

MyCapeTownInfo.com Offers Multimedia First For Local Travel Businesses



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MyCapeTownInfo.com will now offer a range of new multimedia features to its visitors and clients. These have been designed to create an interactive and enjoyable browsing experience, while showcasing companies and tourism establishments in a manner largely unheard of in the region.



At the core of the new multimedia offerings are advanced virtual tours, which are compiled using high-resolution digital cameras and a purpose-built 360 degree lens, imported from Spain. Photographs

taken in and around various establishments are linked together into one interactive Flash file, and enable viewers to zoom, pan and rotate the images.

These interactive movie files will be uploaded and hosted on the company's individual listing page, and organisations are also free to use them on their own websites and promotional material.

Andrew Thompson, managing director of MyCapeTownInfo.com says that the introduction of these virtual tours is indicative of the website's goal to offer cutting-edge features to the local market. He said: "The virtual tours make use of the latest technology straight out of Europe and, as such, offer local businesses a great opportunity to be among the first in the world to experience the exposure they can offer."

The tours, which are compiled by Plush Media in Spain, typically incorporate up to 8 different "views", each of which showcases a specific room, restaurant, bar or feature, transporting the viewer right into the establishment.

The secret to their impact, says Thompson, lies in the sharp images and simple interactivity. "The tours have to be seen to be believed - they really are the next best thing to actually being there."

At the same time, the virtual tour equipment can be used to create spectacular panoramic shots, which Thompson believes will be particularly valuable in showcasing [Cape Towns](#) world-famous scenery, including natural landscapes, beaches, vistas, and the [Cape Town winelands](#).

Thompson believes that these tours offer something for both listed businesses and website visitors, and the decision to incorporate them into the site was an easy one. "It really does offer a win-win situation for all concerned - visitors get to see where they're going from the comfort of their living room, and business can showcase everything that they offer in one beautiful package."

About

MyCapeTownInfo.com

MyCapeTownInfo.com is an online travel guide to Cape Town, one of South Africa's most popular tourism destinations. It offers a range of travel information including detail on [Cape Town accommodation](#) and [Cape Town restaurants](#) and more. It is part of the MyDestinationInfo.com network, which has 60 destinations from around, including South African cities Johannesburg, Durban, and the

Garden Route. The network uses local experts in each destination, and is backed up by the best design, applications and optimisation available to create information websites for the modern traveller.

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