 App is capturing the 360° Spin.

Once the vehicle is positioned on the turntable, you should make sure the front of the vehicle is facing the camera on your device that will be used to capture the 360° spin. Then, open the InstaVid360 app and select the vehicle from the inventory list. After that, tap the "360° Spin" button to start capturing the 360° exterior of the vehicle.

It's important to follow the best practices for capturing 360° spins (page 12), such as making sure the turntable is rotating at a constant speed, rotating the turntable before pressing the record button, and setting the correct rotation direction in the app.

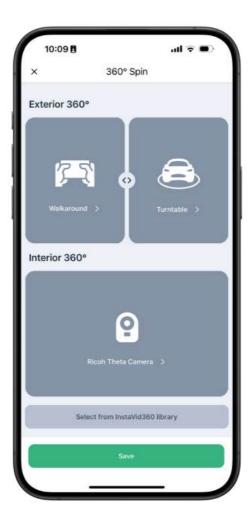
1. From the inventory list, choose the vehicle you want to capture and tap the "360° Spin" button.



- 2. In the 360° Spin view, tap the "Turntable" button to set up the rotation.
- 3. Choose your starting point of view from the options: "left side", "right side", "front view" or "other". We recommend using "other" as this provides the most flexible option that saves time.
- 4. In "Turntable Settings", enter the duration of the rotation in seconds.
- 5. In "Turntable Settings", select the direction of rotation: clockwise or counter-clockwise. You can also tap the turntable graphic in the middle of the screen to match the turntable's direction.
- 6. If your device has multiple back cameras, select the best one for the 360° Spin capture by tapping the camera button.



- 7. Secure the phone on a tripod or hold it steady in both hands. Start the turntable rotation and press the record button when it reaches a steady speed. The 360° Spin will be completed once the timer runs out.
- 8. You may immediately review the exterior 360° Spin and retake it. If you are satisfied with the 360° Spin, accept it by tapping "**Next**".
- 9. When you're satisfied with the 360° Spin, centre the front view and tap "Next".
- 10. To add Hotspots such as damage tags, tap the side of the vehicle where the damage is located from the options in the row of buttons for example "Front Pilot Side" and follow the steps in "Creating Hotspots for 360° Spins".



Tap "Turntable"



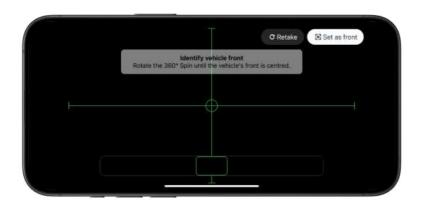
Select the starting point of view. For flexibility and tap **Continue** 



Tap Settings in the top right corner. Enter the duration for the turntable 360° Spin and choose **Clockwise** or **Counterclockwise** 



Once the countdown reaches zero, record the turntable 360° Spin ensuring that the vehicle is already in motion



Reorient the 360° Spin by rotating it so that the front is in view, then tap **Set as front** 

#### 3.4 Best Practices for Capturing 360° Exterior with a Turntable

Before capturing the 360° exterior, please consider the following best practices to ensure a smooth and successful experience:

- 1. Test the Turntable: Record the precise time it takes for the turntable platform to complete a full 360° revolution.
- 2. Set the Rotation Direction: Use the app to configure the turntable's direction of rotation, and confirm that the app is set accordingly.
- 3. Maintain Constant Speed: Ensure that the turntable rotates at a constant speed from start to finish. Avoid slowing down or speeding up during the capture process.
- 4. Start Rotation before Recording: To prevent unsynchronized captures and misaligned hotspots, start rotating the turntable before pressing the record button in the app.

## Creating the Interior 360° Spin

The InstaVid360 App only supports the Ricoh Theta camera for creating interior 360° spins. To use the camera, a Wi-Fi connection must be maintained between the camera and your smartphone.

#### 4.1 Preparing the Ricoh Theta Camera

- 1. Turn on the Ricoh Theta camera and make sure it is in Wi-Fi mode, indicated by a flashing blue Wi-Fi LED.
- 2. If the LED is not flashing blue, press the Wi-Fi button until it starts flashing blue.

#### 4.2 Ricoh Theta Wi-Fi Connection for Android Devices

The following steps outline the process for pairing the Ricoh Theta camera with an Android smartphone:

- 1. In the 360° Spin view, tap the "Ricoh Theta Camera" Button.
- 2. Tap "Open Settings", then select the Ricoh Theta from the networks list. Wait until there is a tick next to the Ricoh Theta camera network, which indicates a successful pairing.
- 3. If prompted for a password, enter the digits in the Ricoh Theta's serial number, located at the base of the camera.
- 4. Once the Wi-Fi connection is established, return to the InstaVid360 app by tapping the back button on the soft navigation bar.
- 5. The Ricoh Theta connection should now display the live preview of the interior of the vehicle. Older Ricoh Theta cameras might only show the status as "CONNECTED" instead of the live preview.



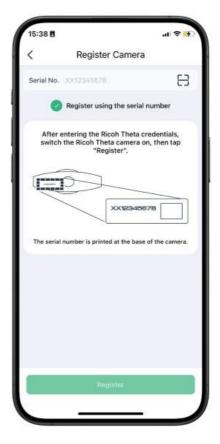
#### 4.3 Ricoh Theta Wi-Fi Connection for iOS Devices

The following steps outline the process for connecting a Ricoh Theta camera to an iOS device

- 1. Turn on the Ricoh Theta camera and in the InstaVid360 App, tap the Ricoh Theta Camera button.
- If this is your first time connecting the camera to the app, tap "Register" to add a New Camera."



- 3. Enter the serial number located at the base of the camera as the password. If you have set a custom password, uncheck the "Register using the serial number only" option and enter both the serial number and password.
- 4. Tap "Register" once the correct information has been entered.
- 5. Approve the Ricoh Theta permissions request.
- 6. If the information entered was correct, you should see the live preview of the vehicle's interior or a "CONNECTED" status for older cameras.
- 7. If the camera does not connect, try again, making sure the information is entered correctly.
- 8. For future interior 360 recordings, simply tap the button to connect to the registered camera and start recording.



**Note:** For iOS, you can also use the steps described for Android devices (4.2 above), but you will need to manually open the iOS settings app.



## 4.4 Steps for recording the Interior 360° Spin

The following steps outline the process for capturing an interior 360° spin:

- 1. Attach the Ricoh Theta camera to the tripod.
- 2. Place the camera and tripod assembly between the front seats, facing the dashboard.
- 3. Ensure that the Ricoh Theta camera is on and paired with your smartphone (refer to steps 4.1 to 4.3).
- 4. Stand out of view or crouch to avoid appearing in the interior 360° shot.
- 5. Tap the record button to start capturing the Interior 360° Spin.
- 6. Preview the spin and tap "Done" if satisfied.
- 7. To disconnect the camera, switch your phone's Wi-Fi to your preferred network, then turn off the camera.
- 8. To add hotspots, tap the 360° Spin, then "Hotspot Editor" and follow the instructions for "Creating Hotspots for 360° Spins".
- 9. Tap "Done" to save the interior 360° Spin and any hotspots (Section 05).



## Creating Hotspots for 360° Spins

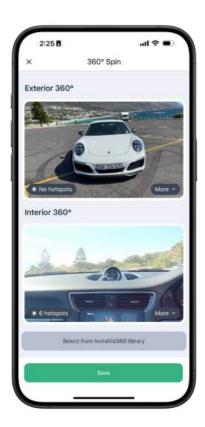
Just after capturing a 360° Spin, you have the option to create its hotspots (interactive media or texts embedded in the 360° Spin) that highlight the vehicle's features or provide transparency about defects.

1. After capturing a 360° Spin, tap "Add Hotspot" to create hotspots. Use the navigation panels at the bottom of the screen to find the desired viewing angle or starting view (i.e., Front, Front ¾ Left as shown below).



- 2. Using your finger, drag the 360° Spin so that the feature or damage you want to highlight is in view. Then tap the location where you want to add the hotspot.
- 3. Adjust the position of the crosshair by tapping the location and dragging, pinch to zoom, or repositioning as necessary.
- 4. For exterior 360° Spins, tap "Confirm Position" once the crosshair is positioned. Repeat this process for clockwise and counterclockwise rotations. For interior 360° Spins, only one tap is required to place the crosshair.
- 5. Once the hotspot location is confirmed, add content such as a video, photo, or descriptive text.
- 6. Specify the type of hotspot, using options such as "feature" (default), "light damage", or "heavy damage".
- 7. Tap "Done" after creating all the hotspots.
- 8. Return to the vehicle details page to create videos or photos or to upload the 360° Spin with its hotspots.
- 9. For previously uploaded 360° Spins, tap the thumbnail, tap "hotspots", download the 360° Spin, and follow steps 2 to 8.







Tap the desired 360° spin

Tap "More" to display the options

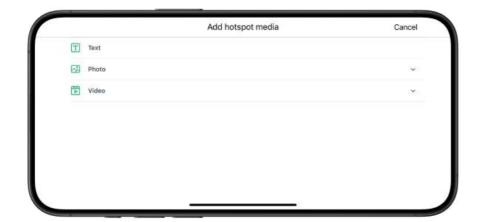
Tap "Hotspots"



Tap the location of the feature, e.g. **Front**, Front 3/4 Left



Place the crosshair by dragging it



Select hotspot media



Select hotspot type



The hotspots are confirmed by tapping "Done"

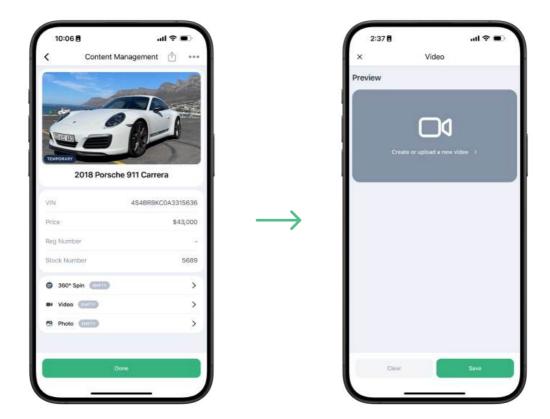
## 6 Creating Inventory Videos

To create an inventory video, follow these steps:

1. Go to Content Management and select the vehicle you want to make a video for. Tap the "Video" button.



- 2. Choose one of the following options to select your video:
  - a. Record a new video
  - b. Choose from device to select a video saved on your mobile phone
  - c. Select from InstaVid360 Library to choose a video already in your online library.
- 3. Tap "Save" to confirm your video and any edits you have made to it.



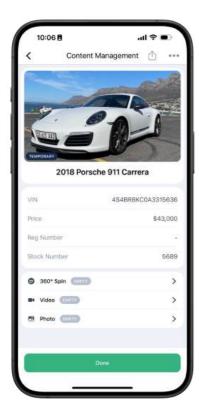


## **Creating Photo Galleries**

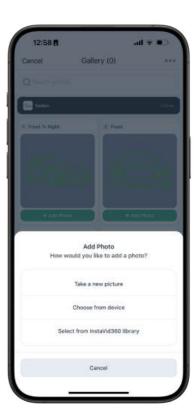
Creating high-res photos for your inventory is easy and intuitive with the InstaVid360 App. Follow the steps below to create, select and edit photos for vehicles in your inventory.

#### 7.1 Capturing Photos

- 1. Go to the vehicle details view and tap on the gallery button.
- 2. Tap the camera icon to display the options for creating gallery photos.





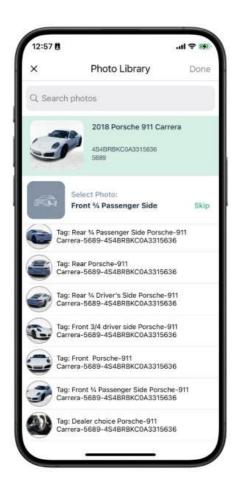


- 3. Capture or Select photos, then confirm your selection by tapping "Done".
- 4. When using the guided photography feature, guideline wireframes are shown in the camera view, showing you the recommended shots to take.
- 5. You may change the order of photos in the photo gallery by dragging them to their desired positions.
- 6. To return to the vehicle's details view, tap "Next" from the gallery view.





Use the camera to create guided gallery photos



Select photos from online (cloud) library



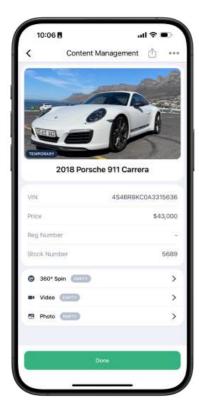
Select 360° Spin frames as photos

#### 7.2 Creating Background Replaced Photos

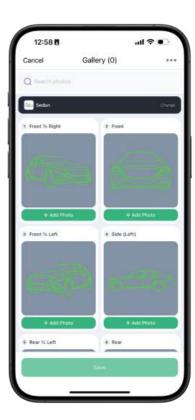
Background replaced photos display the dealership's inventory on clean and uniform backgrounds. To use this feature, contact your account manager to enable it as it is an add-on service.

To create background replaced photos:

- 1. Go to the vehicle details view and tap "Photos".
- 2. Select the appropriate vehicle shape from the pop-up menu (Coupe, Lux Sedan, SUV, Hatchback etc.).
- 3. Tap any of the camera icons.





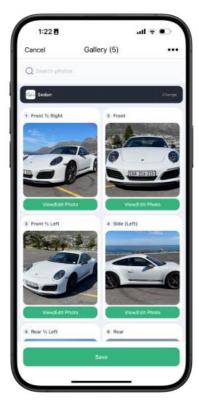


- 4. For best results, capture the photos using the camera and guidelines provided in the InstaVid360 app.
- 5. Tap "Save" to confirm the gallery and then "Done" on the vehicle details screen to submit the updated photo gallery.
- 6. The background replacement will be processed in the background and when completed, the background replaced photos are uploaded from the upload queue to your account and to the VDP.

## 7.3 Editing Photos

In the photo gallery, you can edit newly captured photos to adjust its properties.

- 1. Tap on the photo in the gallery main view.
- 2. Tap the "Edit" button (next to the "Remove" bin icon).
- 3. Make the desired edits to the photo and then tap "Done".



Tap View/Edit in the gallery view



Tap the edit button



Edit the photo's crop area, rotation, brightness or contrast

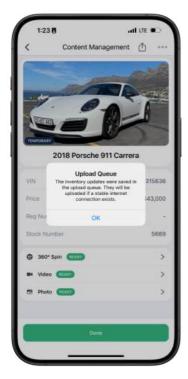


## **Uploading Inventory Content**

Creating 360° Spins, videos, or gallery photos is just the first step. The next step is uploading the content to the Content Management using the Upload Queue. This process is essential for properly storing the content, making it easily accessible to users with access to the inventory.

#### 8.1 Upload Queue

- Content created and saved in the InstaVid360 App will be sent to the upload queue and will be uploaded in the order it was added.
- Monitor upload progress by tapping on the upload status icon.
- Retry failed uploads by tapping the "Retry" button or cancel an upload by tapping the "Cancel" button.
- If the upload queue is not processing, check network connection and settings.
- Successfully uploaded content will be reflected in the inventory management system after refreshing the page.
- Regularly uploading inventory helps keep dealership website and VDPs updated with the latest information and media for vehicles.



Updates are sent to the upload queue when you tap "Done"



If you wish to edit an item in the queue, tap the preview button



You may change the upload queue settings to suit your Wi-Fi connection

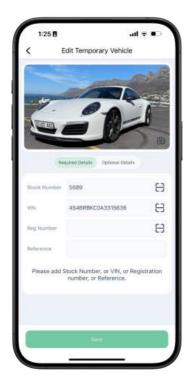
## Oreating Temporary Inventory Vehicles and Linking Content

In instances where a vehicle is ready for photography, but the inventory details are yet to be received by the InstaVid360 App, it's helpful to create a placeholder inventory as a temporary container for the 360° Spins, videos, and gallery photos that are to be captured. Here's how to create a Temporary Inventory Vehicle:

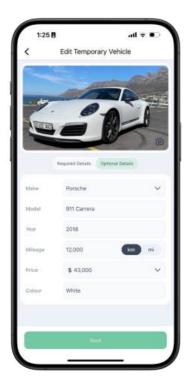
#### 9.1 Creating Temporary Inventory Vehicles

- 1. Confirm that the vehicle is not in the inventory list by searching for it in the Content Management System.
- 2. Tap "Add Temporary Vehicle".
- 3. In the "Required Details" tab, enter the vehicle's make and model or a reference.
- 4. In the "Optional Details" tab, enter accurate details for VIN, Stock Number, and/or Registration Number for the automated backend matching of content from the placeholder to the actual inventory.
- 5. Create an optional cover photo by tapping the highlighted camera icon. Make sure to use a good quality photo as the placeholder inventory may be used for social media posts or messaging.
- 6. To complete the creation of the placeholder inventory, tap "Done", verify that the details are accurate, and tap "Confirm" to accept the temporary inventory.
- 7. After creating the temporary inventory, proceed to create its 360° Spins, video, and photo gallery.

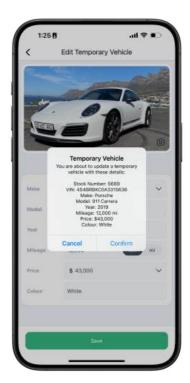




Enter "Required Details"



Enter "Optional Details"



Confirm inventory details

#### 9.2 Vehicle Matching

#### Backend (automated) matching

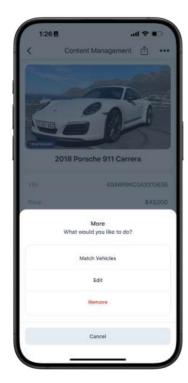
The InstaVid360 backend checks for updates in your dealership's feed to match the temporary inventory with the actual inventory. If the temporary inventory and the actual inventory share at least one unique identifier such as VIN, Stock Number, or Registration Number, the content from the temporary inventory will be copied to the actual inventory automatically.

#### Manual matching

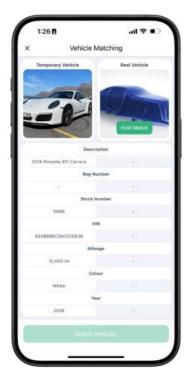
If the temporary inventory was created with insufficient or inaccurate details, the content must be matched manually to the actual inventory. Here's how to manually match a temporary inventory:

- 1. In the Content Management view, search for and select the temporary inventory.
- Ensure that the content of the temporary inventory has completed uploading and processing.
- 3. Tap the ellipses (three dot icon) in the top right corner to reveal more options, then tap "Match Vehicles".
- 4. In the "Vehicle Matching" view, tap "Find Match".
- 5. Search for the actual inventory and select it.
- 6. With the actual inventory selected, tap "Match Vehicles".
- 7. The content from the temporary inventory will be copied to the actual inventory and the temporary inventory will be deleted.

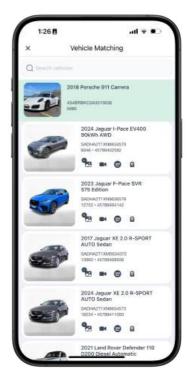




Tap Match Vehicles



Tap "Find Match"



Find matching vehicle and tap Match Vehicles

# Messaging

In the Messaging section of the app, you can send content to customers by generating links within the app. These links can be easily shared through various platforms on your mobile device, including email, SMS, Slack, WhatsApp, and others.

When the customer clicks on the link you have sent, they will be able to view the personalized message you created, as well as any accompanying content such as 360° spins, videos, photos, and vehicle details.

#### 10.1 Creating a Message

Please note that before creating a message, it is important to include at least one of the following: inventory details, a 360° spin, or a video. A combination of these elements can also be used for an even more comprehensive and engaging message.

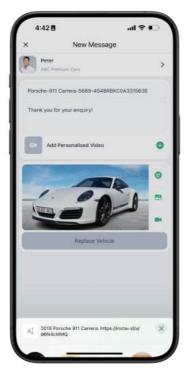
To create a message, follow these steps:

- 1. Tap "Menu" and then "Messaging" to access the messaging section.
- 2. In the message list view, tap "New Message" to start composing a new message.
- 3. Tap the user icon to select your profile from the list of sales executives.
- 4. If available, tap the "Themes" icon to select a theme for the message. This will apply a predesigned template to the message.
- 5. Update the text in the message box by either using the text from the selected theme or by entering a custom message.
- 6. Select a vehicle from your inventory by tapping the vehicle icon.
- 7. If the selected vehicle has linked content, this will be automatically copied into the message.
- 8. If you want to replace the video or 360° spin, tap the respective icon and choose a new video or 360° spin.
- 9. Preview the message by tapping the preview icon.
- 10. To share the message, tap the "Share" button.
- 11. All created messages are saved in the message list and can be reused by tapping "Share" or edited by tapping the message and making changes.





Tap "+ New Message" to create a new message



Enter message text and select inventory and content

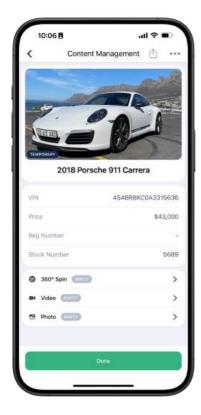


Share the message as a link by tapping the desired channel for example "email", "Whatsapp", etc.

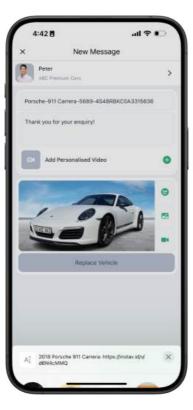
#### 10.2 Sharing Inventory and its Content

To create a message directly from the inventory:

- 1. Go to Content Management and select the desired inventory.
- 2. Tap the "Share" icon (top right corner) to access the message composer view.
- 3. Tap the user icon to select your profile from the list of sales executives.
- 4. If desired, update the text in the message box.
- 5. Preview the message by tapping the preview icon.



Tap the "Share" button from the vehicle details view



Enter the message text and tap "Share"



Share the message as a link by tapping the desired channel

## 10.3 Deleting Messages

Share the message as a link by tapping the desired channel

- 1. Tap "Menu" and then "Messaging" to access the messaging section.
- 2. Tap "Edit" in the top right corner.
- 3. Select one or multiple direct messages to delete by tapping the tick box to the left of each message.
- 4. Tap the delete button in the bottom right corner.







Select one or multiple messages



Tap the delete icon

## Social Media

#### 11.1 Social Media Overview

Post a direct message directly to your Facebook page.

Keep in mind that this feature is not enabled by default and must be requested for integration with both your dealership's social media account and InstaVid.

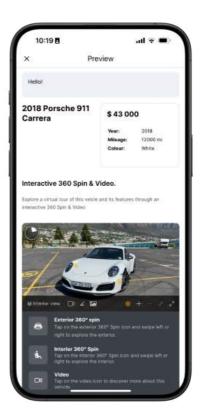
#### 11.2 Creating the Social Media Post

To create a Social Media post:

- 1. Go to "Menu" and select "Social Media."
- 2. Choose the desired content, which can include 360° Spins, videos, or inventory.
- 3. Write the text for the post.
- 4. Preview the message by tapping the preview button.
- 5. If you're satisfied with the content, tap "Post" and the social media post will be live within a few minutes.



Compose Social Media, and Preview, the Post

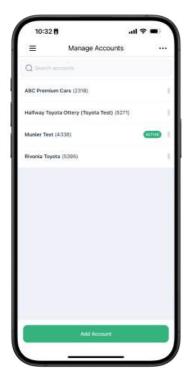




If you manage multiple dealerships, you can take advantage of the ability to easily create content for the vehicle stock across all dealerships. This helps you efficiently manage and promote your inventory and make the most out of your content.

#### 12.1 Adding and Switching between Multiple Accounts

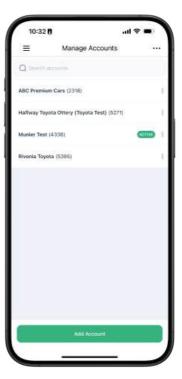
- 1. Tap "Menu" then "Accounts".
- 2. Tap "Add Account".
- 3. In the login screen, enter the username and password for the new dealership account you want to add.
- 4. If the account is successfully added, you'll be able to see all the dealerships you have access to in the accounts list.
- 5. To switch between accounts, simply tap on the desired dealership in the accounts list.



Tap "Add Account"



Enter account login details



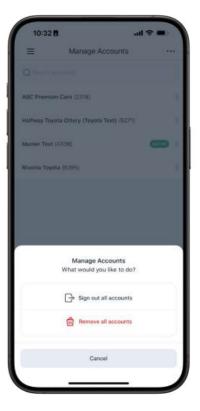
Switch accounts by tapping on the desired account from the list

#### 12.2 Removing Accounts

- 1. To remove an account, tap "Menu" and then select "Accounts".
- 2. In the Accounts list, swipe left on an account reveal the "Sign Out" and "Remove" buttons.
- 3. Then tap "Sign Out" or "Remove", then confirm your selection.
- 4. To sign out of all accounts, tap the three dot menu button in the top right corner to reveal the "Sign out of all accounts" and "Remove all accounts" buttons.







Swipe on an account

Tap **Sign Out** or **Remove** 

Tap the three dot menu icon, then Sign out of all accounts or Remove all accounts

# Notifications

The notification list shows notifications when an InstaVid360 message was successfully sent to a customer and when a customer has viewed the InstaVid360 message.

These notifications can also appear in your device's notification tray, depending on your device's settings. To view these notifications, simply tap on the notification icon in your device's status bar. This will open the notification list and show you the latest InstaVid360 message-related notifications.

#### 13.1 Viewing and Removing Notifications

To see the options for a notification message:

- 1. Tap "Menu" then select "Notifications"
- 2. Tap on a notification
- 3. Choose between "View Message" and "Remove Notification" or "Remove All".