WebRotate 360 Product Viewer

USER MANUAL v3.0

Rev: May 31st, 2012

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❖ About the Product

WebRotate 360 Product Viewer is a simple and powerful tool for showcasing your products.

It does not require any server-side technologies because it consists of just a couple of JavaScript (and optionally Flash) files running on your web pages. When a page is loaded, the code contained in these files automatically downloads all configured images and resources from your web server and renders them seamlessly according to your custom configuration. You don't have to know JavaScript or Flash to make it work. All you need is our SpotEditor software provided with the viewer download to make viewer configuration a breeze. If you are familiar with XML format, you can also make any modification you need using a text editor (like Notepad or TextEdit)

Download the latest viewer update on our website at: www.webrotate360.com/360-product-viewer.html

❖ Why WebRotate 360?

- Fine-tuned for E-Commerce
- Works on devices such as iPad / iPhone and browsers without Adobe Flash. Also works on older browsers without HTML5 support.
- No server side scripts required - all client based
- Simple and lightweight
- All configuration is done via a separate XML file (automatically created via supplied utility)
- Highly customizable (sizes, features, colors, buttons, etc.)
- Extensive hot-spot support with granular control
- Free software utility for quick configuration
- Use with any number of websites / products (FREE and PRO licenses)
- Host on your servers - no extra fees or vendor lock-in
- Dedicated full-time support (PRO and Enterprise licenses)
- Available as FREE, PRO and ENTERPRISE editions
- We are here to help with your customization requests

This technology comes to you from our interactive studio that processed more than 200,000 product images - it's the same viewer we use in our client projects.

❖ Creation process

Creation of product views is done in several simple steps:

- Preparing product images per your requirements (resize, crop, retouch).
- Configuring viewer using supplied Spot Editor utility or manually.
- Publishing.

Let's review each of these steps:

WebRotate 360 Product Viewer uses existing images that you or your photographer will need to capture first. You can use any number of 360-degree images or even just a single image (*in case you need to showcase your product features with just interactive hot-spots and without 360-degree rotation*). Images may need to be re-sized or cropped for better presentation and faster loading and you can use your favorite image editing software (e.g., Adobe Photoshop) to achieve desired results. Read more about recommendations on image numbers and dimensions below (Preparation of 360-degree Images).

Once images are prepared and stored in a folder on your hard-drive, you can use SpotEditor software supplied with the download for a quick creation of finalized views. Or, if you are familiar with the underlying technologies (XML / CSS / JavaScript), you can also create or change viewer configurations manually as described later in this chapter.

SpotEditor provides a simple and convenient way for creating full-featured product views with hot-spots in just a few mouse clicks. There are several possible workflows when using this software:

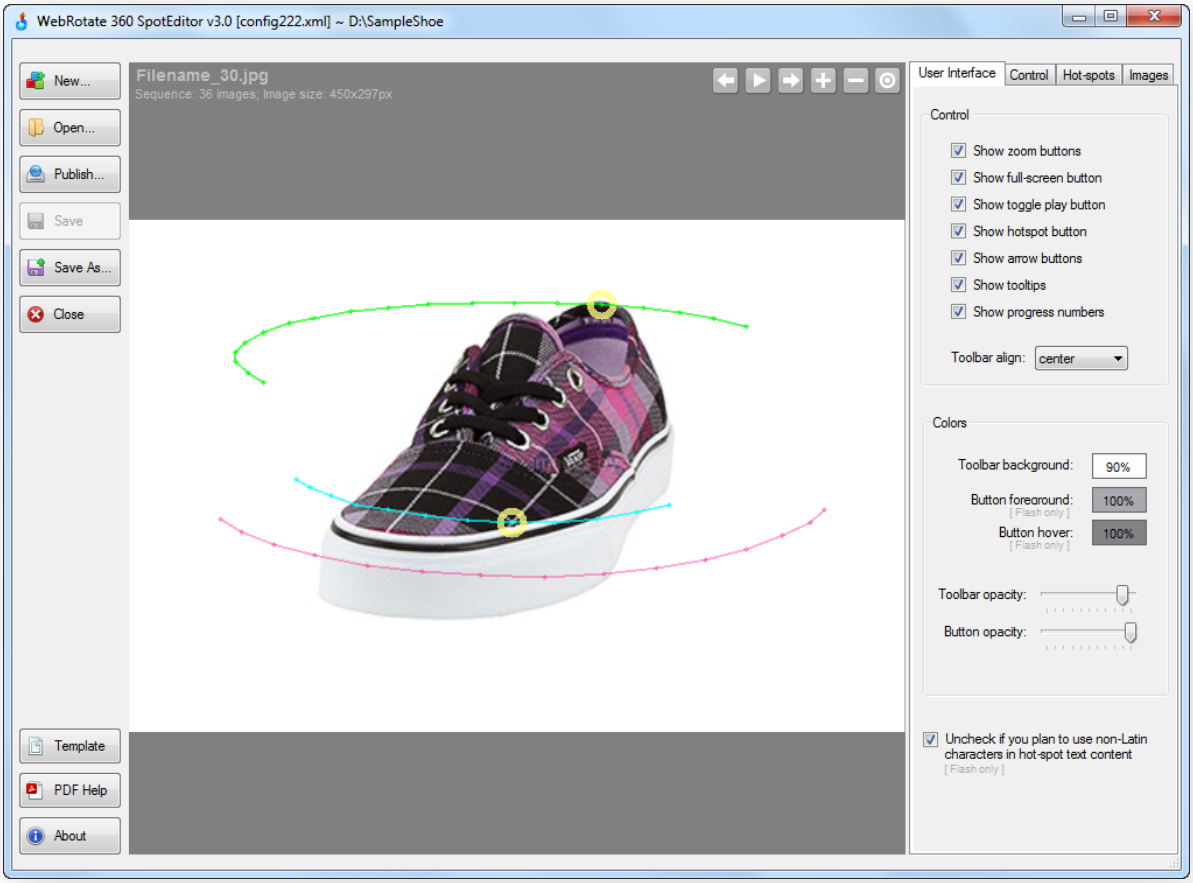
- Create and publish new 360 views from scratch using your existing (prepared) images.
- Edit existing published 360 views without republishing.
- Preview your new or existing 360 views in a temporary location.

SpotEditor also has a template feature that can use existing 360 views as templates for creation of new product views. This can save time on projects with a large number of views that share same settings and hot-spots.

There are four main tabs located in the right pane of the SpotEditor window that allow adjusting various viewer setting. Below is an overview of each tab with a screenshot and related notes.

User Interface tab

Adjust presentation settings such as visibility of standard viewer buttons, toolbar align (left, right and center) opacity and colors of the controls.



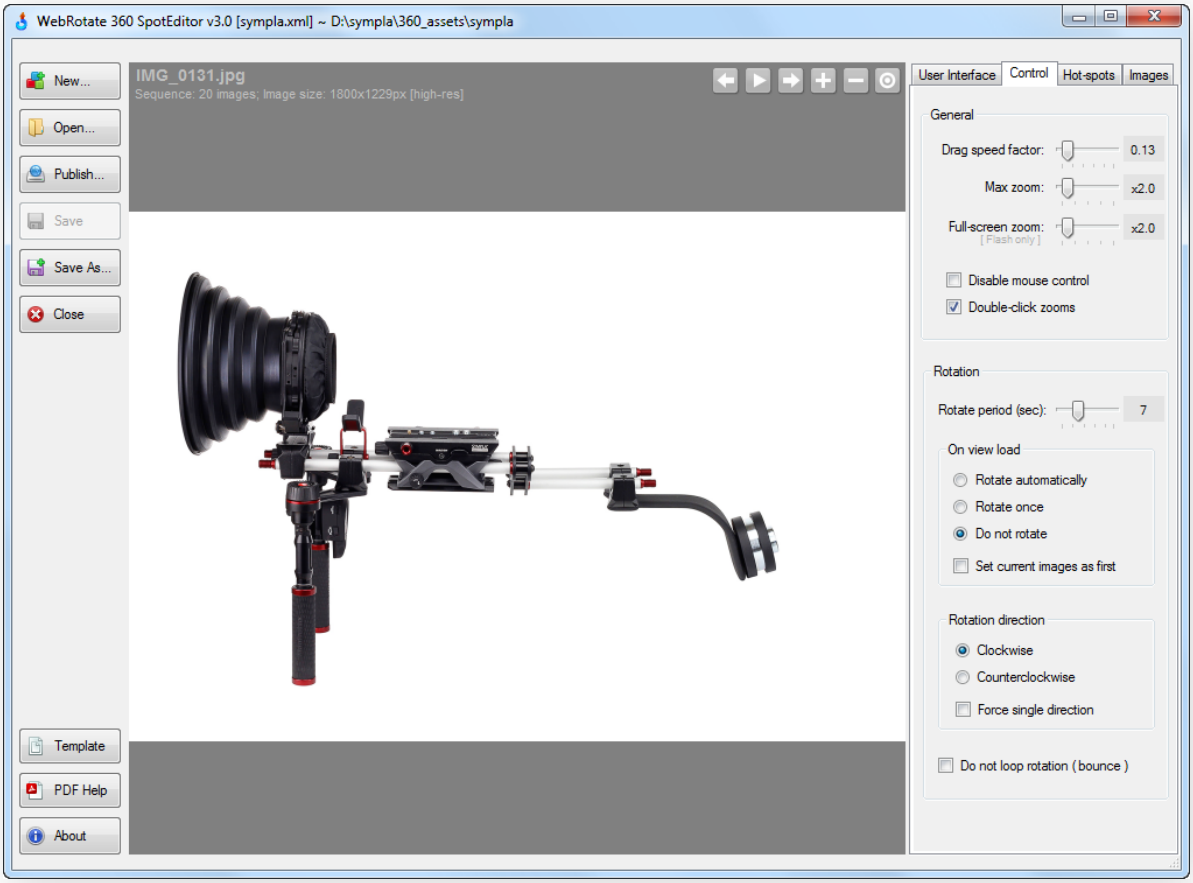
Important highlights:

- Some of the settings are only applicable in Flash mode (which has to be turned on during publishing as it's off by default). Each such setting has a small label indicating that it's a Flash only setting.

- Since all images used in viewer buttons and hot-spot indicators in JavaScript mode are loaded directly from one of the viewer folders (created during publishing), you can always change these images manually in your favorite image editing tool.

Controls tab

Adjust control settings that affect how user interacts with the viewer (zooming, mouse control rotation controls, and similar).



Important highlights:

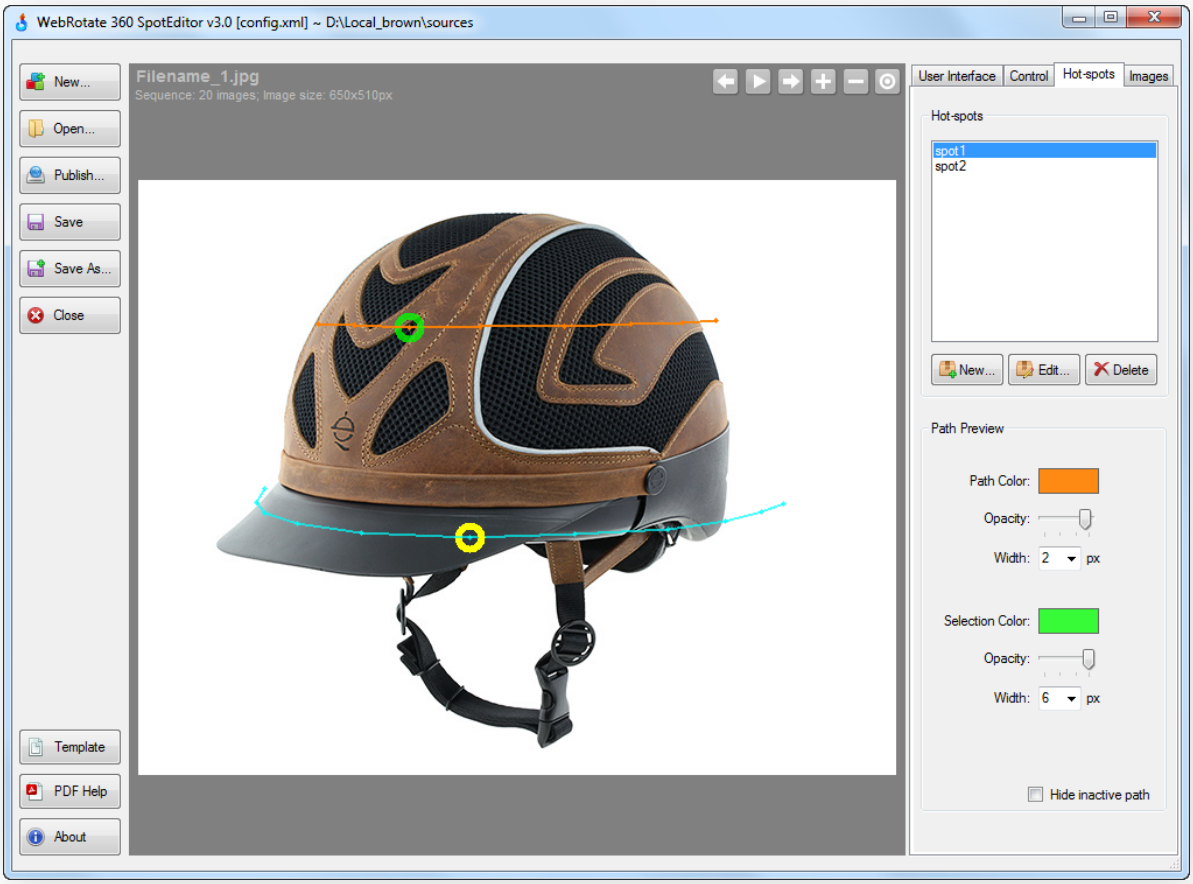
- Drag speed factor affects the speed of image (product) rotation when using mouse drag or arrow buttons, while the Rotate period is the time it takes for a product to complete a full rotation when started via Play button. Rotate period is multiplied by the drag speed factor to calculate the actual internally managed speed of mouse drag and arrow control.

- Max zoom settings is only used when there's no second set of high resolution images available (read more below about high-resolution image loading).

- You can force single rotation direction for product presentations that involve animated sequences such as opening / closing of a laptop bag or similar.

Hot-spots tab

Create new host-spots or edit / delete existing ones. This tab has to be active to actually be able to position hot-spots on the images.



Important highlights:

- Use Path preview controls to adjust colors, thickness and transparency of the path lines.
- Use your mouse wheel to move images back and force while positioning hot-spots. You can also use the space key or the arrow buttons in the top-right corner to navigate the

images. For granular control of the hot-spot position press Control key and use arrow keys on your keyboard to shift it in either direction.

Images tab

Review and navigate loaded images. Also allows switching between Low-res and High-res sets of images if high-resolution images were specified (loaded).

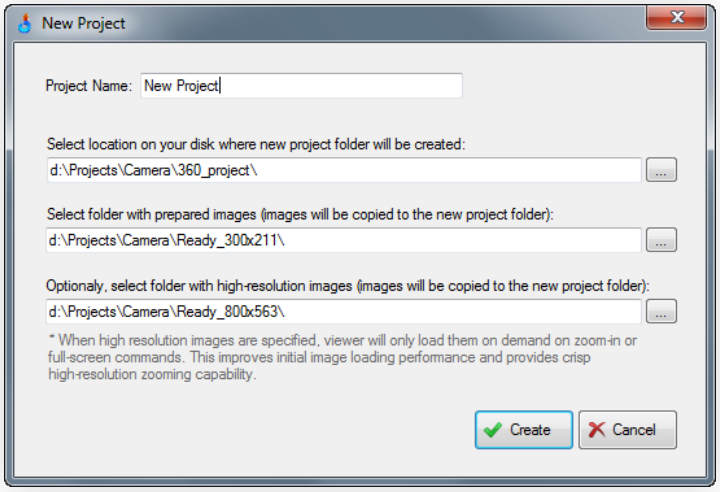
Important highlights:

- When creating a new 360 view, you can specify a folder with your high-resolution images (in addition to the original set of images that is always loaded). These high-resolution images are only loaded by the viewer when using zoom or full-screen options (full-screen is limited to Flash mode only in this release). This dramatically improves viewer performance as the viewer doesn't need to load large images on page load. This also provides a high quality zooming option that allows revealing very small product detail.

- Sometimes it's useful to switch into the High-res mode on this tab to help positioning hot-spots if your low-resolution image are too small.

Below is a quick guide on how to install and use the SpotEditor utility:

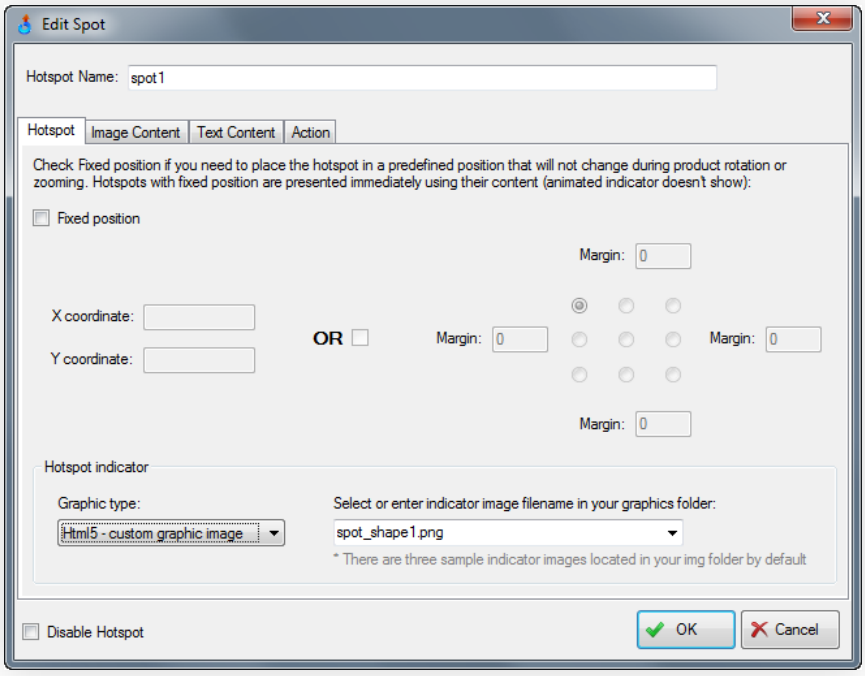
- Install SpotEditor by executing Setup.exe provided under the SpotEditor folder (installation may request to install Microsoft .NET components if not available on your computer already). A shortcut will be placed on your desktop upon successful software installation.
- Start the software by clicking on the new desktop shortcut.
- Select New and use the New Project form to specify the name of your project, new project location on your hard drive and also a path to your prepared images that you plan to use in your product view. These images will be copied to the new project folder when the new project is created. You can also specify the location of your high-resolution images that the viewer will load and present on demand only when user hits zoom or full-screen options. These high-resolution images are also copied to the new project folder upon project creation in SpotEditor.



- Select Create to create the new project - all images will be loaded into the application window according to their filename numbering (i.e. filename_12.jpg). You can review each image by simply scrolling your mouse wheel, dragging images with your mouse, using the Space key on your keyboard or via the arrow buttons in the top right corner of the image window.

- Adjust viewer settings on the User Interface and Control tabs on the right according to your preferences.

- Navigate to the Hot-spots tab and select the New button to create a new hot-spot. Use the Edit Spot form to configure hot-spot name, fixed position inside the view (if desired), rollover image and/or text content, URL action, and other hot-spot presentation settings. Note that the Image Content images are also copied to your project folder upon saving or publishing (previewing) the view.



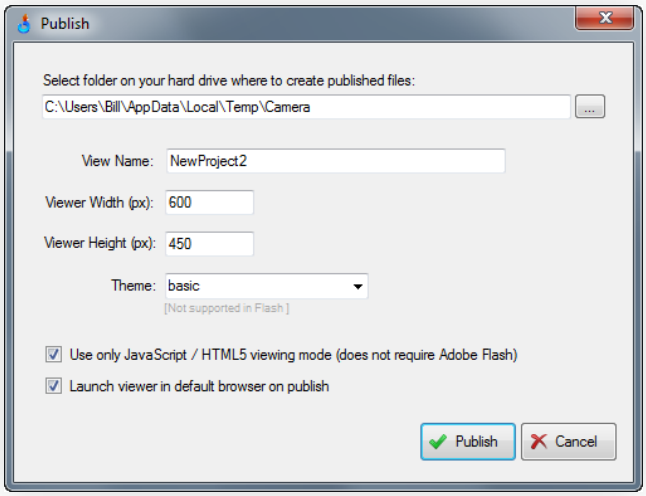
- While on the Hot-spots tab, place a new spot on the currently selected image via left mouse click. You can drag the spot on the image with your mouse, move it via Ctrl + Up / Down / Left / Right arrow keys. You can also delete it with the Delete key or via right-click context menu. Proceed to the next image either by rolling your mouse wheel, using the arrow buttons, or via the Space key on your keyboard.

- Use the Path Preview controls on the Hot-spots tab to set color, opacity and width of your hot-spot trajectories and spot preview circles to make it more visible on your images. If you have many hot-spots, it can be useful to hide other hot-spot trajectories while you are

working on the current path. You can do this by selecting the Hide inactive path checkbox under the Path Preview section.

- To add a custom logo, create a new hot-spot, check Fixed position and assign X, Y coordinate (for example 5 and 5) or use location / margin controls to the right to quickly position your fixed hot-spot (can be image, text or both if required). Then select your logo image and the action URL if required on the Image Content and Action tabs accordingly.

- To preview or publish your view, click Publish button and specify your output folder, desired viewer dimensions, the name of the view and desired theme. Then select Publish to create a complete viewer package and automatically open the view in your default browser. You can adjust any settings further and re-publish to your destination location again. **Use the F5 key on your keyboard to quickly republish and preview using your previously specified publishing settings**. Published files can be used for integrating with your website or copying to your web server for quick testing "as-is".



- Use Open button to open and edit your existing published views or projects. You can also use the drag and drop operation by dragging your XML configuration file from your project folder or the location of your published view onto the application window.

❖ Using template configuration

SpotEditor installer places a default config.xml under **Program Files\WebRotate 360\SpotEditor**. This configuration file is used by default as a template when configuring new product views. You can modify this default XML configuration file and set your custom template parameters that will be used by default when creating new product views. Another option is to select a custom template (which can be any XML configuration file you have published or saved previously) using the Template button located on the left side of the application window. All viewer settings specified in the template, including hot-spot information will be carried over to your new project.

❖ Viewer components and API

WebRotate 360 product viewer consists of two primary modules - JavaScript component located inside imagerotator.js and an optional Flash SWF component (imagerotator.swf).
We recommend to always use JavaScript Only mode (i.e. not use Flash) as the current trend suggests that Flash will have less and less coverage going forward. If Flash mode is still utilized (activated by unchecking the Use only JavaScript checkbox during publishing), both modules are working together in such way that Flash component is only loaded when visitor's browser has Flash plugin installed. If Flash is not supported on visitor's computer or a device as in the case with Apple iPad and iPhone, the Flash component is automatically and seamlessly disabled and the JavaScript module is activated instead.

Following is the list of viewer settings that you can specify on your web page:

_imageRotator.settings.jsScriptOnly

Specify whether Flash component should be disabled even when the Flash plugin is present in visitor's browser. Values: true / false. Default is true.

_imageRotator.settings.swfFileURL

Relative path to imagerotator.swf which by default is located under the imagerotator folder.

_imageRotator.settings.configFileURL

Relative or absolute path to XML configuration file for a given product.

_imageRotator.settings. graphicsPath

Relative or absolute path to a folder with hot-spot indicator image (colored circles that identify hot-spots on product images). This setting is JS mode only.

_imageRotator.settings.rootPath

This optional setting can be used to specify alternative location of viewer assets (images, hot-spot rollover images, etc) that are configured in xml and passed via configFileURL. When this settings is specified, the viewer will first load the xml configuration specified in configFileURL and will then append the rootPath to any path specified in the xml file. This is valuable when you need to store image assets on dedicated file servers or CDN locations.

_imageRotator.settings.flybyJsMenuFix

This optional setting is only applicable to the Flash component and is false by default. Set it to true if you experience issues where WebRotate 360 viewer interferes with your website's JavaScript / CSS dynamic ("fly-by") menus by overlapping / hiding them.

_imageRotator.settings.viewWidthJQFix
_imageRotator.settings.viewHeightJQFix
_imageRotator.settings.toolbarWidthJQFix

These three optional settings may need to be specified if you are loading the viewer inside an HTML element that may not be visible (display:none) at the moment when viewer starts loading (hidden tabs, lightboxs, etc) and that may result in broken html layouts.

_imageRotator.settings.i18n.zoomButtonsTooltip
_imageRotator.settings.i18n.hotspotButtonTooltip

_imageRotator.settings.i18n.fullScreenButtonTooltip

_imageRotator.settings.i18n.togglePlayButtonTooltip

_imageRotator.settings.i18n.arrowLeftButtonTooltip

_imageRotator.settings.i18n.arrowRightButtonTooltip

Use these optional settings to customize informational tooltips on mouse-over on the toolbar buttons. These settings are only applicable in JS mode.

_imageRotator.runImageRotator ("wr360PlayerId");

Initiate viewer loading on your web page by calling this JavaScript method and passing CSS id of an element with the class name wr360_player.

_imageRotator.reload ("360_assets/NewProduct/config.xml"); or
_imageRotator.reload ("NewProduct/config.xml", "http:/CDN/360/NewProduct");

If you need to dynamically reload the viewer on the same page with different images without refreshing / reloading the page, you can do this by calling this JavaScript method and passing a new configuration URL and optionally rootPath if required.

❖ XML configuration

WebRotate 360 product viewer is designed to load product images asynchronously from your web server to ensure smooth user experience and ease of maintenance and support. A simple text-based XML configuration file is used to configure all required images and other resources (e.g. hot-spots) that viewer will load when rendered on your web pages.

The same XML configuration file is used to specify a variety of viewer options such as user controls, hot-spots, zooming, rotation parameters, colors, and other features. Find below a reference of all available configurationally parameters.

USER INTERFACE <userInterface>

preloader image

Relative path to an image that viewer downloads and shows first. Path is relative to imageRotator.settings.configFileURL (or imageRotator.settings.rootPath) specified on a web page (see "Viewer components and API"). Other supported values: none / first.

userInterface showZoomButtons

Show / hide zoom button. Values: true / false.

userInterface showHotspotsButton

Show / hide hot-spots on/off switch button. Values: true / false.

userInterface showFullScreenButton

Show / hide full-screen button. Values: true / false.

userInterface showTogglePlayButton

Show / hide play button. Values: true / false.

userInterface showArrows

Show / hide left and right arrow (rotational) buttons. Values: true / false.

userInterface showToolTips

Enable / disable popup hint (tooltip) text on mouse hover over controls. Values: true / false.

userInterface showProgressNumbers

Enable / disable numeric progress indicator on viewer load. Values: true / false. JS only.

userInterface toolbarAlign

Align bottom controls (toolbar controls) all together to the left, right or center of the viewer. Values: left, right, center.

userInterface toolbarForeColor

Color of toolbar controls. Values: html color (example: #999999). Flash only.

userInterface toolbarHoverColor

Color of toolbar controls on mouse over. Values: html color (example: #999999). Flash only.

userInterface toolbarAlpha

Transparency of toolbar controls. Values: 0 to 1 (examples: 0.3, 0.67, 0.85).

userInterface toolbarBackColor

Color of toolbar background. Values: html color (example: #999999).

userInterface toolbarBackAlpha

Transparency of toolbar background. Values: 0 to 1 (examples: 0.3, 0.67, 0.85).

userInterface progressLoopColor

Deprecated.

userInterface progressNumColor

Deprecated.

userInterface flashEmbedFonts

If set to false, Flash viewer doesn't use embedded fonts which makes it possible to show hot-post text with different character sets (e.g., Cyrillic). Values: true / false.

CONTROL < control>

control maxZoom

Zoom-in depth in percent. The setting applies when user clicks the Zoom-in button in regular mode (not full-screen). Minimum value is 100, which is equivalent to no zoom (1:1). Values: Numeric, starting with 100. Free Edition max is 200 (i.e., x 2). This setting doesn't apply when the second set of high-resolution images is configured.

control maxZoomFullScreen

Zooming depth in percent in full-screen mode. The setting applies when user clicks the Zoom-in button in full-screen mode only. Minimum value is 100, which is equivalent to no zoom (1:1). Values: Numeric, starting with 100. Free Edition max is 200 (i.e., x2). Flash only.

control fullScreenStretch

Control whether images have to be stretched automatically when entering full-screen mode. This setting is useful in the situations where images are too small to show as-is in full-screen mode. Minimum value is 100, which is equivalent to no stretch (show as-is, 1:1). Values: Numeric, starting with 100. If setting is not present or equals 0, images are stretched to fill entire full-screen area. Flash only.

control doubleClickZooms

Enable mouse double-click on images for zoom-in / zoom-out action. Values: true / false.

control disableMouseControl

Disable image dragging / rotation via mouse. Values: true / false.

control dragSpeed

Used in conjunction with rotatePeriod (see below). This setting represents a factor that is multiplied by rotatePeriod to calculate the speed of rotation using mouse dragging or left / right arrows buttons. Values: Numeric, should be between 0 and 1.

ROTATION < rotation>

rotation firstImage

Define image that is shown when all images are fully loaded. In most applications this number will point to the same image as specified under <preloader image>. Values: Numeric, counted from 0 which is the first image specified under <images> (see below).

rotation rotate

Start rotation automatically when all images a fully loaded. Values: true / false / once.

rotation rotatePeriod

The number of seconds for rotation to go one full loop when initiated via the Play button or started via auto play. Speed of rotation when using mouse drag or arrow buttons is different and is calculated by multiplying rotatePeriod by the dragSpeed factor as described above.

rotation forceDirection

Forces fixed single direction of ration per rotateDirection setting . Values: true / false.

rotation rotateDirection

Specify default rotation direction. Values: -1 /1. Default is -1 which is a clockwise rotation.

rotation bounce

If set to true will force viewer to bounce / stop rotation when it reaches the last configured product image. This setting can be used when a product was not photographed in a full 360 rotation (e.g. 180-dgree rotation). Values: true / false.

IMAGES < images>

images

Each image is defined in XML by its <image> element. The only supported image attribute is src. This attribute (src) represents a relative path to image location. Path is relative to imageRotator.settings.configFileURL (or imageRotator.settings.rootPath) as specified on a web page (see "Viewer components and API"). Note that the images can be either in JPG or PNG format.

images highresWidth

Width of the high-resolution images if configured. Values: Numeric, i.e. 1200.

images highresHeight

Height of the high-resolution images if configured. Values: Numeric, i.e. 800.

HOTSPOTS < hotspots>

hotspots

Parent node for all hotspots. Each hot-spot is represented as a single <hotspot> element under <hotspots>.

hotspot id

Hot-spot's unique identifier. The id can be any text with no whitespaces (case insensitive).

hotspot absolutePosition

Determines whether hot-spot stays in a fixed position as defined by offsetX and offsetY (i.e static hotspot) or moves with the images (dynamic hot-spot). Values: true / false.

hotspot className

Determines hot-spot presentation style. Values:

WebRotate360.ImageRotator. Html5HotspotPresenter - dynamic (rotating) hot-spot presented as an indicator image (i.e colored circle) loaded per the indicatorImage attribute parameter. This class is only supported in JavaScript mode.

WebRotate360.ImageRotator.StaticHotspotPresenter - fixed position hot-spot presented as a custom image (e.g. company logo) or text or both as specified under <spotinfo> element (see below).

WebRotate360.ImageRotator.LoopCircleActionHotspot - dynamic (rotating) hot-spot presented as a constantly animated circle with a blur effect. This a Flash only class.

imageSpotClass - dynamic (rotating) hot-spot presented as a circle with a plus sign that is animated once on load and deactivation (e.g., mouse-out). This a Flash only class.

hotspot color

Fill color of the hot-spot circle. Values: html color (example: #999999). Flash only setting.

hotspot alpha

Transparency of the hot-spot circle. Values: 0 to 1 (examples: 0.3, 0.67, 0.85).

hotspot offsetX

Fixed X coordinate (in pixel) that applies only to hot-spots with absolutePosition set to true. It's relative to the left-top corner of the viewer.

hotspot offsetY

Fixed Y coordinate (in pixel) that applies only to hot-spots with absolutePosition set to true. It's relative to the left-top corner of the viewer.

hotspot margin

This is a different way of configuring fixed position hot-spots that is used in conjunction with the align attribute. This attribute is specified as follows: margin="top,right,bottom,left" where top, right, bottom and left are corresponding numeric values in pixel similar to CSS.

hotspot align

Used in conjunction with the margin attribute. It's specified as follows: align="vertical alignment, horizontal alignment" where vertical alignment can be top, center, bottom and horizontal alignment can be left, center or right.

hotspot indicatorImage

Specifies the filename of an image that will be showing as a hot-spot indicator (e.g. colored circle). The images should be located in a folder as specified in imageRotator.settings.graphicsPath on your web pages.

hotspot disabled

Specifies whether to hide / disable current hot-spot. This is useful when you need to hide a hot-spot without actually deleting its XML configuration. Values: true / false.

hotspot <spotinfo>

Describes hot-spot content based on the content type. Viewer supports the following types of hot-spot content:

Text content which is rendered as an area with text using configurable width, font height, color and background as specified in <spotinfo> element:

spotinfo **txt** - text of the hot-spot content.
spotinfo **txtWidth** - fixed width of the text wrapping box.
spotinfo **txtBkColor** - color of the text background.
spotinfo **txtColor** - color of the text (html format; example: #99999).
spotinfo **fntHeight** - font height.
spotinfo **url** - URL of a page to browse on click.
spotinfo **urlTarget** - can be _blank to open in a new window or _self to open in the same browser window / tab.

Image content which is rendered "as-is" using supplied image in src attribute:

spotinfo **src** - relative path to content image (PNG or JPG).
spotinfo **url** - URL of a page to browse on click.
spotinfo **urlTarget** - can be _blank to open in a new window or _self to open in the same browser window / tab.

HTML content which is rendered using custom html script under <cdata> element:

spotinfo **<cdata>** - custom HTML script that has to be wrapped in CDATA tags as follows:
<![CDATA[<div>....</div>]]>

Hot-spots with the image content can also define the attributes of the text content. In this case, your text is rendered just below the hot-spot image with a small bottom margin and centered horizontally.

Each dynamic (rotating) hot-spot (i.e., absolutePosition = false) is also defined separately as an element under corresponding <image> element to configure its position on that image. Supported attributes for the hotspot element when specified under <image> are:

hotspot **source** - should be exactly the same as the id of this hot-spot under <hotspots>
hotspot **offsetX** - X coordinate in pixel relative to the left-top corner of an image.
hotspot **offsetY** - Y coordinate in pixel relative to the left-top corner of an image.

❖ Preparation of 360-degree images

In our 360 product photography projects we usually produce 20 to 40 images per product and this is what we recommend to most of our clients. High-end marketing presentations may sometimes require a higher number of 360-degree images and 72 is probably the highest number that you would want to use for the most demanding projects.

20-40 images per rotation offers a good balance between smoothness of the animation, user download / wait times, and the amount of required photography and post-production efforts.

It's also important to consider the viewer dimensions when placed on your web pages and the use of the standard zoom or the new high-resolution ("deep zoom") mode now available with version WebRotate 360 Product Viewer 3.x.

For example, if your viewer is configured to be 500 x 375px on the product pages, and you want to support x 2 zoom, the images should be at least twice the size of the viewer to present in good quality when zoomed in, or about 1000 x 750px if using standard zoom. This will result in JPG images being ~80-100 KB per image for an average product image with no background and with a decent JPG quality, which is a ~2 MB download for 20 images. For the average broadband cable speeds at about 3 Mbit/sec (read more), this is ~4-5 sec wait time for a complete view to load.

With the new high-resolution ("deep zoom") mode this can be drastically improved as the new mode utilizes a second set of high-resolution images specifically for zooming or full-screen view. This second set of images is not loaded by the viewer on page load. Instead the high-resolution images are loaded incrementally on demand when user hits zoom of full screen button. This dramatically improves initial loading times as viewer only loads small images as configures, while also giving you an option to use very large images for deep zooming.

Note that regardless of the zooming mode, WebRotate 360 Product Viewer downloads and shows the first "pre-loader" image immediately so your webpage visitors have something to look at while the rest of the images are downloaded and processed.

When saving images in your photo editing tools, always use the Save for Web option if available so you can optimize images specifically for Web presentation. Don't over-optimize as even high quality JPG compression (~80%) will result in relatively small files that should work for most 360 product presentations.

NOTE: here at WebRotate 360 we have been producing 360 product photography and interactive product presentations for several years now. More than 200,000 images have been processed by us to date. We helped clients such as Canon, Manfrotto, DLink, Glock, Kids II, Maui Jim, Johnson Outdoors, Meade Instruments, and alike. Hire us for your next 360 product photography project or use our unique skills and expertise to build specialized interactive product presentations or scalable e-commerce websites just for you!

❖ FREE version limitations

- Powered By WebRotate360 hyperlink in the right top corner.
- Maximum 4 hot-spots.
- Image loading from CDN or separate image server (i.e. rootPath) not supported.
- Limited standard zoom depth up to x2 max.
- Limited customer support.

Please support our work by purchasing unlimited PRO or Enterprise edition at:
www.webrotate360.com/360-product-viewer-buy.html

Visit our website for more information about latest software updates. You can also subscribe to our Newsletter on our home page, via RSS feed on our Blog , follow us on Twitter or Facebook.

For support and feature requests please e-mail us at support@webrotate360.com