

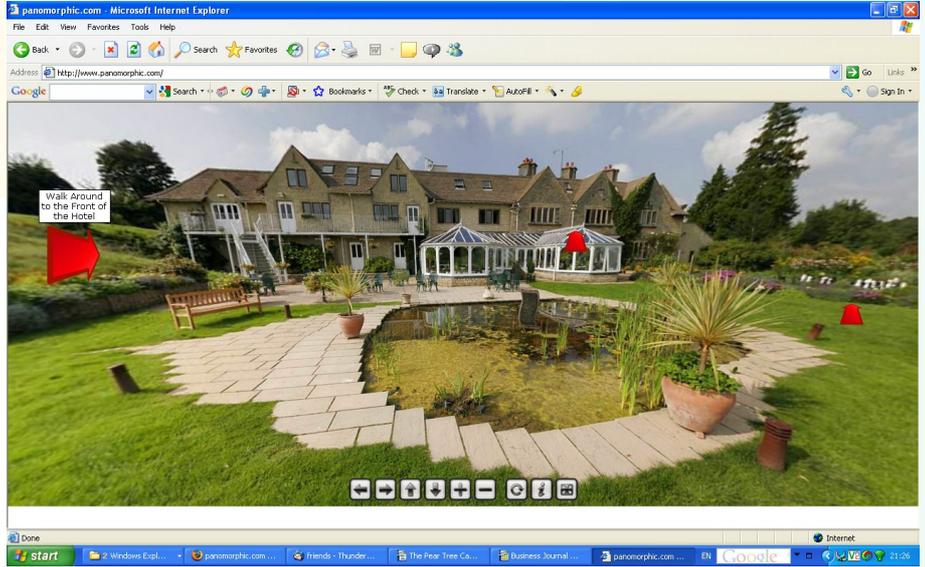


## Panomorphic Newsletter Issue 1: The Pear Tree, Purton

Guests staying at the Pear Tree Hotel in Purton, near Swindon in Wiltshire, can log on to the hotel's website and explore the facilities before travelling, thanks to a series of impressive interactive tours by Panomorphic.

Formerly the vicarage for the parish church of St Mary's, the Pear Tree is an elegant Cotswold stone hotel in seven acres of beautiful and varied grounds. Having been awarded a Silver Award under the Green Tourism Scheme, the Pear Tree is officially the greenest hotel in the Swindon area.

**Online 360°x180° interactive tour:** A panomorphic tour is the perfect way to let website visitors explore the hotel grounds and the facilities inside. Starting with a summer day next to the garden pond, the interactive tour gives the visitor a 360°x180° experience. By clicking on the garden pond the view is transformed to a snowy winter scene! Continuing a seasonal theme, a hotspot link takes the visitor to the front entrance where it's possible to look up 180° overhead at the spring blossom.

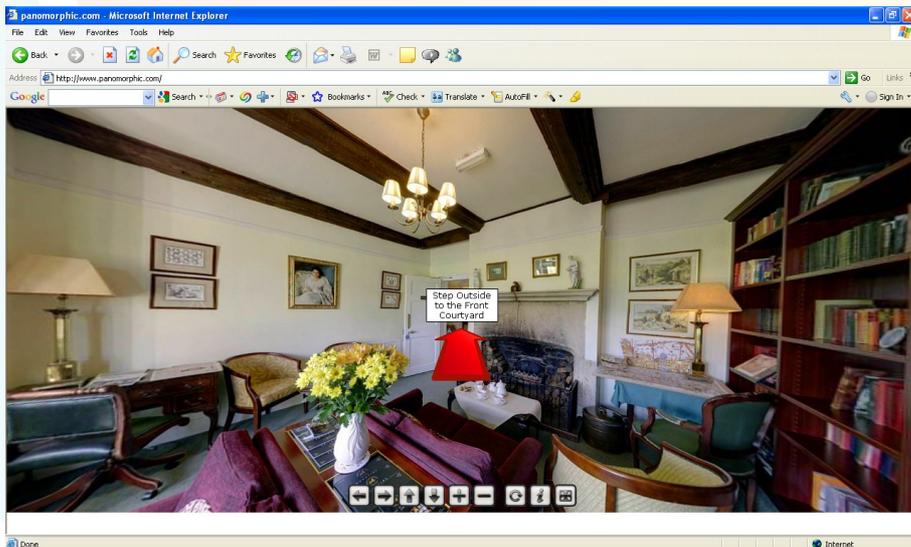


Screen shot showing the panomorphic web tour loaded in a browser. The visitor can click and drag to navigate around a 360°x180° view, zoom in and out and walk through using the arrows or optional map.

**Explore the hotel online:** Clicking on the front door of the hotel brings the visitor into the welcoming library with afternoon tea and log fire. In this room the visitor may pan up to view the ancient ceiling beams, turn through 360° and zoom in to inspect the books available for guests to borrow.

"Most of our guests, particularly from overseas, visit The Pear Tree's website prior to booking. Panomorphic's tour gives them the opportunity to travel virtually throughout the hotel's public rooms, bedrooms and the garden – in the garden they can even change the season!" - Francis Young, proprietor of the Pear Tree, Purton.

**High quality interactive web content makes your web site stand out from the crowd:** An interactive web tour is popular with hotels who understand that the internet is any potential guest's first resource when researching where to stay. Travellers have come to expect high quality web content. It gives them confidence in the accommodation far more effectively than a series of still photographs. This is especially important if the guest is from overseas.



Screen shot showing the the panomorphic web tour in a browser. In the library the visitor can view the beamed ceiling and zoom in to see the books. Arrows invite the visitor to walk through to the next room.

**Cost effective marketing package:** Panomorphic can combine the creation of an impressive web tour with professional photography services. This is a highly cost effective way to obtain both exciting content for your web site and images for brochures or printed marketing material. The Pear Tree has taken full advantage of this combination.

**Easy to add to any existing web site:** Your new panomorphic tour requires no downloads or special plugins to view, and it won't slow your website down. Adding a panomorphic tour 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 range of interactive web photography including tours, HD panoramics and 3D object photography.**

See the Pear Tree's interactive panomorphic tour on our website at [www.Panomorphic.com](http://www.Panomorphic.com)

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