

Matterport Enhances Immersive 3D Media Platform



Matterport, a 3D media technology company, has announced open betas for publishing to Google Street View and new camera firmware enabling faster space capture. These two significant initiatives are expected to create more business opportunities for Matterport's thousands of customers across numerous industries, including restaurants, retail, travel and hospitality, real estate, and architecture, construction and engineering.

With Matterport's rollout of Google Street View publishing capabilities, Matterport users will be able to quickly create and publish a Google Street View experience from any Matterport 3D Space with the click of a button. [Matterport 3D Spaces](#) can now be exported to show up on Google Maps, Google Earth, and the mobile Street View application as fully linked panoramic photo tours, driving additional traffic to businesses' websites. Clients get the

best of both worlds, leveraging the highly immersive Matterport 3D experience of a company's space on their website and publishing a 360 tour on Street View.

Google Street View Publishing

Google Street View publishing and faster space capture are two of the many initiatives that greatly increase the value of Matterport for camera operators, as well as businesses that want to use Google to drive people to their websites, said Bill Brown, Matterport CEO. Matterport is the solution of choice for all types of businesses because the automation makes it easy for anyone to quickly capture a space and get a high-quality 3D environment. Now this content can be experienced as a Matterport immersive 3D environment on a business' website and can also be used to published as a Google Street View experience on Google Maps, Google Earth, or mobile Street View, Brown continued.

Publishing a Google Street View experience from a Matterport 3D Space takes a few minutes and enables Matterport Service Providers to expand their services by providing superior walkthroughs for clients and prospective customers. Google Street View photographers can rely on Matterport for a faster and easier publishing process. Since creation of a 3D space is automated, there is no need to manually stitch 360 panoramas, place and orient each of them on a map, and manually link the tours together. Photographers now only need a Matterport camera to get the job done, as opposed to using 360 and DSLR cameras, which often require additional equipment and software.

Faster Space Capture

In addition to expanding its distribution capabilities, Matterport has dramatically shortened the already brief onsite time it takes to capture a Matterport 3D Space, increasing the ROI for customers by reducing the labor cost for content creation. This latest camera firmware update speeds up the camera rotation, enabling customers to scan spaces in a fraction of the time. The speed increase comes from a free firmware update, requires no additional equipment, and will work for all Pro2 and Pro Matterport cameras. The quality of 2D imagery and 3D data will remain unchanged. [Check out this video](#) to see just how much faster the Matterport camera can scan.

As the only automated all-in-one solution, Matterport empowers users to generate cutting-edge 3D experiences, high-resolution 2D photography, and a wide range of other shareable assets that can be used to differentiate businesses in the market and improve customer experiences.

For more information about Google Street View, please click [here](#). For more information about the firmware update, click [here](#).