



Panomorphic Newsletter Issue 3 – Swindon Designer Outlet

Panomorphic has completed a major project for the McArthurGlen Designer Outlet in Swindon.

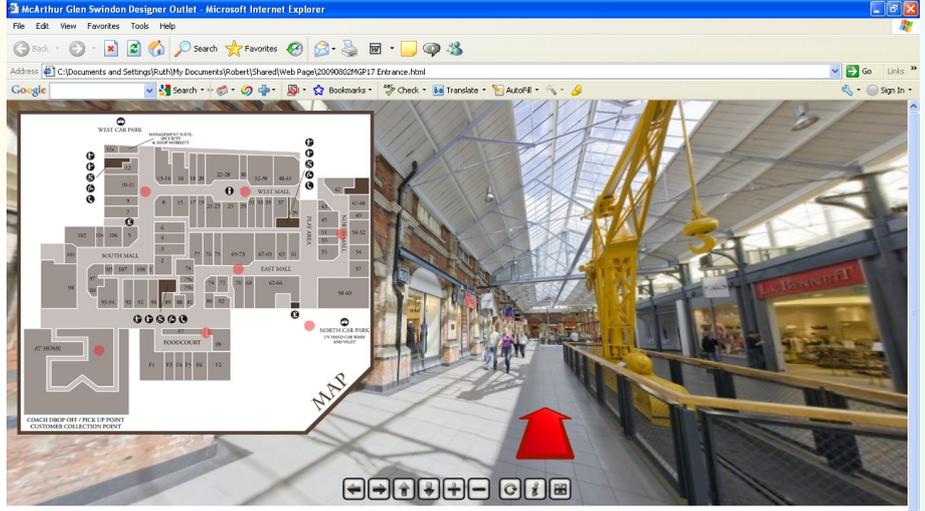
Based in Swindon's historic former railway works, the malls and shops of the Outlet Centre were the ideal locations to demonstrate the capabilities of the Panomorphic interactive web tours.

Online 360°x180° interactive web tour: Visitors to the centre's website can now enjoy a 360°x180° experience with a virtual walk through of the old GWR railway workshops, now sympathetically renovated to host a wide range of designer shops. The tour begins in the south mall next to the yellow crane, one of the original features of the building. Arrows on the ground invite the visitor to explore the centre and walk through to any other location, all in 360°x180° vision ... just like being there!

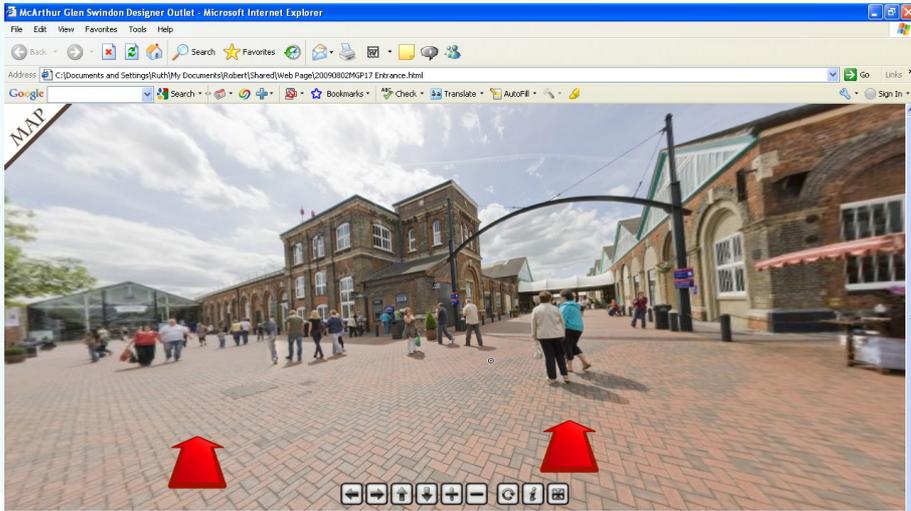
An interactive map helps the visitor to navigate and plan their trip in advance: A clickable map drops down on request to allow the website visitor to orientate themselves within the extensive site. A click on the map will transport them to anywhere within the centre. Shoppers can familiarise themselves with the layout before travelling, allowing them to plan their trip and make more efficient use of their shopping time!

High quality interactive web content to make your web site stand out: Interactive web tours are becoming popular with shopping outlets. Customers now expect this type of high quality web content. It gives them confidence in the venue far more effectively than any series of still photographs. This is especially important if the visitor is travelling any distance and has a choice of high quality regional shopping malls. A panomorphic tour is a highly cost effective way to market your business. It makes your website more memorable than your competitors'.

"The panomorphic tour created for us will give customers who visit our website a real feel for the designer outlet. 75% of our web visitors are new customers, therefore they can really see what a unique and amazing shopping centre we have in Swindon." - Nick Williams, Marketing Manager, Swindon Designer Outlet.



Screen shot showing the panomorphic 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.



Screen shot showing the start of the panomorphic web tour in a browser. The red arrows invite the visitor to enter the centre, and the interactive map (top left) will drop down to aid navigation.

Attract tenants to vacant shops: The Swindon Outlet have issued CDs of the panomorphic tour to their leasing team for offline viewing by potential new tenants.

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 new link. Panomorphic can also offer hosting and free technical support to get your tour integrated into your existing web site.

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

See the Swindon Designer Outlet tour on our website at www.Panomorphic.com

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