



Virtual Tour Technical Information

Table of Contents

1 Virtual Tours Format	1
1.1 Flash	1
1.2 Java, Quicktime and IPIX	1
2 Virtual Tour Integration (applying virtual tours to web)	1
2.1 Hosted by Us	2
2.2 Hosted by You	2
2.3 I-Frame Solution	2

The following represents a brief guide to the integration and hosting of a 360 degree virtual tour.

This document is not designed to provide all of the answers. It will give recommendations from our experience within the industry and suggestions of how to proceed. If any aspects are not covered, or questions arise regarding your specific requirements, please do not hesitate to contact a member of the team.

1 Virtual Tour Format

1.1 Flash

We recommend that all virtual tours are produced in Flash format.

This format allows for the best possible accessibility by viewers, accompanied by great interactive functionality (overlaid floor plans / maps, full screen functionality, navigation hotspots and information hotspots).

Our virtual tours are produced in Flash 9 format, figures regarding accessibility to this software can be seen at the following link: http://www.adobe.com/products/player_census/flashplayer/

To view an example of a previously produced virtual tour using Flash technology please see the following link (this example includes full screen, overlaid floor plans and 'information hotspots'):
http://se3productions.co.uk/services_virtual.html

1.2 Java, Quicktime and IPIX

Upon the request of the client we can also produce virtual tour files in Java, Quicktime and IPIX formats. Previously we have produced virtual tours in these formats, but as we believe in Flash as the way forward for cutting edge on-line content, we would always recommend Flash as the first option.

2 Virtual Tour Integration (applying virtual tours to web)

There are 3 options that we offer to clients when applying virtual tour files to the internet. These offer alternative solutions with regard to hosting of files and also cater for differing abilities within web developer teams.

We aim to make our virtual tours accessible and simple to use, this applies to the files we supply to our clients as much as the research we put into the image development and functions within the view.



Online services

020 8853 5151

2.1 Hosted by Us

This is the simplest and quickest solution, and is favoured by clients with limited in house web development resources. 'Hosted by Us' solutions offer limited disruption to your current website and allow your virtual tours to be seen as soon as possible, often of key importance for marketing.

Virtual tour files are completed and uploaded to our own secure server at an individual web address, this 'micro-site' contains client details, and is matched to our client's website branding and colour scheme.

A simple web link is then supplied to the client to add to the relevant section of their website.

If you choose to have your virtual tours hosted on our secure server we include 5 years hosting with our standard prices, subsequent years are charged at a nominal fee of £10 per annum.

2.2 Hosted by You

Many of our clients choose to have the virtual tour files hosted on their own server as this allows the virtual tours to sit within a relevant section on their website. This solution also means that the viewer does not have to leave the client website to view the virtual tour.

For this solution we put all the virtual tour files together and upload to a testing section within our website. This allows us to check the functionality of the virtual tours on-line prior to supply of files to you.

Once we are confident with the functionality and final look of the virtual tour, the files are supplied 'web ready', accompanied by our integration assistance document. With a Flash virtual tour you receive a completed SWF file, ready to drop into the relevant section of your website, or newly created web page.

If you choose to host your own virtual tours there is no additional charge, we will supply web ready files within our standard pricing for your project.

2.3 I-frame Solution

The 'I-frame Solution' combines both of the solutions above to create an option for clients with limited server space, but who wish for their virtual tour to appear as though embedded to their own website. This solution can also be an excellent way around servers that do not support certain files formats, as the Flash files are contained within an external server.

In this instance the virtual tour files are hosted on our own secure server (as in a 'Hosted by Us' solution) and the client adds a section of code to the relevant page of their own website to 'grab' the virtual tour. The benefit being that the virtual tour appears within your website (as in a 'Hosted by You' solution).

As with the 'Hosted by Us' solution, 5 years hosting is included with our standard pricing.