



360 Digital Uses Broadband to Provide A Panoramic View of Business in Central Kentucky

Name:
360 Digital

Internet:
www.threesixtydigital.com

Products/Services:
Technology Services
and Consulting Firm

Location:
Sharpsburg/Bath County

Leadership:
Laura Messer, President
Mark Messer, Technology
Director

Employees: 2

Founded: 2000

Reach: Regional

Innovative Insight: *"In order to compete and survive, it is important to innovate your products or service."*

Way Internet Has Made You More Competitive:
"Broadband Internet access has opened the door, to offer new services. Using a broadband connection has improved our efficiency and is a timesaver in terms of communications."

Advice to Growing Companies: *"Someone is always going to tell you NO. Be persistent and continue to work on developing partnerships."*

Ways to Continue to Attract the Best Workers: *"It is important to capitalize on what Kentucky has to offer."*

Sharpsburg, KY- Since its inception in 2000, 360 Digital in Bath County remains committed to meeting the needs of small business enterprises and agricultural operations in central Kentucky.

According to 360 Digital Technology Director, Mark Messer, "Our primary focus is to help Kentucky businesses compete for the sake our children."

Originally founded as Tabor Allen, LLC, the technology service and consulting firm offered web design and technical consulting and planning. However, as the needs of their customers changed, so did the services the company provided. Today, 360 Digital continues to provide the services of Tabor Allen, LLC but includes panoramic virtual tours.

The virtual tours provide an extensive view of a specific location along with many interactive features. 360 Digital has produced virtual tours for industries ranging from commercial and residential real estate to tourism. The interactive tours allow visitors to enjoy comprehensive trips to specific locations without leaving the comfort of their home or office.

"Tours can be uploaded to a customer website, burned to a CD, downloaded, or sent as an email attachment," Messer said. The extensive distribution allows the tour to be readily available to many people with different forms of technology.

While there are different ways to distribute a tour, it is essential to have broadband Internet to produce each tour. The tour is completed in three stages: an on-location shoot, tour editing, and distribution. The tour is first captured on location with a digital camera. The files are then uploaded onto a computer for editing. Lastly, the tour is prepared for distribution.

"Broadband Internet is essential in developing the tour in a timed market," Messer said. "When a client needs a tour the next day, broadband is a definite must. High-speed Internet reduces delays in the production of tours and they can even be produced on-site for clients."

To date, 360 Digital has produced twenty tours in North Central Kentucky and beyond the borders of the Commonwealth. Interest continues to grow particularly among horse farms in the Bluegrass Region giving potential visitors an opportunity to view the farms without the travel.

The company website lists five reasons to use 360 Digital tours: eliminate repetition, pre-qualify customers, increase efficiency, add interest, and to assist in long distance transactions. More importantly, virtual tours provide convenience to the client and customer at an affordable price.

For Mark Messer and his wife Laura, 360 Digital President, their business is a labor of love for their children and the coming generations. "We hope to help small business and Kentucky agricultural operations to compete for our children's sake," Messer said. Broadband Internet access is a necessity for both industry and the agricultural community when it comes to the benefits of communication alone.

"Communication with broadband is much more efficient," Messer remarked. "We often use Instant Messenger to communicate with our customers. In addition, we can download files swiftly, which is certainly an added timesaver."

Today, 360 Digital is capturing a new picture of the technological landscape of Kentucky business.

About KY 120:

In the fast-paced world of technology-driven business, it should be recognized that best practices can be studied and emulated. As a part of the [connectkentucky](http://connectkentucky.org) initiative, CiTE (Center for Technology Enterprise) is profiling business initiatives in each of Kentucky's 120 counties. For more information visit our Web site at www.connectkentucky.org or call 270.781.4320.