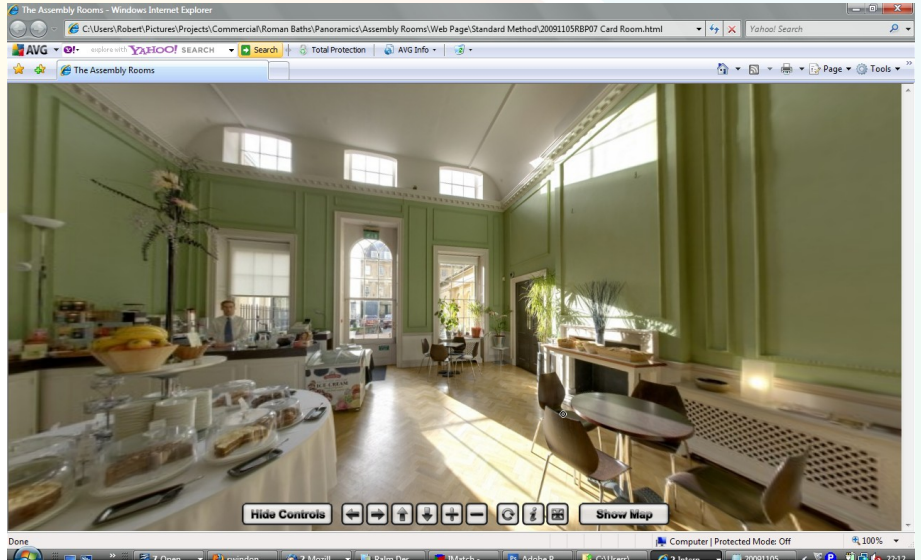# Panomorphic Newsletter Issue 5 – The Bath Assembly Rooms

Panomorphic has completed an impressive tour of the grade I listed Assembly Rooms in the world heritage city of Bath.

The Assembly Rooms in Bath date back to 1771 and are adorned by many period features including the Whitefriars crystal chandeliers and original portraits by Hoare, Ramsey and Gainsborough. The grade I listed interiors are available to hire for a variety of functions. How can any web content do justice to such a stunning and unique interior? Panomorphic was delighted to be commissioned to take on this challenge on behalf of Bath Venues and Bath & North East Somerset Council (B&NES).

Online 360ºx180º interactive web tour: Visitors to the Assembly Room's website can now enjoy a 360ºx180º experience with a virtual walk through of the lavishly decorated regency rooms. The tour begins in the small octagon where the visitor can turn through 360º before looking overhead to see the impressive chandelier. Arrows on the ground invite the visitor to explore the rooms beyond – walk through to the stunning Ballroom, Great Octagon, Card Room and Tea Room all in 360ºx180º vision … just like being there!

Screen shot showing the panomorphic web tour loaded in a browser. The visitor can click and drag to navigate around a 360ºx180º view, zoom in and out and walk through using the arrows or map.
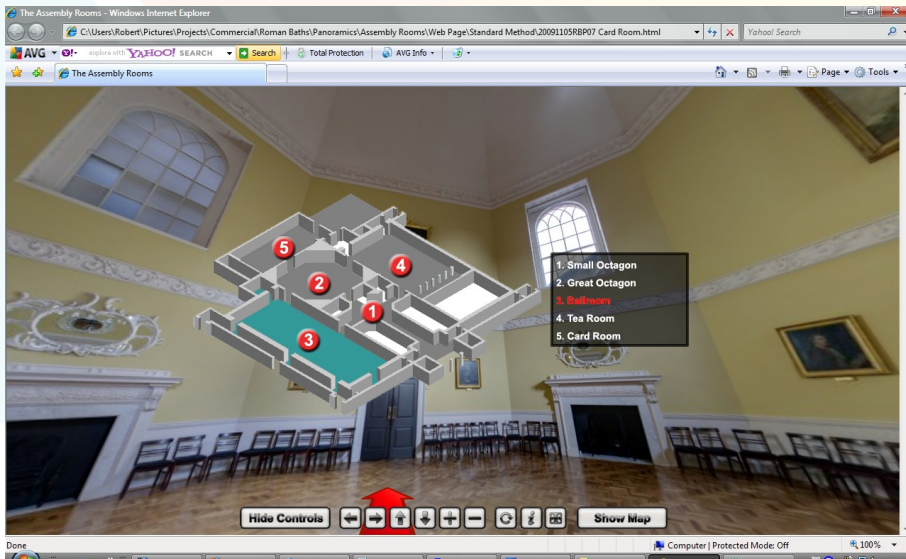
An interactive map helps visitors to navigate: A clickable map drops down on request to allow the website visitor to orientate themselves. A click on the map will transport them to any one of the five locations within the Assembly Rooms.

Easy to add into an existing web site: The tours require no additional downloads or special plugins to view, and they won't slow your website down. Adding a panomorphic tour to an existing website is as easy as adding a photograph or link.

"We are now directing potential clients to our new panomorphic web tours, which really help them gain a feel for our venues. We have received numerous positive comments on how much these tours have helped clients to visualise their events. With such grand and historic venues it has always been difficult for us to provide images that accurately represent our venues. These tours have provide a way to navigate and the rooms in far more detail than more traditional photos. I feel that this is as close as you can get to actually visiting the venues themselves." - *Josie Nicholls, Event Officer, Bath's Historic Buildings.*

Panomorphic offers hosting and free technical support to integrate your tour with any web site. The tour opens in a new window, so visitors will not be directed away from your website.

Screen shot showing the panomorphic web tour in a browser. The red arrows invite the visitor to move from room to room, and the interactive map drops down to aid navigation.

A full range of exciting photography products: Panomorphic's tours have a range of optional features. Items of interest can be made clickable for the visitor to read more information in a separate panel (e.g. click on a painting to read extra information about the artist). Panomorphic offers stills photography. The 360ºx180º sphere can be projected onto a flat page (in the same way that a globe can be represented as a flat world map) for unique images in brochures or printed literature.

Recent clients: Visit the Panomorphic website to see recent projects for Swindon Borough Council, The Roman Baths, Victoria Art Gallery, The Pear Tree Hotel and McArthurGlen Designer Outlets.

Panomorphic … *like being there*. Call now to arrange a free consultation with no obligation 07890 564889.