



Trader360

A Guide from Trader Interactive

Trader Interactive has partnered with Fyusion, an industry leader in 3D imaging technology, to provide our marketplace dealers with Trader360, a new tool that gives you the ability to **create 360° interactive images** directly in the TraderTraxx app on your smart device. The offering will be **free** to Trader dealers through August 2020. With Trader360, these 3D immersive images can be easily captured and added to inventory listings on our marketplace, helping to foster deeper engagement with prospects and increase buyer confidence, all from your mobile device.

Within the 3D interactive image, you can also, add “smart tags” – specific spots on the unit to which you want to call attention through added close-up multi-angle ‘Fyuse’ 3D images, photos, videos, or audio clips. Tags can be labeled and categorized, helping you to point out upfits, damage, repairs, or features. Trader360 also provides you with a unique image URL, so that you can share these exciting 360° images via email, text, social media, or any other digital channel.

To capture an effective 360° image of for-sale inventory, follow the following steps and tips:

1. Open the TraderTraxx app in your smart device and navigate to the “Inventory” section
2. Within a listing, select “Photos” and the first option you’ll now see is “Trader360”
3. Press the blue plus (“+”) button within that section to get started on a 360° image

Trader360 Tips

- Rotate the device to a horizontal, landscape orientation.
- Stand 12 to 15-feet a way from the unit.
 - ▶ If you’re using a wide-angle lens adapter, you won’t need as much space.
 - ▶ If you already have a Ricoh Theta device, you can easily pair it with the app and capture an immersive 360° view of the unit’s interior.
- Position the unit in the middle of the screen, within the on-screen guides.
- Tap where you see the unit on-screen to lock in vision and focus.

4. Tap the prompt at the bottom to begin recording
5. Walk in a circle around the unit

Trader360 Tips

- Do your best to maintain your 12 to 15 foot distance as you circle the unit
- Keep the device as level as possible; a red guide box will appear if the device is not level
- Maintain a smooth, consistent pace
- Use the on-screen guides to help you keep the image centered in the frame
- Once you've walked 360° around the vehicle, proceed another 10 to 20° past your starting position to ensure that you have captured the entire unit

6. Tap the prompt at the bottom to stop recording

Once you've captured the image, there are a few more steps to take to edit, save, and share the image:

7. After you've captured the image, you can add tags by tapping where you would like to add a tag and then selecting the tag type, as well as add labels and categorizations

Trader360 Tips

- Tag types include Fyuse (a multi-angle 3D image), Photo, Video, or Audio.
- Labeling tags helps the consumer identify the component you are highlighting, such as upfits, damage, repairs, interior, or features.

8. In image management, you can review and edit your shot, images, and tags
9. Select "Save" to add a unit to your Trader360 Images gallery
10. To publish a Trader360 image to a listing on our marketplace, select a unit in the gallery and tap "Publish 360"

By creating a 360° image, it not only publishes it to the listing on our marketplace, but also provides a unique URL so that you can share the image across any digital platform:

11. In the Trader360 Images gallery, tap "Select 360" to view and copy the unique image URL to your device clipboard
12. Paste the URL into an email, text, social media post, or other digital message and share with anyone, at any time

Trader360 Tips

- Include the link in all of your online listings – on your own website, or anywhere else – so that consumers shopping online can easily find a 360° view of the unit

Immersive, interactive 360° images of your for-sale inventory is an exciting way to engage consumers, grow their buying confidence, and close more sales. Trader Interactive's partnership with Fyusion to provide our dealers with Trader360 is just one more way we're helping to connect buyers and sellers.