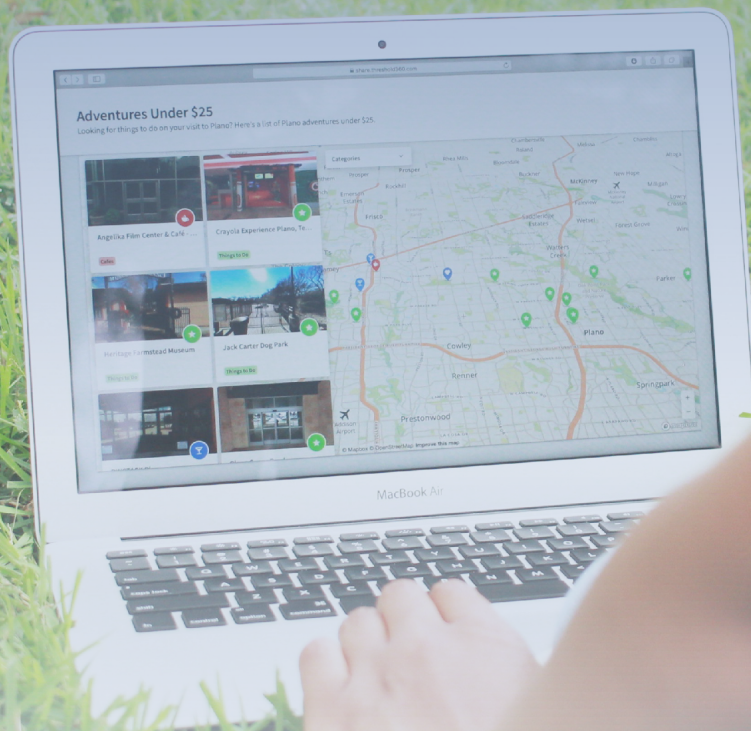


Implementation Guide

*Best Practices for Embedding
Threshold 360 Content On Your Website*



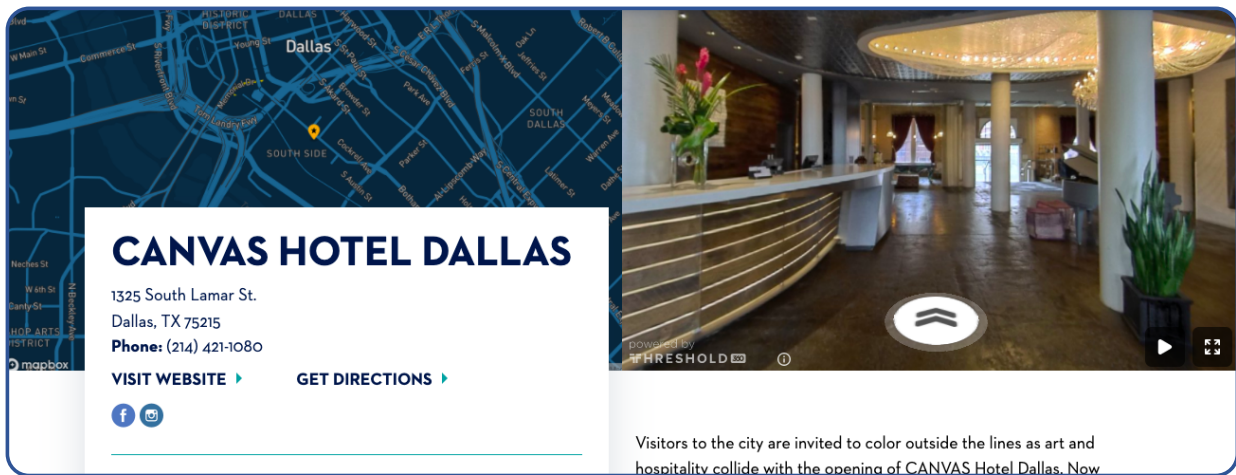
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I. Introduction

The Threshold Platform is a powerful suite of tools used to deliver interactive, 360° Virtual Tours and Custom Maps. These tours enable a virtual visit to any location and can be embedded into standard containers on any website. 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 embedded on a web page
- **Threshold API** : The JavaScript API used to connect the Threshold Viewer with Threshold 360 servers
- **Custom Maps** : An interactive JavaScript component that showcases Virtual Tours directly within a map interface



II. Basic Implementation Principles

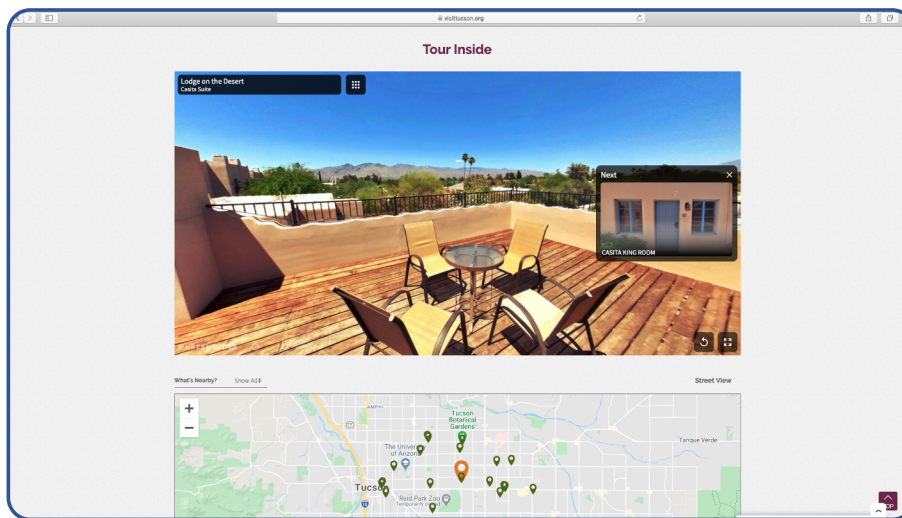
- **16 x 9** or **4 x 3** aspect ratio recommended
- Multi-Tour menu icon and full screen-toggle icon must be visible
- Encourage interactivity by calling out viewers to engage with the virtual tour using text next to the embedded viewer, i.e. "View the virtual tour" or "Tour inside"
- If embedded within an established gallery, the Threshold Viewer displays first in the queue, followed by still imagery.
- Must have visibility on both mobile, tablet, and desktop applications
- 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 is live and is being displayed; it will reject and hide if no Threshold exists yet.

Embed Styles

- **Style 1:** 16 x 9 Viewer embed on a neutral background (**Recommended**)
- **Style 2:** 4 x 3 Viewer embed in an established gallery component or stand-alone Viewer
- **Style 3:** Viewer embed with Modal/Lightbox pop-up
- **Style 4:** Threshold Link embed/hyperlink

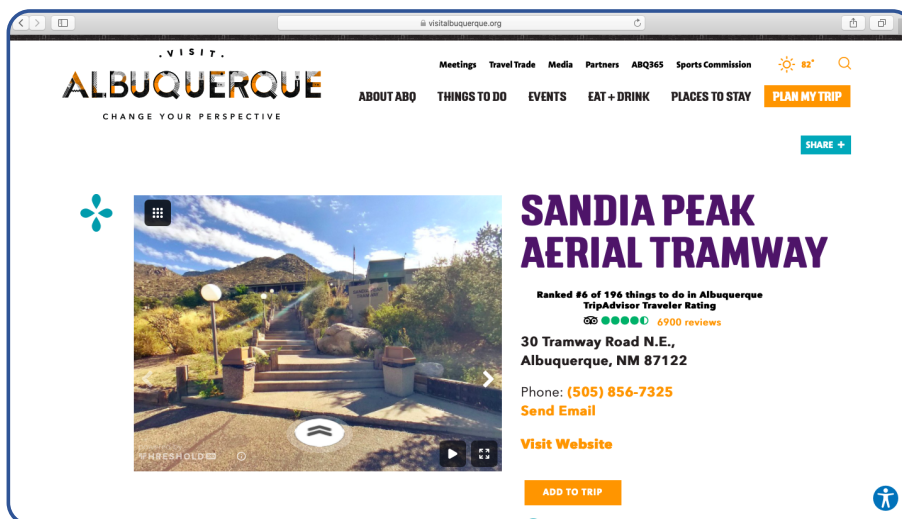
Style 1: 16 x 9 Viewer Embed on a neutral background

- Standalone embed offers the best visibility and strongest engagement metrics
- Neutral background recommended
- Cue visitors to interact with a label next to the viewer embed. See below "Tour Inside"



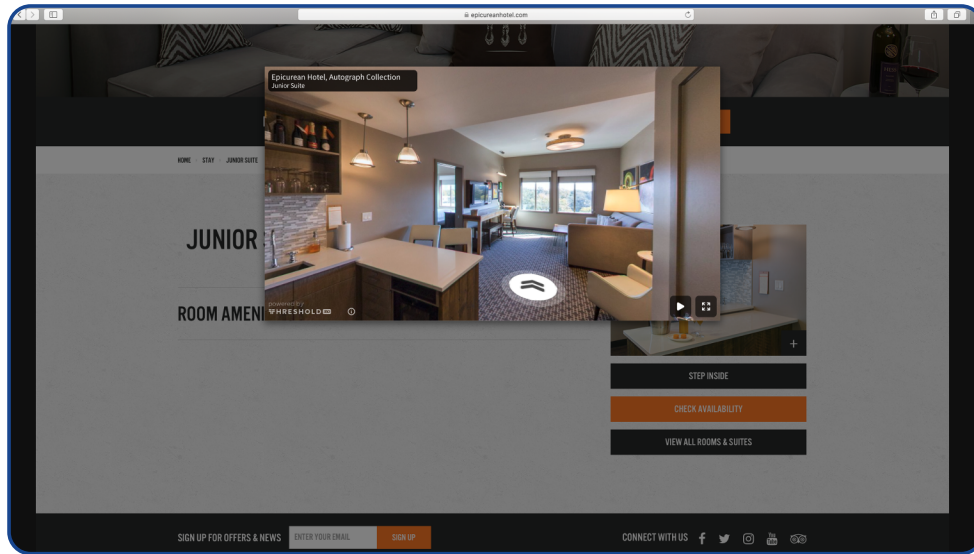
Style 2: 4 x 3 Viewer embed in an established gallery component or standalone

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



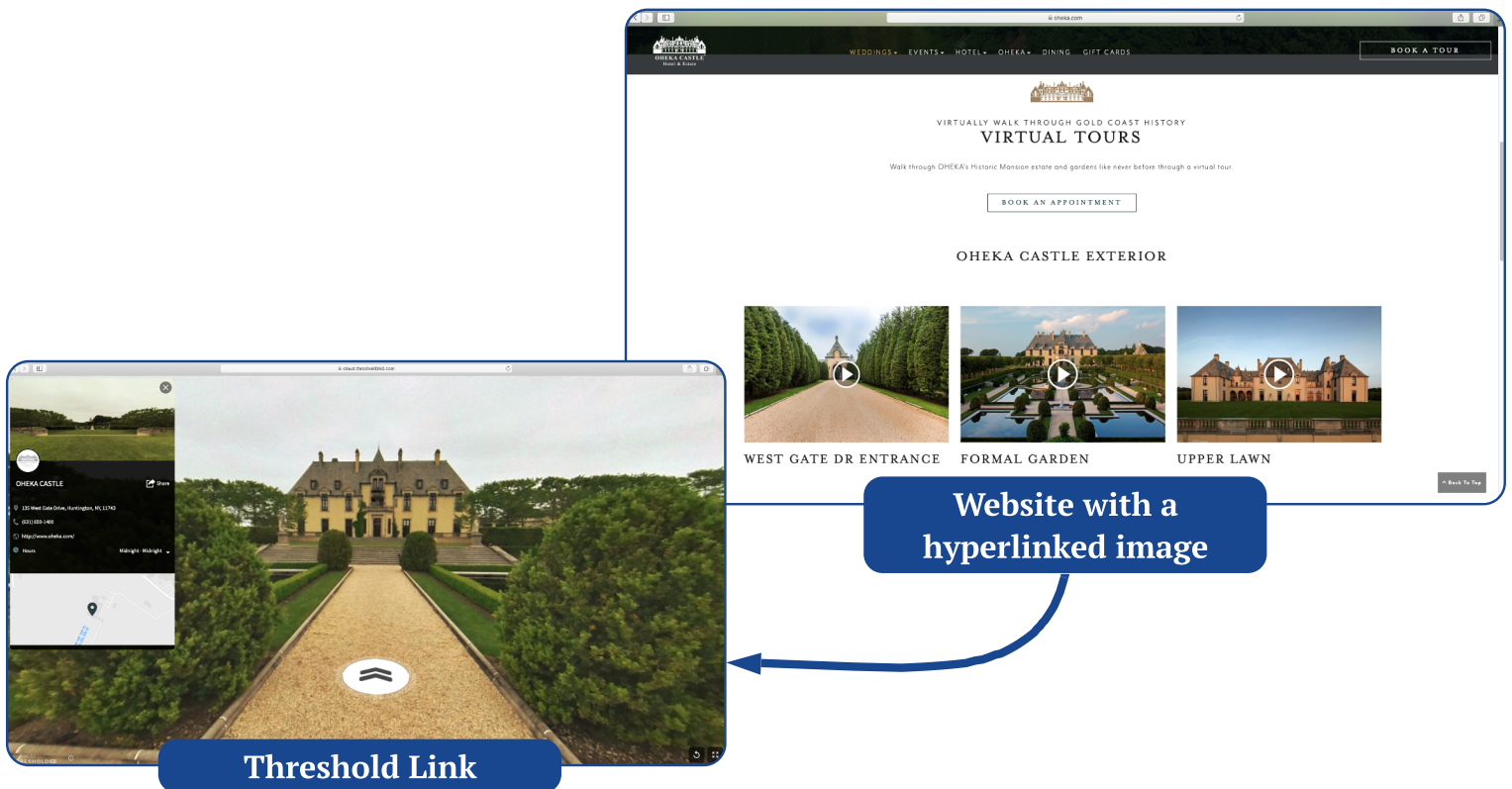
Style 3: Modal/Lightbox Embed

- Embed the Virtual Tour so that a popup Viewer displays over the page in a Modal/Lightbox when a link is clicked on



Style 4: Threshold Link Embed

- Create a hyperlink or thumbnail to a **Threshold Link** that will open in a new browser window
- Easily shareable webpage with key location details



III. Website Placement

Where and how you utilize your virtual content depends on your website, organization, and location's story, but here's a breakdown of some of the common website sections for placing your content effectively.

Destinations

Partner Listing Pages

- Embed the **Threshold Virtual Tour** viewer on your listing pages or within a photo gallery slider component. Above the fold implementation offers the best visibility and engagement.
- Embed an anchored **Custom Map**: a Location centered on a map, with virtual tours of nearby points of interest and neighborhood details.

Website Subsections

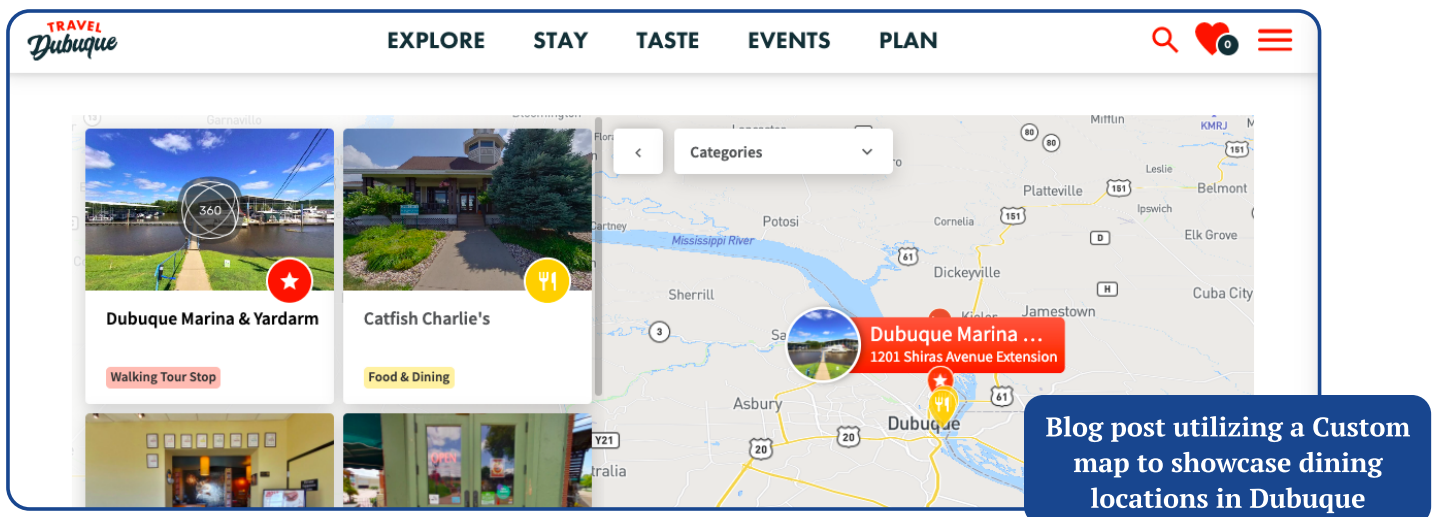
- Build a **Custom Map** for the individual subsections on your website, i.e. an Attractions, Food & Dining, or Lodging map that is embedded within the corresponding section.
- Embed a custom map of any **virtual itineraries** for visitors to preview and explore.

Convention Services, Meetings & Groups

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

Blog Posts

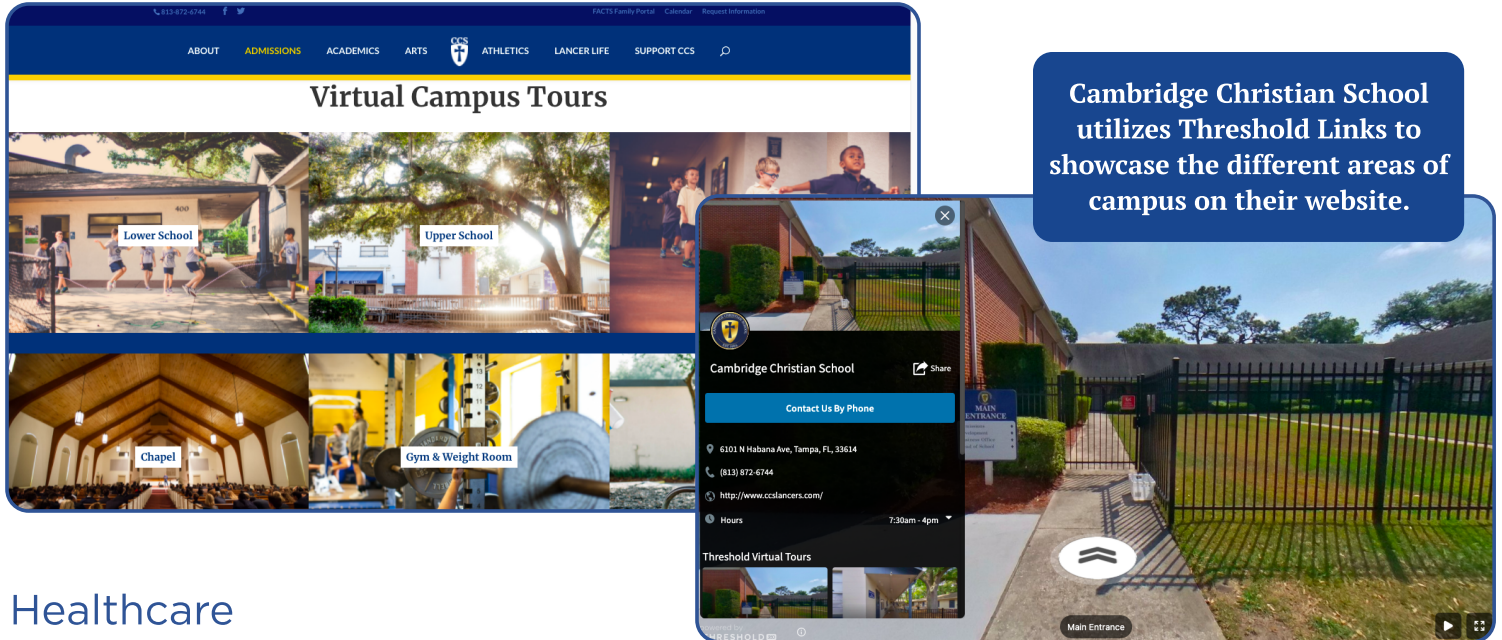
- Curate richer blog and editorial content by embedding your **Virtual Tours** or **Custom Maps** within your posts, providing readers with experiential media that gives them further confidence to take their visit offline.



Education

Classroom Facilities and Admin Offices

- Embed **Virtual Tours** on a campus tour page, student portal, or parent information page.
- Use a **Custom 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.



Cambridge Christian School utilizes Threshold Links to showcase the different areas of campus on their website.

Healthcare

Offices and Medical Facilities

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

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 via **Threshold Link**.

Neighborhood Pages

- Include a **Custom Map** of your hotel's neighborhood featuring local dining recommendations, nearby attractions, or other points of interest. 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 **Threshold Link**.

Meeting Planners

Virtual Site Visits

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

Real Estate

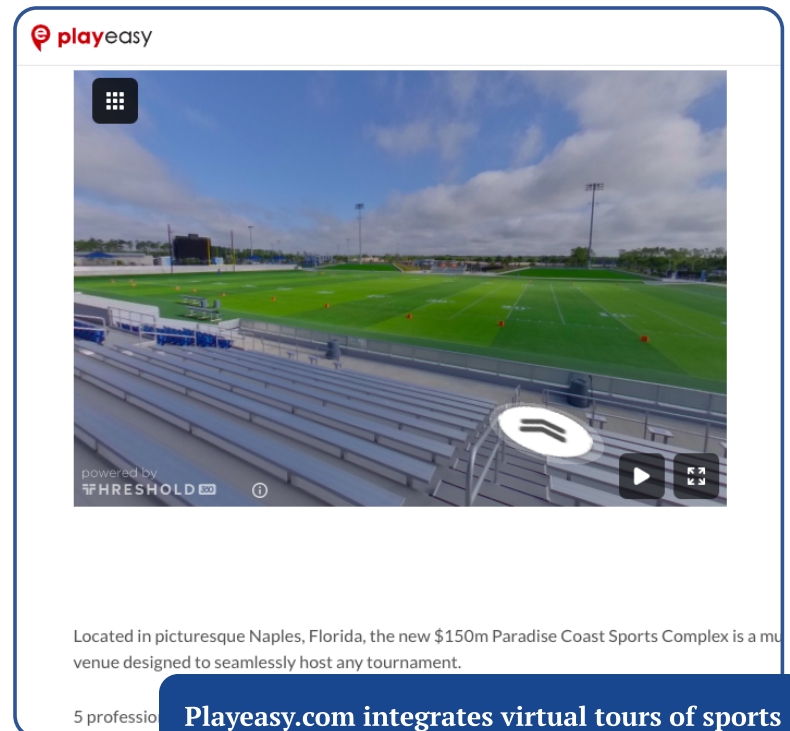
Virtual Walk-Throughs

- Invite visitors inside by embedding a **Virtual Tour** onto a rental property details page, giving a more immersive first look.
- Utilize and embed a **Custom 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** embedded onsite.
- Provide a **Custom 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.



Playeasy.com integrates virtual tours of sports venues and facilities to provide better location details to event planners and organizers.

Short-Term Rentals

Virtual Visits

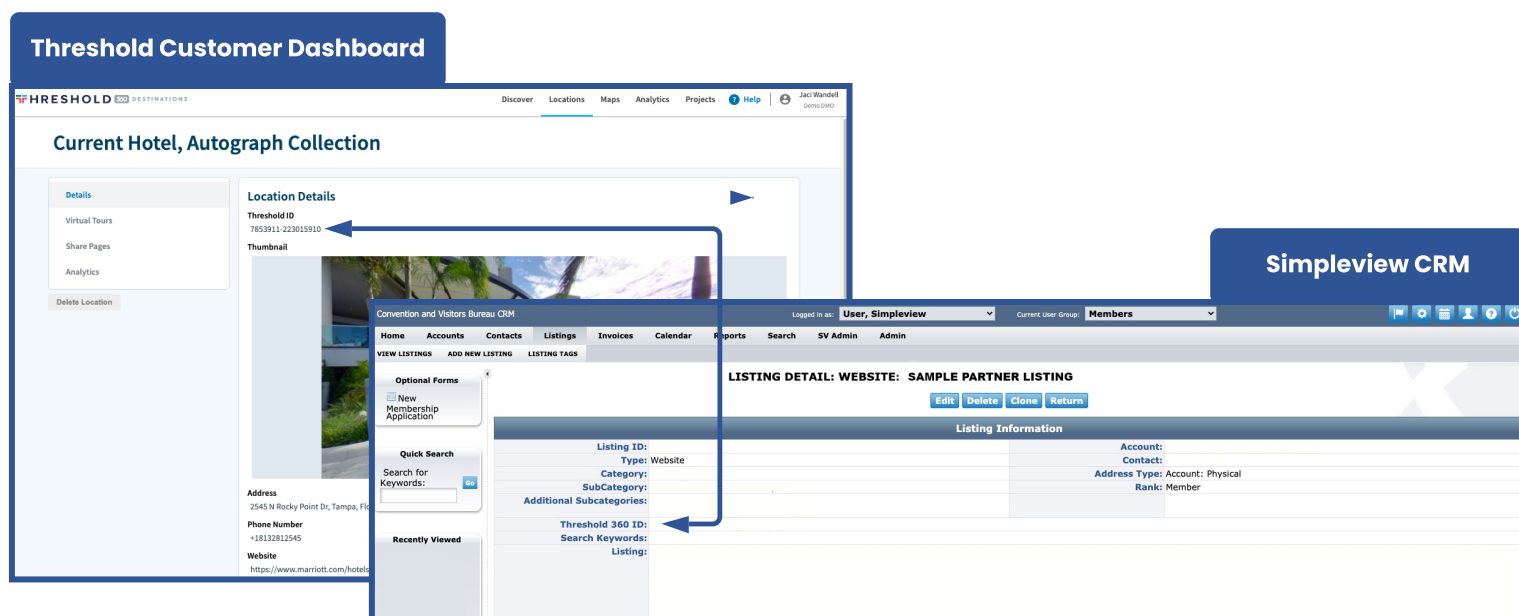
- Embolden visitors to tour and navigate through individual areas and see more robust location details before booking by embedding a **Virtual Tour** walkthrough of your rental properties on your website.
- Utilize an anchored **Custom Map** with virtual tours nearby to tell the story of your location and provide a bird's 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. Now, Threshold Virtual Tours and Custom Maps can be added to Simpleview sites via Threshold Widgets within Simpleview's CMS. Following your capture, you'll need to initiate a ticket with Simpleview to begin enabling the Threshold widgets on the site pages you specify. Your SV account representative will contact Threshold 360 to receive your API key and the Threshold IDs for your virtual tour locations. These components will enable the virtual tours to be embedded on site.

If you utilize the Simpleview CRM, you'll be able to add/update any locations with their completed Virtual Tours by inputting the Threshold ID found in your Threshold Dashboard into the corresponding field within your Simpleview CRM.



V. Additional Resources

- ▶ Review our **Developer Documentation** : developer.threshold360.com
- ▶ Browse our **Help Center** for additional resources : helpcenter.threshold360.com

Questions or assistance needed?
Please email us at support@threshold360.com