



The

**7 fundamental elements of success,**  
with which you can give **future customers**  
an impression of your internet presence  
with **more feeling and clarity,**  
to **noticeably increase your online-bookings**  
**without hassle and stress**



## Introduction

1. How you benefit directly from these top-quality virtual tours page 4
2. Good planning for a smooth production and a perfect end result page 5
3. The perfect portrayal of your facilities is the result of an ideal interaction between photographer, equipment and correct digital processing. page 6
  
- Photographs will only be taken by experts with professional equipment. A breathtaking high resolution will show your facilities with the finest of details. The newest modern HDRI-procedure captivates your visitor with a blaze of color and a contrast range which is only a little less than natural vision. Your pictures will receive the final professional polish using digital touch-up techniques. page 7
  
4. Modern Flash programming allows you to include an individual and user-friendly tour. page 11
5. Your satisfaction is our main concern. page 12
6. You can start your own tour after the delivery and embedding. page 12
7. Andrew Miners is more than satisfied to have decided for a virtual tour from Panomnio. page 13



With this brochure we would like to explain some of the interesting details about the panorama tours of Panomnio. It will describe how the development of the concept on to the pictures and programming lead to the actual virtual tour.

Why and how do you benefit from it?

If you have further questions, once you have read this brochure, we would be more than happy to be of personal assistance.

Thank you for interest in us!

Villa on the rock  
picture from a virtuellen Tour at  
the Banyantree-Hotel Indonesia  
Bintan

## How do you benefit directly from these top-quality virtual tours?



Virtual panorama tours today, allow an individual and stunningly realistic reproduction quality. The secret behind such high efficiency, lies in its interactivity. Your prospective customer can visualize your location in advance and get a feeling for the beauty and atmosphere, in a way that he alone chooses. The abundance of detail gives him the opportunity to zoom in to objects which are of personal interest to him. No other passive medium available allows this so individually. Furthermore, your prospective customer develops an animated 'play instinct', which, in combination with the brilliance and expressiveness of the panoramas, will leave a lasting impression and bind him or her subconsciously to your company. Visitors to websites with high-quality virtual tours stay up to 4 times longer on average, than on pages with a less attractive presentation. All these possible benefits amount to a much higher online booking quota.

Sundeck of the S/Y Siren  
picture from a virtual tour  
for the company  
Worldwidediveandsail

# Good planning for a smooth production and a perfect end result



A striking and efficient panorama tour needs a well organized photo session. For this reason we take special care with its planning. On the one hand, the shooting should procure the best possible photographic material; on the other hand, you do not want your normal activities to be disturbed.

As a first step, one of our photographers will walk through the rooms, together with a responsible person, on site. For the best possible pictures, it is necessary to find the right position in combination with the ideal lighting in relation to the position of the sun. Once the actual location has been agreed, our professional will lay down a shooting plan in cooperation with your representative on site. The shooting plan will include the staff of the hotel, the atmosphere of light and the schedule for the team responsible for decoration and cleaning. Once this plan has been perfected and agreed, the stage is set for a successful and relaxed shooting session.

Dinner at 8  
Good planning and organisation  
is everything!  
picture from a virtuellen Tour at  
the Banyantree-Hotel Bintan

# The perfect portrayal of your facilities is the result of an ideal interaction between the photographer, their equipment and appropriate digital processing



All of our photographers are professionals, trained and skilled in the newest photographic techniques. We work with highly solid tripods and especially conceived panorama heads for creating the cubic panoramas. Of course only professional cameras and lenses are used. Up to 120 Photographs are taken for each individual room.

Misool Eco Resort Veranda

Why so many you may ask?

In order to ensure the greatest possible range of details, as well as a nearly natural perception of the color spectrum, we have to make sure of two points.

A breathtakingly high resolution allows the depiction of your facilities in the richest of detail. The high resolution is responsible for the rendering of detail. The big cubic panoramas of your virtual tour are a combination of 25 to 40 single pictures, which we combine with the help of special software. The results are panoramas with a size of 150 million pixels. This equates to a 15x resolution of a professional SLR (single-lens-reflex) camera. Thanks to this incredible size, it is possible for your future customers to zoom into a picture and look at the finest of detail of your facility.

But what does the rendering of colors mean?



The newest modern HDRI-procedure captivates your visitor with a blaze of color and a contrast range which is hardly less than natural vision. A 360-degree panorama view is technically difficult. In nearly every 360° picture, you will find very bright (sun, lamps, white objects) and also very dark (shadows) areas. Up to now, digital techniques cannot fully cope with such contrasts. That means that you can either expose for the darker areas or for the brighter ones, but not both at the same time. Since you would like most certainly a nice rendering of the ambience of the interior as well as a high-contrast sky with beautiful clouds, we solved the problem as follows:

That's how HDRI works  
 first : the 3 exposures  
 second: the ready image

Our Photographer takes 3 different pictures from the same position,



each with a different exposure: one for the brighter areas, one for the averagely lit areas and one for the dark parts of the picture. These 3 pictures are combined during post-production, with the result that these processed pictures come very close to our perception of light with the naked eye. This method is also known as HDRI (high dynamic range image). Your pictures will receive the final professional polish using digital touch-up techniques.

Alpenchic Suite from the virtual tour for the Hotel Schweizerhof Lenzerheide Swiss

The processed picture material will now be combined to produce a cubic panorama in 5 different steps. First of all the data for a panorama picture has to be put together. This is done with the help of specially conceived software. As soon as the single pictures are combined, the HDRI method is used. The exposure optimized panoramas now have to be color corrected, put into focus and compressed. The raw material for the production of the high definition tour has only now been completed.

# Full of the finest details

panomnio

Here you can see the resolution in detail. All from Panomnio produced images have about 150 Mega Pixel of resolution.



# The modern Flash programming allows you to include an individual and user-friendly tour



The programming can be divided into the general and the customer-specific parts.

Generally, all images have to be arranged for the optimum start-setting, the angle of view, direction and movement. Following that, the linking of the individual rooms via buttons and hotspots is activated.

We can then add to the basic structure of the tour such things as orientation maps, logos, links, info screens, side maps and so on according to your own specific ideas and wishes. In connection with these features, it is our special aim to conform the design of the tour with its colors, forms and text styles, to the design and make-up of your own website, so that everything is harmonious.

Whiskey Room

For the Hotel Müller Pontresina  
Swiss

**Your satisfaction is our  
main concern**



Once the first version of the tour is completed you will be handed a beta version for your personal analysis. Based on your wishes, we will be able to do last changes to round up your personal virtual tour. Once we are both happy with the finished tour, it can be embedded on your website.

Finish sauna from the virtual tour for the Hotel Schweizerhof Lenzerheide Swiss.

## **Your own is ready to start working after the delivery and embedding**

What kind of embedding works best for your site?

Several possibilities can be used here. The simplest way is to open up the tour with the help of a pop-up window. Since this is not always the most elegant solution, we are happy to offer you an Overlay-Player, which is especially designed for the virtual tours of panomnio or the embedding on an additional page of your internet site.

# Andrew Miners is more than satisfied to have decided for a virtual tour from Panomnio



“Right from the start I had a good feeling about our teamwork. Mr. Zimmer from panomnio offered us detailed and clear advice. The design of the virtual tour ran precisely and smoothly, especially since we worked according to a previously arranged schedule. This wonderful tour was than very tastefully embedded in our website and the immediate effect was tremendous. We received countless positive feedbacks from customers and friends. Even in such a short period of time, the tour has been visited a lot. From a questionnaire among new customers, we found out that for many, the virtual tour made their decision to stay with us a lot quicker and easier. On top of everything we noticed a huge increase in our visiting times, just as Mr. Zimmer promised. We estimate that in a matter of 6 to 9 months this investment will be paid off.”

We are certain that we will enlarge our virtual tour together with panomnio, as soon as our new facilities are ready.

Many Thanks to panomnio

Andrew Miners

Andrew Miners realised a vision of a perfect resort in a perfect place

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