



## Panomorph Newsletter Issue 2 – Highworth Rec

Panomorph is helping Highworth Rec to attract new customers by creating interactive web tours of their new pool and gym.

Panomorph has created an interactive web tour to let the citizens of Highworth know what amazing pool and gym facilities are available in their town.

**Showcasing unique features:** Website visitors can now enjoy a 360°x180° experience. Standing on the side of the pool, they can pan up/down and left/right to see how the domed roof opens up to give unrestricted access to the outdoor sun terrace. This is virtually impossible to achieve in the same way using traditional stills or video photography.

Clicking on the exit door of the pool area takes the visitor into the well equipped gym. Here they can click on the vibration plate to find out more about this state of the art equipment.

Residents of Highworth can now see inside the Rec and take a virtual panomorph tour of the facilities

**High quality interactive content to make your web site stand out:** Interactive web tours are becoming popular with modern leisure centres. Customers now expect this type of high quality web content. It gives them confidence in the facilities far more effectively than any series of still photographs. A panomorph tour is a highly cost effective way to market your facilities. It makes your website much more memorable and interesting than your competitors'.

**Easy to add into your existing web site:** The tours require no additional downloads or special plugins to view, and they won't slow your website down. Adding a panomorph tour to your existing website is as easy as adding a photograph or new link. No need for an expensive site redesign or update! Panomorph can also offer hosting and free technical support to get your tour integrated into your existing web site.

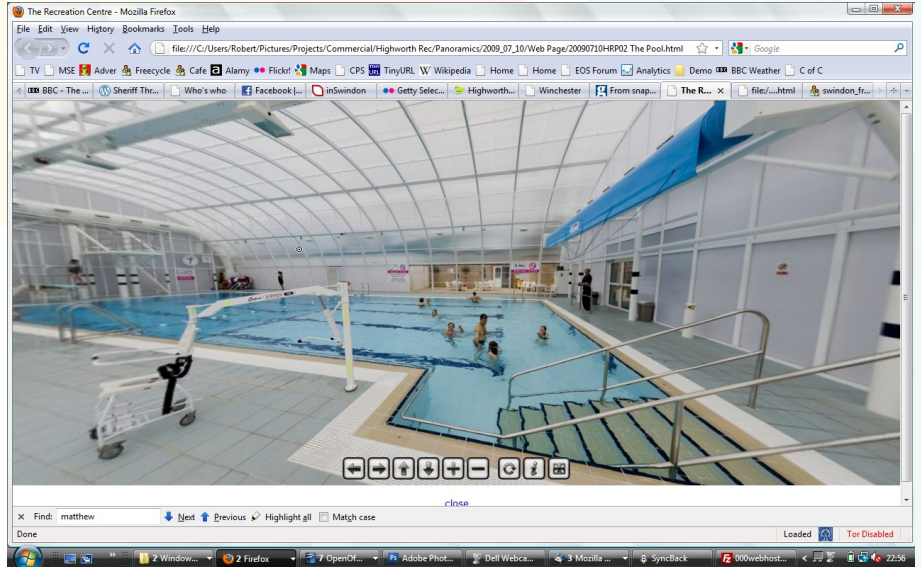
**A full range of exciting photography products:** Panomorph's tours have a range of optional features. For larger sites, with four or more locations, an interactive map can help the visitor orientate themselves. Panomorph also offers stills photography. The 360°x180° sphere can be projected onto a flat page (in the same way that a globe can be represented as a flat map) for unique images for brochures or other printed literature.

**Recent clients:** Visit our website to see these features used in recent projects for clients such as Swindon Borough Council, The Roman Baths, The Pear Tree Hotel, McArthurGlen Designer Outlets, Bath & NE Somerset Council and the Bath Guildhall.

Panomorph offers a full range of interactive web photography products including web tours, high definition panoramics and 3D object photography.

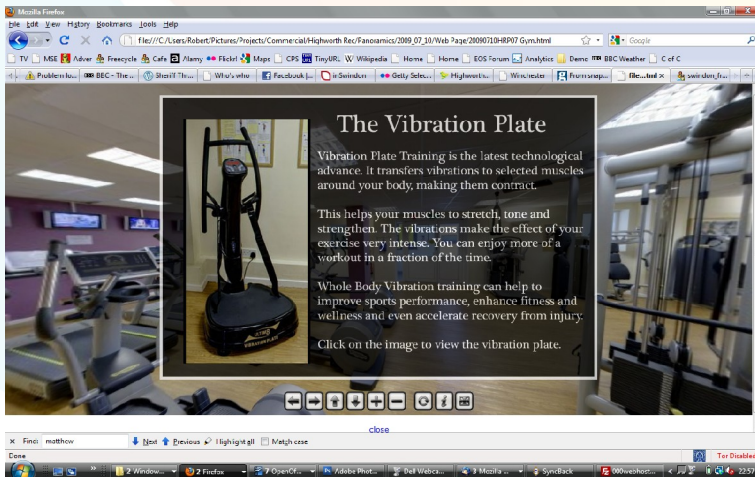
Experience the Highworth Rec tour on Panomorph's website at [www.Panomorph.com](http://www.Panomorph.com)

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



Screen shot showing the panomorph web tour loaded in a browser. The visitor can click and drag to navigate around a 360°x180° view, zoom in and out and walk through using the arrows or map.

"The panomorph tour has enabled our customers to view our facilities in a dynamic and professional way. If a picture paints a thousand words, then a panomorph tour speaks a million!! I have received positive feedback from new customers who have viewed the tours. It has really enhanced our website." *Ann Lewis - Marketing Officer for Highworth Recreation Centre.*



Screen shot showing the panomorph web tour in a browser. The visitor can click to bring up a panel containing information about the new vibration plate.