

Implementation + Style Guide

*Best Practices for Embedding and
Utilizing Your Threshold 360 Content*

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I. Introduction

The Threshold Platform is a powerful suite of tools used to deliver interactive, 360° **Virtual Tours** and **Collection Maps**. These experiences enable a virtual visit to a location – such as a restaurant or hotel – and, like videos, can be embedded into standard containers on a website. In addition to being made available through an embedded viewer, **Threshold Virtual Tours** can also be displayed through **Threshold Collection Maps**, a similarly-embeddable component which provides a discovery map overview of a group of locations and click-through access to those individual Virtual Tours.

The Threshold API Suite is designed to be easily implemented in a variety of scenarios, and consists of the following components:

- **Threshold Viewer** - an interactive viewer that allows Virtual Tours to be easily embedded on a web page
- **Threshold API** - the Javascript API used to connect the Threshold Viewer with the Threshold 360 servers
- **Collection Map** - an interactive Javascript component that allows access to Virtual Tours directly through a map interface

II. Basic Implementation Principles

Viewer: Size Considerations + Adaptations

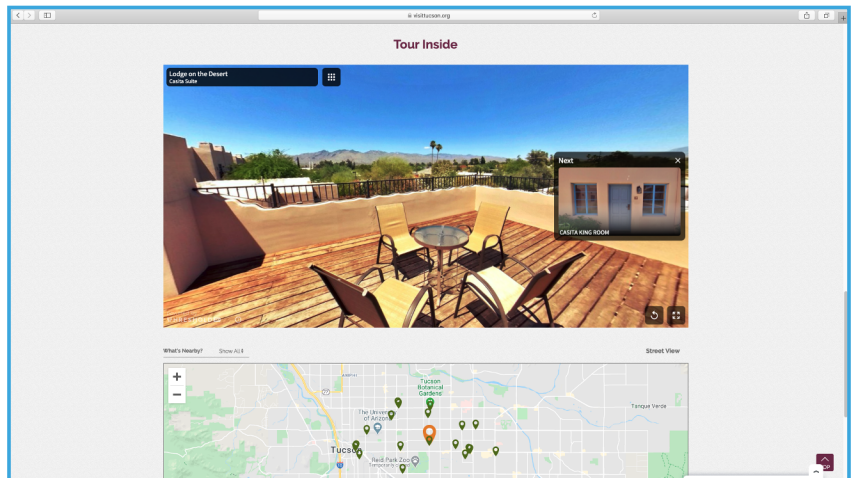
- 16x9 (recommended) or 4x3 aspect ratio
- Multi-Tour menu and full screen toggle must be visible
- Threshold Viewer displays first within an established gallery component
- Must have visibility on both mobile, tablet, and desktop
- Adapt your page on the client side by using a Promise returned from the Threshold Viewer embed code. The promise will resolve if a Virtual Tour exists and is being displayed; it will reject and hide if no Threshold exists yet.

Embed Styles

- **Style 1:** 16x9 standalone viewer embed on a neutral background (**Recommended**)
- **Style 2:** 4x3 embed in an established gallery slider
- **Style 3:** Embed with Modal/Lightbox pop-up viewer
- **Style 4:** Share Page link embed

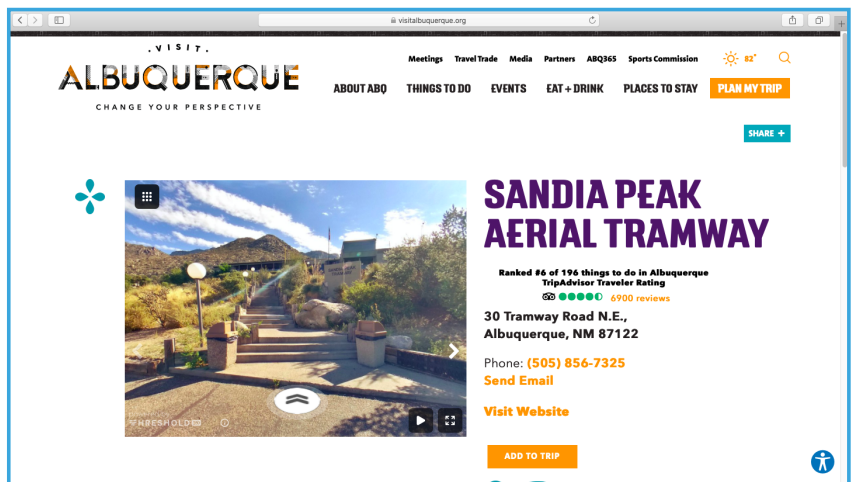
Style 1: 16x9 Embed (Recommended)

- Standalone embed offers the highest virtual tour visibility and strongest engagement metrics.
- Best on neutral background



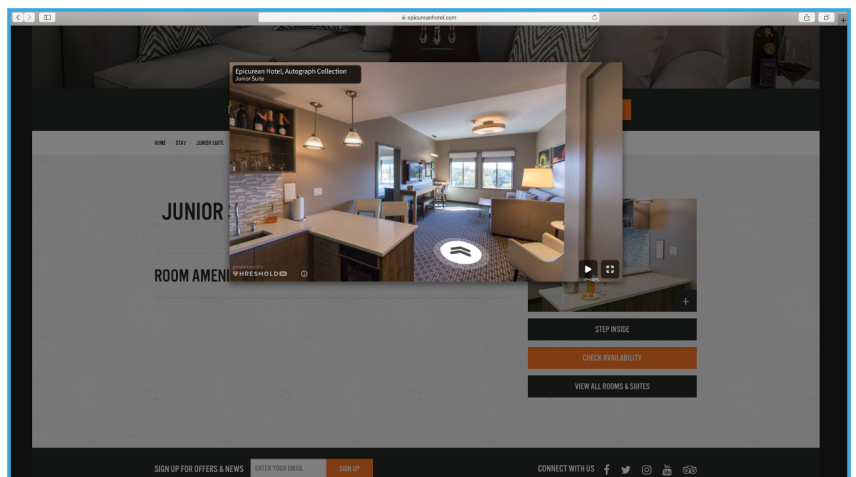
Style 2: 4x3 Gallery Embed

- Embed the viewer to display first within an established photo gallery component
- Constrains the width of the Virtual Tour viewer to fit within the established gallery, but still allows full-screen mode for better viewing.



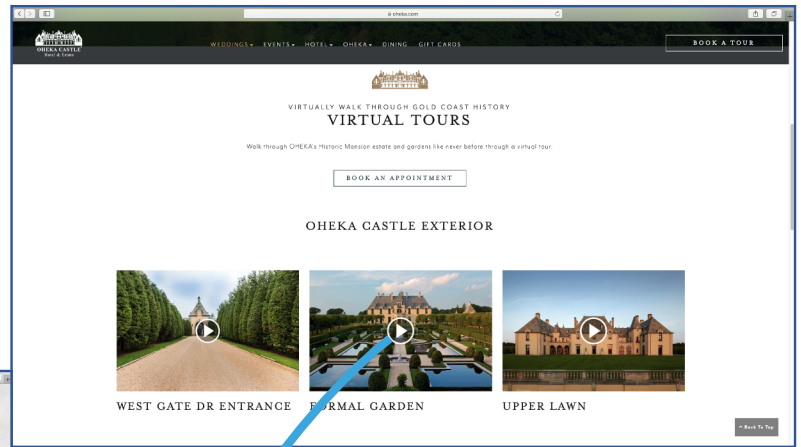
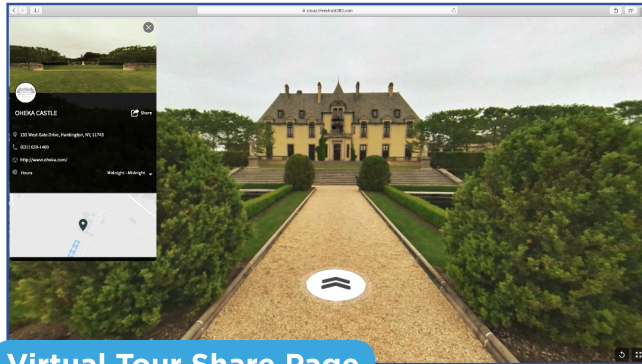
Style 3: Modal/Lightbox Embed

- Embed a link to the Virtual Tour so that a popup viewer displays over the page in a Lightbox viewer.



Style 4: Share Page Embed

- Create a webpage link or thumbnail to a **Share Page** that will open in a new browser window.
- Easily shareable webpage with key location details



III. Placement

Where and how you utilize your virtual content depends on your website, organization, and Location's story, but here's a breakdown of best practices and placements to guide your implementation.

Destinations

Partner Listing Pages

- Embed the **Threshold Virtual Tour** viewer on the listing page or within a photo gallery slider component. Above the fold implementation offers the best visibility and engrament.
- Embed an Anchored **Collection Map**: a Location centered on a map, with virtual tours of nearby points of interest, videos, and rich, interactive neighborhood details.

Website Subsections

- Build a **Collection Map** for the individual subsections on your website, i.e. an Attractions, Food & Dining, or Lodging map.
- Include **virtual itineraries** for visitors to preview. Tell the story of a neighborhood with virtual tours.

Convention Services, Meetings & Groups

- Sales and Services teams can deliver rich proposals or itineraries to clients with your **Virtual Tours** and custom **Share Pages**. Include call-to-actions with links to specific booking or event information pages.
- Embed a **Collection Map** on your meetings page, and create and distribute your maps with attendees for events or itineraries. Highlight a neighborhood and curate an attendee experience.

Blog Posts

- Curate richer blog and editorial content by embedding your **Virtual Tours** or **Collection Maps** within the post, to provide readers experiential media that gives them the confidence and excitement to take their visit offline.

Education

Classroom Facilities and Admin Offices

- Embed **Virtual Tours** on a campus tour page, student portal, or parent information page.
- Use a **Collection Map** to give an accurate impression of the surrounding area. Anchor the map on the education facility, and then add key points of interest nearby.

Healthcare

Offices and Medical Facilities

- Embed **Virtual Tours** on a facilities page or patient portal to allow prospect or current patients to virtually tour a facility, bringing peace of mind.

Hotels + Resorts

Guest Rooms

- Embed a **Virtual Tour** of the individual room type on room details pages.

Amenities

- Embed individual **Virtual Tours** of your food & dining options, pool, fitness center, spa, or other amenities on any web page to allow visitors to step inside.

Meetings & Events Pages

- Group together your meeting space **Virtual Tours** for meeting planners to preview and virtually visit. Embed onsite or Share directly.

Neighborhood Pages

- Include a **Collection Map** of your hotel's neighborhood featuring local dining recommendations, nearby attractions, and helpful services. Anchor your map around your hotel and give a high level overview of how to navigate your area. Embed this on your hotel's About page, or share via Share Page.

Meeting Planners

Virtual Site Visits

- Curate powerful proposals with venue and meeting space **Virtual Tours** that can be embedded on an event or group booking website.
- Tailor custom experiences with a **Collection Map** that utilize key points of interest in the neighborhood surrounding the event space.

Real Estate

Virtual Walk-Throughs

- Invite visitors inside by embedding a **Virtual Tour** onto a rental property details page, giving a more immersive first look.
- Utilize and embed a **Collection Map** to show the surrounding neighborhood, including restaurants, shopping, services, and other points of interest.

Sports Tourism

Facilities + Venues

- Invite sports event attendees to tour a baseball field or recreational facility before they visit with your **Virtual Tours**.
- Provide a **Collection Map** of nearby lodging options for easy group + block rate booking. Utilize call-to-actions links to include your booking and information pages, and subtitles to provide even more location details. Maps can include group activities and attractions

Short-Term Rentals

Virtual Visits

- Embolden visitors to tour before booking by embedding a **Virtual Tour** walkthrough of your rental properties on your website. Rental units are broken down by space so visitors can navigate through scenes and see more robust location details.
- Utilize an Anchored **Collection Map** with virtual tours nearby to tell the story of your location and provide a birds eye view of the neighborhood.

IV. Specific Platform Considerations

Simpleview

Threshold 360 and Simpleview have established a partnership to further simplify mutual customer's implementations. Before, during, or after capture of your destination and key locations, a "shell" embed code can be implemented on listing pages (for example) and begin to populate with virtual tours as they become available. This requires your specific API Key and a list of your locations with their associated Threshold ID, provided by Threshold.

V. Additional Resources

Review our **Developer Documentation** regarding the Threshold Viewer, Thumbnail, and Collection Map @ developer.threshold360.com

Browse our **Help Center** for additional Dashboard and content resources @ helpcenter.threshold360.com