

Dominating Events with 360 Photo Booths



0 PHOTOBOOTH SUPPLY CO

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The History of 360

The inception of 360 video technology originated within the realm of high-budget filmmaking, primarily showcased in movies deploying extravagant tracks and massive video cameras. Initially reserved for exclusive movie sets due to the exorbitant cost, the concept of capturing a complete panoramic view gained attention.

Around the early 2000s, a significant shift occurred as the first 360 video booth emerged for events. This pioneering development demanded professional DSLR cameras and intricate manual video processing to achieve a basic video. Mastery of video editing tools, camera expertise, and lighting techniques, among other skills, was required, making the process laborious and knowledge-intensive.

Eventually, the landscape evolved, streamlining the once-complex procedure. Advancements ushered the integration of 360-degree technology into photo booth software, simplifying and automating the entire process. From needing a multitude of technical proficiencies, the journey transformed, allowing for the loading of a dedicated app onto an iPhone. Coupled with a 360-degree arm setup, individuals could swiftly establish their own 360-degree booth in a matter of hours.

As celebrity circles embraced the concept, featuring 360 booths at their gatherings, the technology swiftly transitioned from niche novelty to mainstream commodity. Despite its relatively recent emergence, the 360 booth has proven itself beyond a transient trend, solidifying its position as an integral part of the photo booth community.

In its current stages, the 360 video booth continues to evolve, shedding its initial label as a fad. Instead, it has cemented its status as a foundational element within the photo booth industry, promising further advancements and widespread integration in the future.



What to Look for in a 360 Booth

Automatic Base

To ensure consistent speed throughout your video, it's crucial that your base is automatic. This guarantees that your camera is always in motion and ready to capture the perfect shot. Additionally, an automatic base provides you with the flexibility to have your guests perform specific actions to achieve slow-motion effects.

Sturdy Base

When in the market for a 360 booth, it is imperative to select one that can support the weight and movement of several individuals. A dependable 360 base should have the capacity to hold at least two or three people without any chance of toppling over. The booth's height is also an important factor to consider. Avoid selecting a base that is too high off the ground, making it difficult to get on and off the platform.

Strong Arm

To guarantee a smooth video capture, it is essential to have a sturdy arm to support your device. Without proper stability, the camera's weight will cause the footage to shake, resulting in a subpar video. In addition, your 360 booth arm should be adjustable to capture images at various heights, providing you with a range of perspectives.



Warranty

When choosing a supplier for your booth, it's important to confirm that they provide a warranty. Take the time to learn about their procedures in the event of an issue. It's recommended that you select a reputable supplier that offers a minimum one-year warranty for defects.

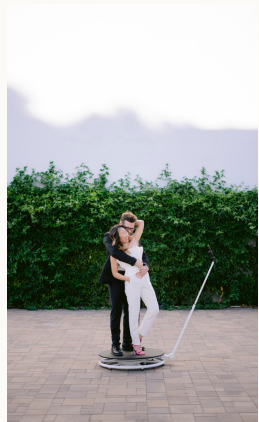
Support

Also when choosing a supplier, it's essential to consider their level of support. To make sure that you receive help when you need it most, ask about their support hours and typical response times before purchasing your booth. For instance, Photobooth Supply Co. provides 24/7 support throughout the busiest event days through email and phone, in addition to a comprehensive support site.

Training

A reliable supplier should provide continuous training in both technical and business-related areas. At PBSCO, we offer one-on-one strategy calls, as well as group onboarding and business training courses to enhance your skills and knowledge.

Best Events for 360



Spoiler Alert... It's Good for All Events

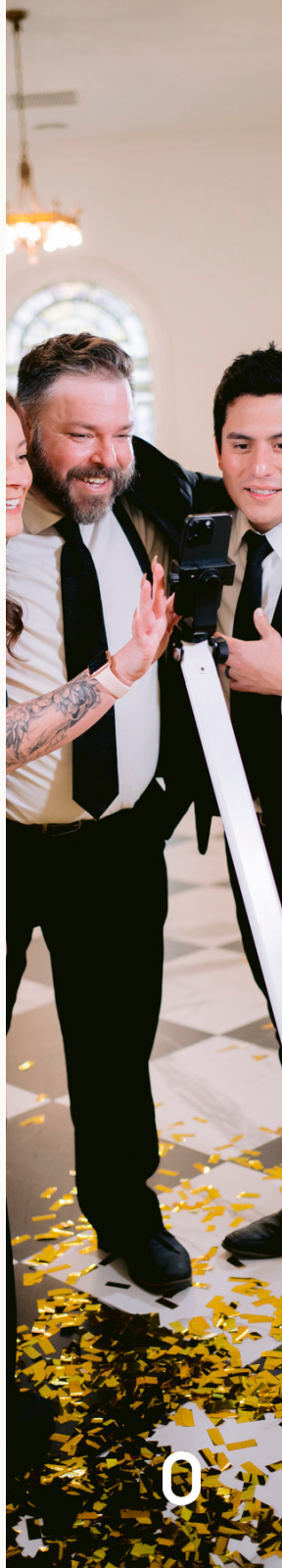
The 360 booth is an exceptional addition to any event, from private parties to corporate gatherings. Private events such as birthdays, weddings, bar or bat mitzvahs, and baby showers particularly appreciate the unique interactive experience that the 360 booth provides.

Moreover, the booth's social media worthiness makes it a crowd favorite. The 360-degree videos that it captures are visually stunning and perfect for feeds.

The 360 booth impresses guests with its interactivity, regardless of whether they are actively participating or merely observing. It's a modern twist on the traditional photo booth, and the full 360-degree view allows guests to create a one-of-a-kind memory that they can share on social media with friends and family.

The 360 booth is not only ideal for private events but also a popular choice for corporate events. Brands can use it to create engaging and shareable content that showcases their products or services in a fun and memorable way.

Whether your clients are looking to add excitement to an event or create a buzz on social media, the 360 booth is the perfect choice. Its sleek design and advanced technology are sure to leave a lasting impression.



How to Sell a 360

Highlight the Experience

Emphasize the unique experience it offers. Demonstrate how it stands out from traditional photo booths.

Social Proof

Share success stories, testimonials, and user-generated content to highlight its value for events.

Demo & Samples

Offer live demos or samples of 360-degree videos to potential customers to showcase its impact.

Build Relationships

Focus on building relationships within the event planning community and leverage referrals.

Showcase Versatility

Illustrate how it caters to diverse events, from intimate gatherings to large corporate functions.

Customization Options

Emphasize the customizable branding options, appealing to corporate events and sponsors.

Educate & Engage

Educate potential customers on the technology and engage them with its possibilities.

Post Event Follow Up

Follow up with clients after their events to gather feedback and potential referrals for future sales.

Why Start or Add a 360 Photo Booth Business

1. Differentiation in a Competitive Market:

In an industry saturated with traditional photo booths, introducing a 360 photo booth sets one apart, attracting clients seeking innovative and engaging event experiences.

2. High Demand for Unique Experiences:

The market trend favors unique and immersive event experiences. The rising interest in experiential marketing and memorable event moments creates a high demand for such interactive attractions.

3. Diversification and Upselling:

Adding a 360 photo booth to an existing fleet diversifies service offerings, allowing businesses to upsell packages and cater to a broader clientele base.

4. Potential for Higher Revenue:

As a unique and premium service, the 360 photo booth commands higher rates, potentially increasing revenue streams and profitability.

5. Future-Proof Investment:

Technology-driven experiences are gaining popularity. Investing in a 360 photo booth aligns with the trend towards immersive, tech-savvy event entertainment, ensuring relevance and demand in the future.

Still have questions?

Book a demo with one of our specialists.

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