

# Promote Your Product On RICOH THETA Community



Unofficial Guide: [theta360.guide](http://theta360.guide)

# What is “Unofficial Guide”



45,000 page views a month from THETA application developers and advanced users of THETA videos and images

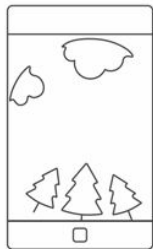
Not run by Ricoh staff. Community of enthusiasts.

## GUIDES

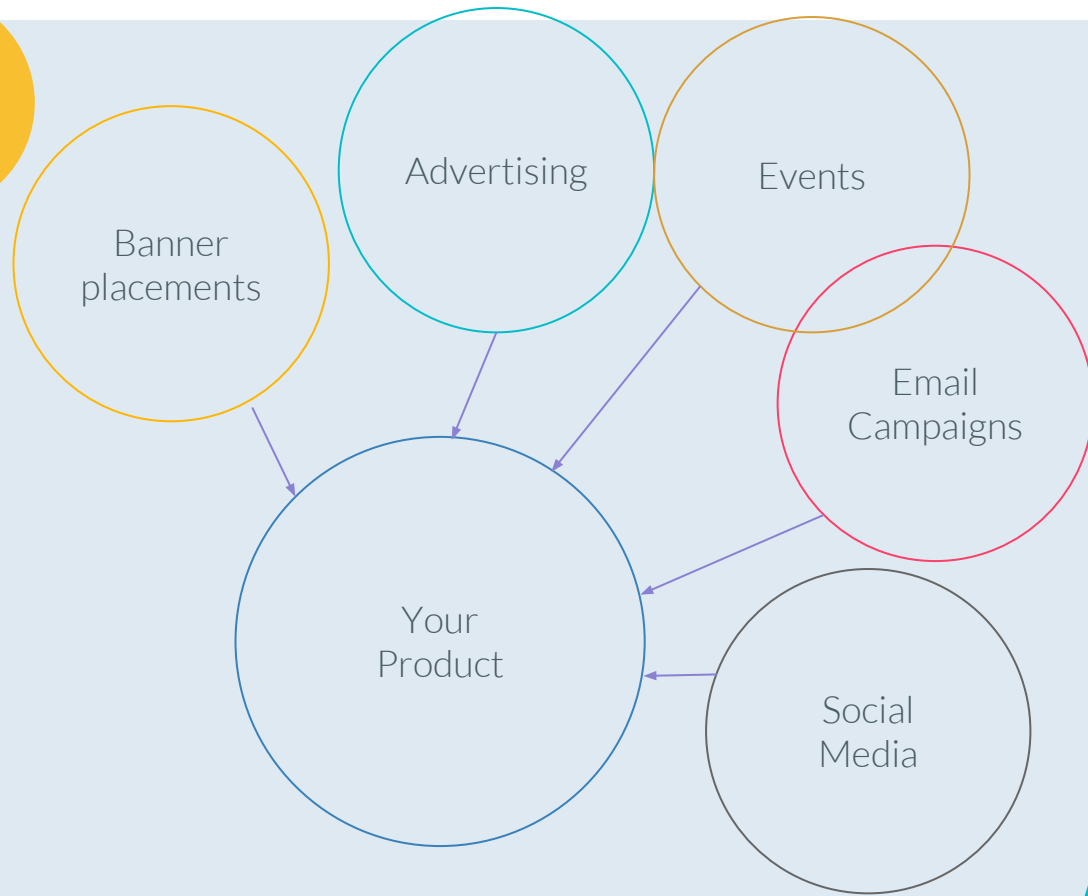
- 360 video and image editing
- Live streaming
- Camera API
- Unity development
- Media standards and information

## DISCUSSION

- Sharing projects
- Related technologies
- Usage of related products
- Events
- Contests, sweepstakes



# Free Ways To Promote Your Product



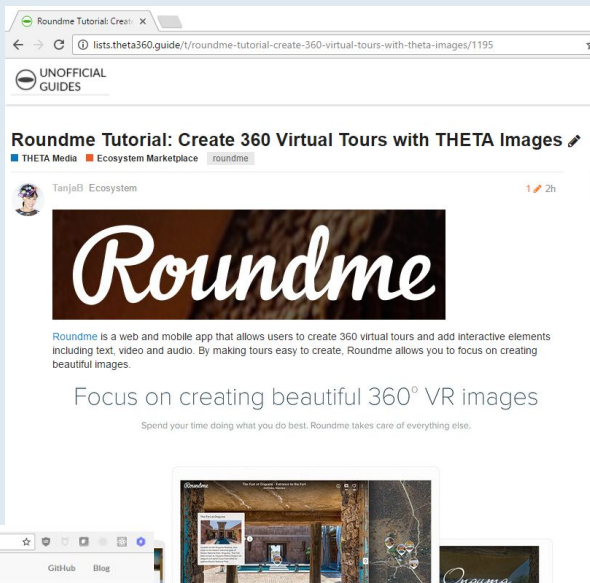


# Two Ways to Start

1. Contribute Content
2. Contribute Product



# Option 1: Contribute Content

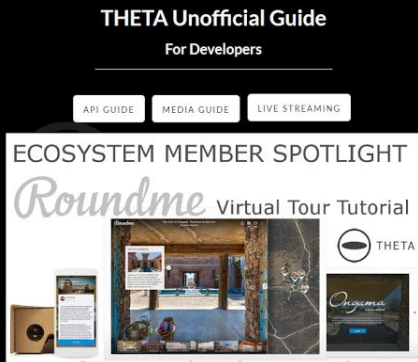


Vendor tests THETA with product

Vendor provides technical usage tutorial

Vendor publishes on lists.theta360.guide

[Example](#)

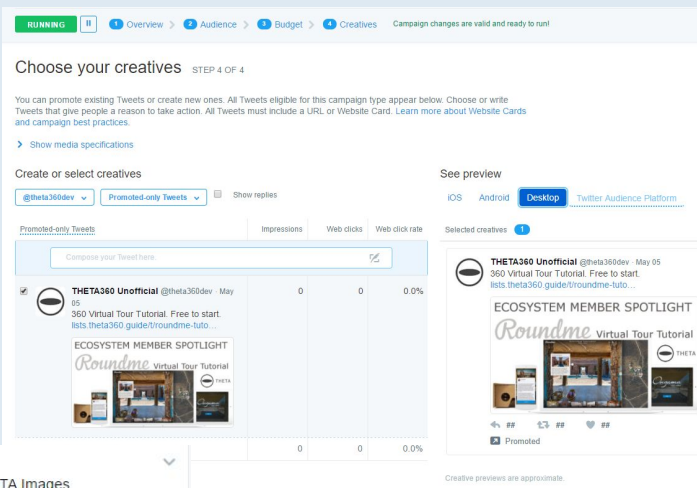


We highlight tutorial on front page of theta360.guide (1 to 3 weeks)

We promote tutorial with campaign



# We Promote



Paid social media campaign (1-3 weeks)  
(advertising)

Owned social

- Twitter, Facebook

Earned social

- Facebook, other



## Option 2: Contribute Product

UNOFFICIAL  
GUIDES

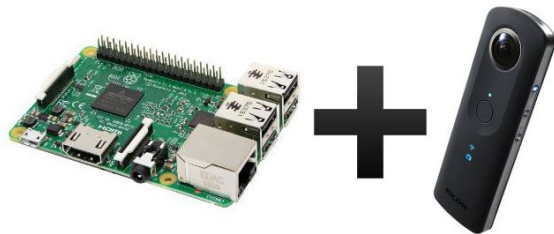
### Raspberry Pi 360 Challenge

Contests and Challenges raspberry



jcasman Ecosystem

6 Jan 31



#### Announcing the Unofficial Guide "Raspberry Pi 360" Challenge!

Hi all!

We're excited about using a Raspberry Pi to control a RICOH THETA over a USB cable. [We've done some of this ourselves](#), but keep hearing new cool projects from the community. Submit your idea here on how to use the USB API to connect a Raspberry Pi 3 and a RICOH THETA camera. And you'll get a chance to win a Raspberry Pi 3 from the Unofficial Guide!

#### Possible Ideas:

- Month-long time-lapse
- Surveillance
- IoT
- Integration with external sensor
- LUX meter
- GPS

Vendor supplies minimum of \$100 in product

Vendor verifies product works with THETA

We create sweepstakes, contest or raffle

We create landing page, rules and promotion material

We handle logistics

Jointly promoted with direct email, social, ads, banner, possible physical event



# Events



465 registered members

Held every other month  
in San Francisco area

Product usage  
demonstrations

30-50 people attend each  
event







# Contact Us

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