

Promote Your Product On RICOH THETA Community



Unofficial Guide: theta360.guide

What is “Unofficial Guide”



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

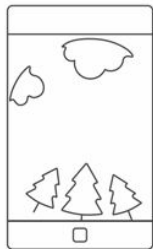
Not run by Ricoh staff. Community of enthusiasts.

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 Promotion of Your Product



Free Promotion. No Cost



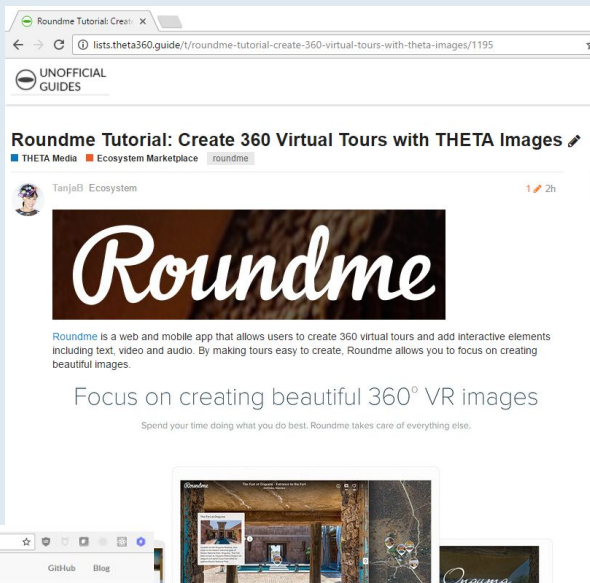
Two Ways to Start

1. Contribute Content
2. Contribute Product

**No Cost For Promotion
Benefits are Free**



Option 1: Contribute Content

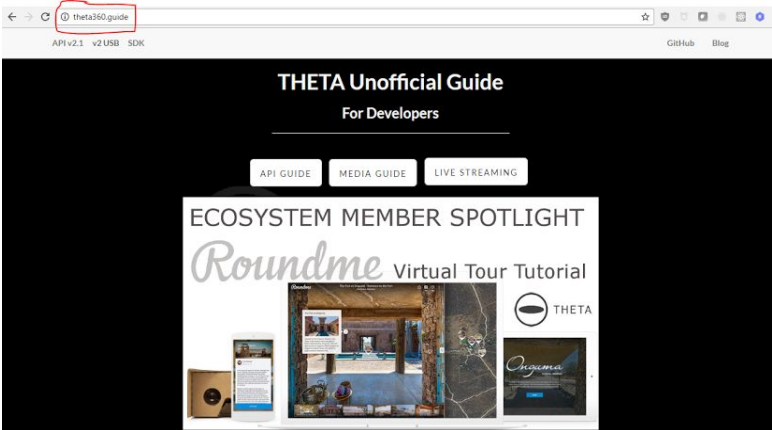


Vendor tests THETA with product

Vendor provides technical usage tutorial

Vendor publishes on lists.theta360.guide

[Example](#)

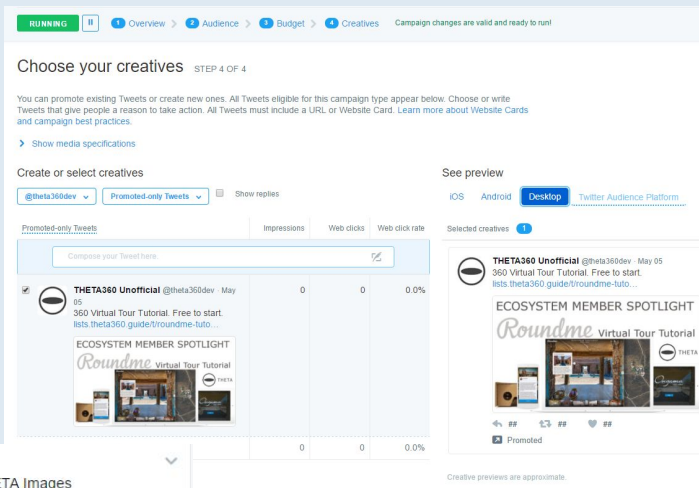
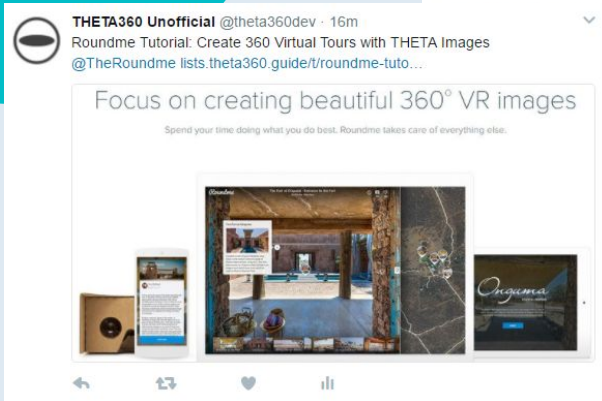


We highlight tutorial on front page of theta360.guide (1 to 3 weeks)

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

Hot News: [Win CyberLink PowerDirector 360 Video Editing Software](#)

Win CyberLink PowerDirector 360 Video Editing Software ✎

Contests and Challenges prizes

jcasman Ecosystem 8 4d

360°
PowerDirector 15
The No. 1 Choice for Video Editors

Your Chance to Win!

360 3D HVC H265 64 4K XAVC S

Join the THETA Unofficial Guide community before June 30 for a chance to win a free copy of [CyberLink PowerDirector 15 Ultra](#), the number one choice for video editors. No purchase necessary. Existing members also have a chance to win.

Enter Now!

PCMag EDITOR RATING EXCELLENT **PCMag Editors' Choice**

“PowerDirector is the fastest and most...”

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



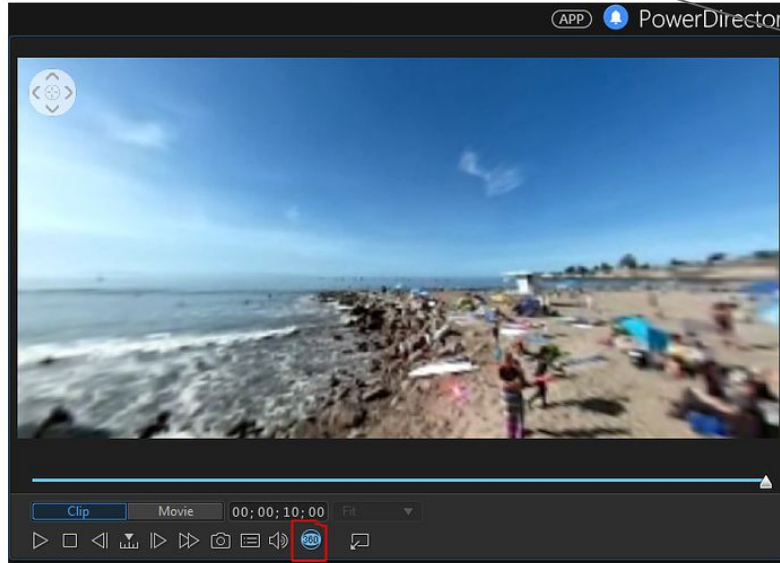
Product Review: CyberLink PowerDirector 360 Video Editor with RICOH THETA

■ THETA Media ■ Ecosystem Marketplace



codetricity

9 May 17



360 view

CyberLink loaned me a copy of PowerDirector to test with RICOH THETA S images and videos. It's an excellent tool for professionals and hobbyists. [See more details of PowerDirector15](#). Although I've only used it for less than a day, I can say that it compares favorably to Adobe Premiere Pro VR Mode.

1 / 6

Multi-page detailed product review



Events

505 registered members

Held every other month
in San Francisco area

Product usage
demonstrations

30-50 people attend each
event





Contact Us

Jesse Casman

theta360.guide

jcasman@oppkey.com

