



Lark Design®
360 panoramic studio
www.frylark.ru





News possibilities of reality representation

Nothing can give better image of anything than ability to be there! Even if it is virtual, now it is possible! Virtual panoramas (3D-panoramas, spherical panoramas, 360-degree photo panoramas, cubic panoramas) – these are images with $360^{\circ} \times 180^{\circ}$, which allow, in contrast to simple photos, examine all the surrounding area from a single point, what gives a feeling of real presence in inspect the place. Any single picture does not give such a sense of presence, as there are always limits, these limits now can be avoided, or broaden, or removed. These can be combined in a panoramic virtual tours arranging communication between the two transitions, traveling in cyberspace. It is possible to embed a panorama of different graphics and media content, such as photo galleries, videos and links to resources on the network.

3D spherical panoramas and virtual tours can be very useful in many areas where it is important and should be a visual representation of the space object. The main benefit of virtual panorama is as follows:

1. Presentation of the space in a natural way - in contrary to small and flat photos, 3D spherical panorama pictures and virtual tour gives an impression of presence in the inspected place;
2. Interactivity and an abundance of visual information - during the virtual tour the visitor, guided by the instructions and comments, can independently examine and review the details of interested objects presented in the best view;





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3. Originality and attractiveness - present and advertise in a different way from most of competitors, which will rise bigger interest than regular photos or text;

4. Round the clock availability - an important advantage of the panoramic 3D presentations that are distributed through the Internet is availability 24 hours a day and the possibility to visit the site at anytime from anywhere!

5. The ability to place them on a solid support (CD, DVD, BD, flash-drive). For many people personal multimedia cards and business cards have become the standard. Present to your business partners a view of your business as a beautiful and functional gift!

6. The result of the panoramic virtual tours is the unique 360°x180° high-resolution images, which you can use in advertising, printing and presentations after processing them in a special way. If you want to make a planet from the interior, display something unusual on a plane or distort space effectively in the future, it is now possible!

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You can find examples of panoramic tours, spherical panoramas and artworks, based on panoramic engines, on our official web-site www.frylark.ru, links on it are available on each page.





Projects and interest range

Art and staged photography, subject shooting, virtual tours and 3D-panoramas for hotels, restaurants, night clubs, real estates, business centers, medical centers, fitness centers, auto saloons and production entities in Yekaterinburg, Riga, cities of European Union and all the world. We are dealing not only with commercial projects, but also we spend a lot of time to shoot historical, cultural monuments and monuments of nature, as well as sights all over the world. You can find examples of panoramic tours on our official web-page www.frylark.ru, links on it are available on each page.

Ganina Yama, Monastery of the Holy Tsarist Passion-Bearers:
www.frylark.ru/vr/ganina_yama/ganina_yama.html

Kourovka astronomical observatory:

www.frylark.ru/vr/kourovka/kourovka.html

Zhiguli Mountains, Volga river:

www.frylark.ru/vr/zhigulevsk/zhigulevsk.html

Delta of the Gauya, Baltic beauty: www.frylark.ru/vr/gauja/gauja.html

A walk on Baden-Baden: www.frylark.ru/vr/baden_baden/baden_baden.html

Burj Khalifa (known as Burj Dubai) is currently the tallest manmade structure in the world: www.frylark.ru/vr/dubai_burj_khalifa/dubai_burj_khalifa.html

Panoramic prtrait: www.frylark.ru/vr/nikishin_studio/nikishin_studio.html

Commercial tours:

Virtual shop where real purchases are maid: www.vr.florapack.ru

The biggest supplier of flowers in the Ural region: www.vr.jarden.su

Terminal of Baltic Business Aviation - FBO Riga:

www.vr.frylark.ru/fbo/fbo_riga.html





Basic terminology and concept

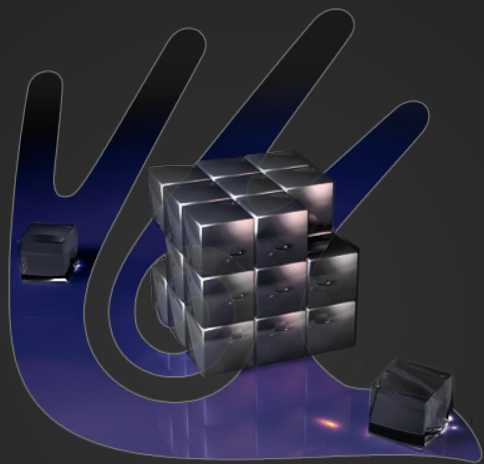
Spherical Panorama / 3D panorama is a kind of panoramic photography. It is intended primarily for display on a computer (using special software). Spherical panorama is based on assembly of many individual frames in the image in a spherical or cubic projection. A characteristic feature of spherical panoramas is the maximum possible angle of coverage (360x180 degrees), allowing to display the surrounding area fully. If we put the image of a spherical or a cubic projection on the sphere or cube, respectively, we obtain 3D-panorama.

Virtual tour contains several 3D-panorams which are combined by transition points or navigation elements.

The point of filming (location) – this is a point from which the photos are taken for stitching them into equidistant projection, which is then converted into a 3d-panorama. It is crucial important that from one point of shooting several 3d-panoramas (scenes) can be shot. The cost of virtual tour directly depends on number of scenes.

The scene – in authoring of panoramas - this is a specially prepared projection, several image files that are intended to be shown with panoramic player. Not necessarily, that it will be a spherical panorama - it may be cylindrical or even just a flat image.

Hot-spot is a point or active zone, which is rotating with scene and which is tied to its coordinates, is used to link scenes (transition point) or as an interactive information elements.





Team

Our studio is an international project which unites several authors and specialists-professional with creative approach, it could be called as photo-project, but range of the tasks to be solved is much broader. We are open to cooperation and we have friendly relationships with many interesting personalities from the field of art and business. Presentation tours on the basis of 3D-panoramas – it is an efficient way how to attract clients in different business projects.

Manufacturability of the realization of ideas of our team allows embodying very non-trivial ideas in the field of visualization and filming of everything that surround us. We can easily implement traditional reportage or staging photography, as well as panoramic photography with special equipment. If there is necessary to capture the event on the video, here you are! We can provide 3D-shooting on high-definition video, mount the finished video and integrate it into a panoramic tour or on site. Develop a media presentation or a website, set up web-server and it will not raise any problems.

We easy and with understanding go to the contact and, if necessary, invite narrowly focused experts, so it is hard to find a task that will be impossible for our team!

Moreover, we believe that the main point is the ability to communicate with the client on a creative level and enjoy the process of solving complex problems!



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