Iconasys 360 View Creator V 10.0 – User Guide

Workflow Overview Video: see here
Training Page: see here

Getting Started

1. Downloading the Software:

Please revert to the email you received after purchase to access software download links. If for any reason this is not received, please email support@iconasys.com or give us a call at +1 (949) 945-0779 so we can resend. You can also check your Junk mail folder for this email.

2. Registering the Software:

After installing the software and at the time of first launch, users will be prompted with the option to register the 360 Product View Creator Software. Please be sure to register to ensure the software will not be disabled. Customers can follow registration instructions here.

Iconasys Technical Support:

Knowledge Base: The Iconasys Knowledge Base includes hundreds of relevant articles that include tips and tricks to our most frequently asked questions. This usually provides a good starting point for users as answers and resolutions to questions are available in seconds with a simple search query.

Service Desk: This option provides users the ability to interact 1 on 1 with a qualified support agent. Should users be unable to resolve an issue and require help, this is the best option as a dedicated agent will work to troubleshoot and resolve issues. Users must submit a ticket (can also be done so via email to support@iconasys.com). To use the Iconasys Service Desk, users will first want to create a user account (using this link) then after logging in can work with our support team via:

Live Chat – Provided directly in Service Desk user account area

Email – Can be sent directly to support@iconasys.com (this will log a new ticket under your email address) or can be submitted directly in the Service Desk user account area

Phone – For phone related technical support, we do require users submit a support ticket via service desk first so we can share info/links/additional documents during or after the support call). The Iconasys technical support number is: +1 (949) 945-0779 extension 3. Phone support is available during standard business hours.

Remote Screen Sharing – Should a user's issue need to be escalated, we do offer online screen sharing sessions to help troubleshoot, better understand and resolve issues. We use Zoom Conferencing for all screen sharing sessions. Simply request this option and our Support Agent will send a Meeting ID link that will allow us to connect to your computer remotely. Meeting ID's will also include a call in phone number (should computer audio not be preferred).

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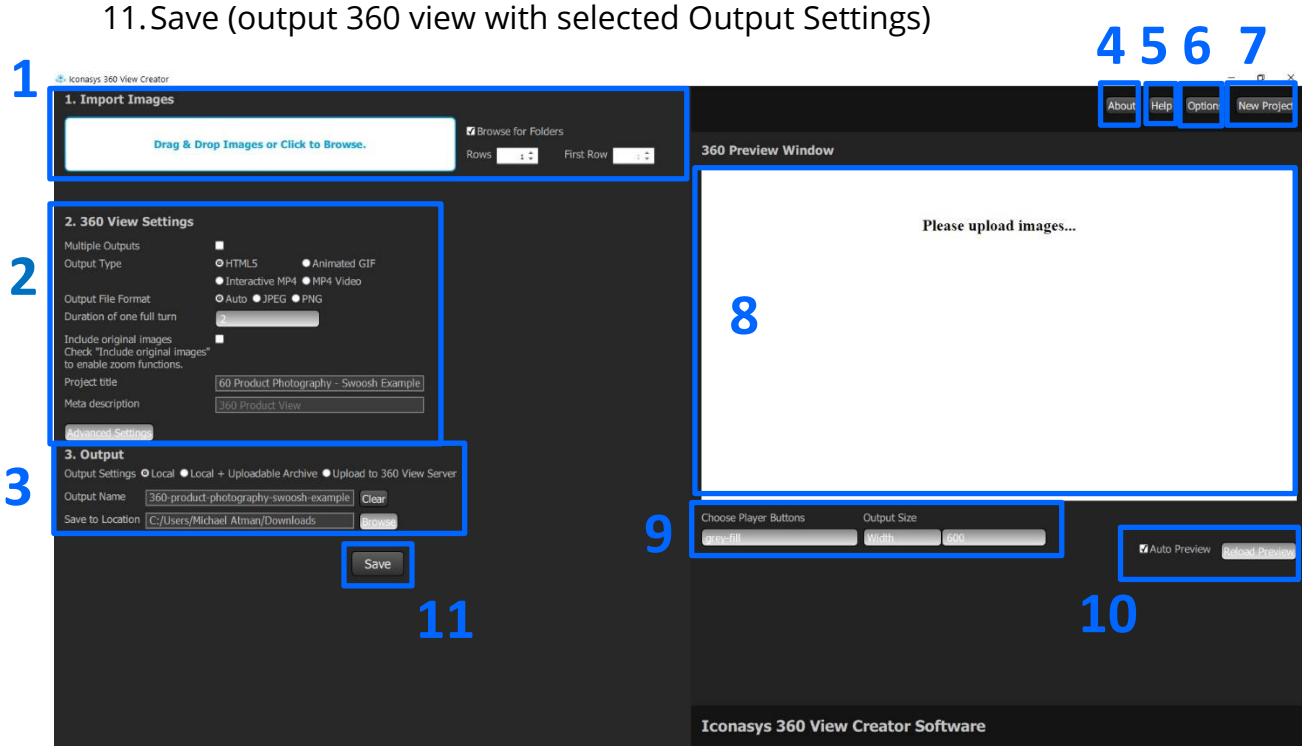
Overview – 360 Product View Creator UI

1. Upload Image Area / Image Viewing Gallery (drag and drop or browse then import using local directory). If Multi-Row 360 view, select number of Rows.
2. 360 Product View Settings and Advanced Setting Options
3. Output Settings, Filename and Save to Location
4. About (version number, registering software, importing license file)
5. Help (links to KB, Video Overview, User Documentation & Support Portal)
6. Options (login info for Iconasys 360 Hosting Server)
7. Project (Create New, Save, Load)
8. 360 Preview Window
9. Player Button Options and Output Size
10. Reload Preview (anytime changes are made to the file, users can reload the preview)
11. Save (output 360 view with selected Output Settings)



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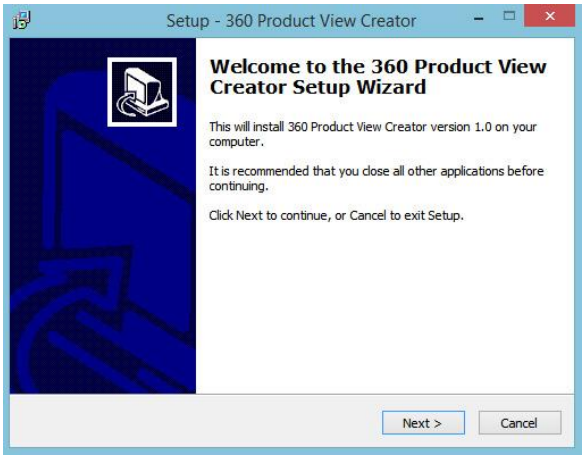
Getting Started: Please download the 360 Product View Creator file from the link in the email you received. After download, double-click to install – this will walk you through the install wizard. *It is suggested to check the 'Add shortcut icon to my desktop' option.



Launch the Program: Using the shortcut icon on your desktop, launch the Iconasys 360 Product View Creator software.

Features Overview/Workflow Video: see here

Projects (New/Save/Load):

Note, users can choose to **'Save Project'** should they wish to revisit and edit/adjust their 360 Product View. This can be done by selecting **'Project'** button in top right corner of UI then selecting **'Save'**. This will output a folder (.ivcp format) that can be easily uploaded back into the 360 View Creator Software. To upload in the software, select '**Load**' from Projects drop down, navigate to folder you wish to import, then **'Select Folder'.** Selecting '**New**' from the Projects drop down will allow users to start the creation process of another 360 product view (and remove any existing project).

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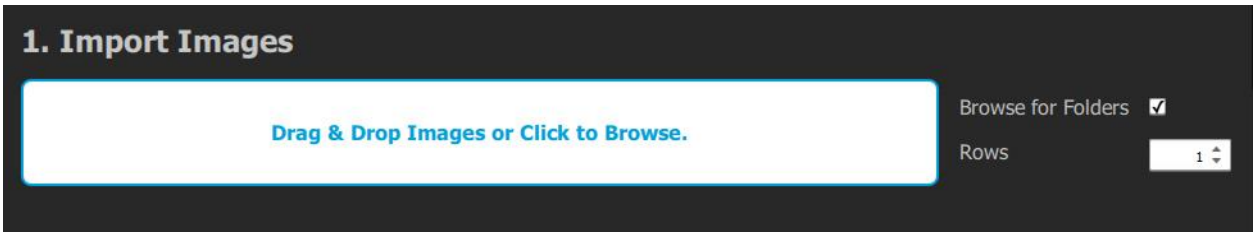
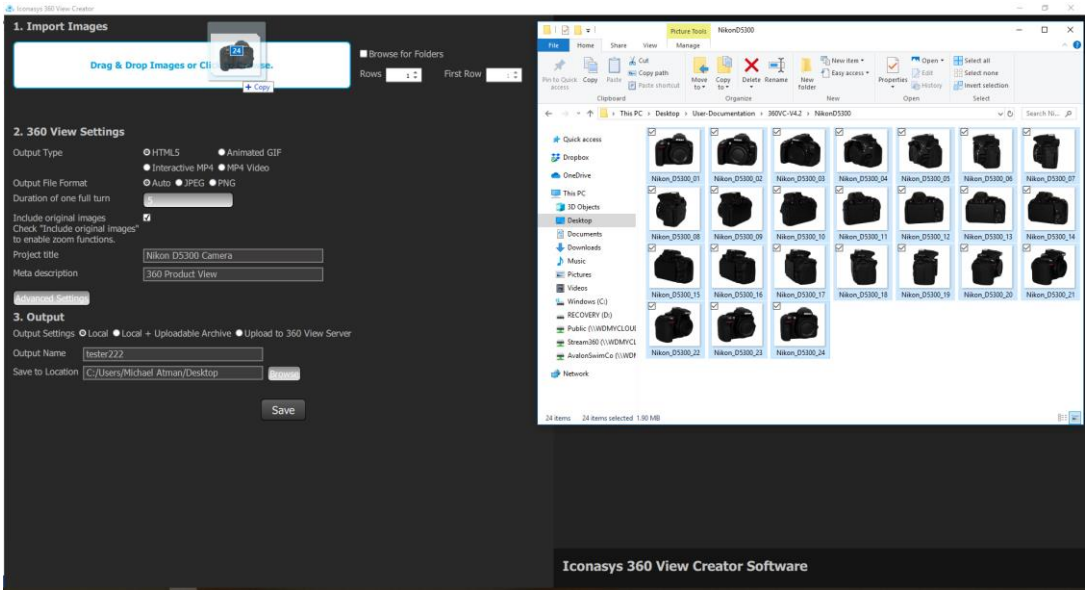
Step 1: Importing images



While in the main UI you will want to now import a set of images into the program for creating a 360 Product View. To do so, you can either:

A. Drag & Drop a set if images into the 'Import Images' area (suggested).
B. Double Click the 'Import Images' area, navigate to the folder where the images are then select all and click 'Open'.
C. Enable 'Browse for Folders' check box, navigate to the folder where the images are then select the folder containing the images user wishes to import. With this option all images in the selected folder will be imported.
D. Command Line Application: Please see here for additional information and instructions.

To select a set of images in a batch process click on the first image in the set, hold Shift then click on the last image of the set. This will automatically select every image in between.



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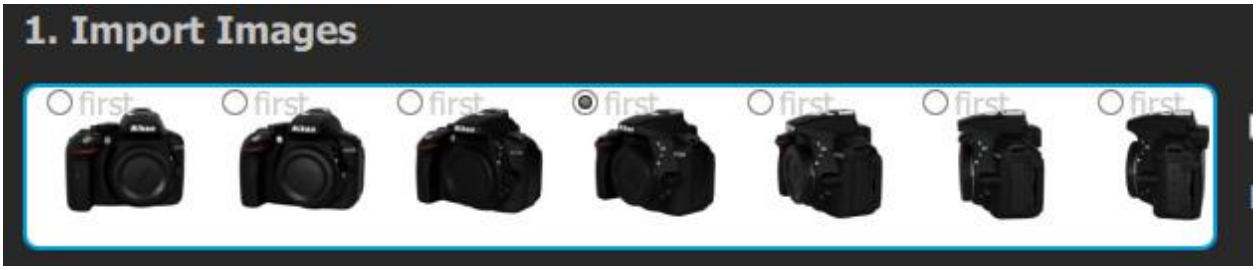
After images have been imported into the program, the preview of the 360 View should be automatically loaded in the Preview Window on the right of the UI. Preview is not available for 'Interactive MP4' or 'MP4 Video' option. Users will want to select 'HTML5' to view preview (and if prefer to output a different format, select that format just before Output/Saving).

Selecting First Frame of Animation (optional): Should it be required, users can select the first frame of the animation – that is the first frame that will be displayed upon loading. Users can select this frame by selecting the 'First' button on the corresponding image in the 'Import Images' window. Toi scroll through image que, left click and drag.



Inspect your 360 View: It is in this step you will want to inspect your animation to ensure all images were imported successfully and in the correct order. User will have the option to sort images either by:

Filename (suggested): It is important if sorting by filename to ensure images are named sequentially in a numerical format with a placeholder between the filename and the number.

IMPORTANT

If you have more than 9 images, please use 2 digits for the sequential naming. For ex. FILENAME-01, FILENAME-02… FILENAME-23, FILENAME-24.

If you have more than 100 images, please use 3 digits for the sequential naming. For ex. FILENAME-001, FILENAME-002… FILENAME-099, FILENAME-100.

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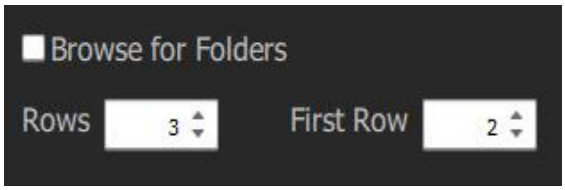
Date: This will sort using the date stamp on the image itself. So if your images were exported or uploaded onto your computer in the correct order, you can also use this method for sorting the image set.

***RegEx Filter*:** A regular expression, regex or regexp (sometimes called a rational expression) is a sequence of characters that define a *search pattern*. Usually this pattern is used by string searching algorithms for "find" or "find and replace" operations on strings, or for input validation. Additional instructions can be viewed **here**.

Multi-Row 360 Product View: If creating a multi-row 360 product view – that is a 360 view shot at multiple different rows, users will define number of rows (vertical steps). Naming for image sequence should be sequential. For ex. 24 images / 360 rotation at 3 rows (72 images total) should be named as follows:

Row 1: Filename-01, Filename-02… Filename-24
Row 2: Filename-25, Filename-26… Filename-48
Row 3: Filename-49, Filename-50… Filename-72

Users can also define which row will be the first row.



Multi-row is only supported in HTML5 option.

Reload Preview: Some changes will auto-reload the preview. For changes that do not auto reload preview (the options in Advanced Settings), users can select the Reload Preview button to regenerate the preview with updated changes.

Auto Preview: A preview will be auto generated in the 360 Preview Window if this option is selected.

Step 2: Customizing your 360 View

It is now time to customize your 360 product view (if required).

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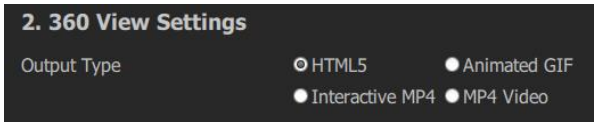

Output Type: Users have four different options for output type. These include:

1. HTML5: Interactive 360 in HTML5 format.
2. Animated GIF: Auto play/ auto loop 360 (no interactivity – GIF's display at only 256 bit color so may be lower quality).
3. *Interactive MP4: Interactive 360 view in MP4 format.
4. *MP4 Video: A standard 360 video file (suggested to use more frames for MP4 video).

**does not include an in software preview option*

Suggested Usage for Output Type:
HTML5 – Website
Animated GIF: Social Media (ex. Instagram, Facebook) & Marketplaces
Interactive MP4 Video: Website
MP4 Video: Social Media & Marketplaces (Amazon, eBay) & Video hosting sites (ex. YouTube)

Should a user have a requirement to output multiple 360 file formats in a single click, check the **'Multiple Outputs**' box under 2. 360 View Settings. This will enable users the ability to select multiple formats to output in a batch process.

Output File Format: For the HTML5 and Interactive MP4 output options, users have the ability to output their 360 product view using JPG or PNG images. The 'Auto' option will utilize whatever image format is imported into the software.

Adjusting Speed at which 360 View Will Spin: In the 360 View Settings users will see a drop down next to the text 'Duration of one full turn'. It is in this area you can define the speed at which the 360 will turn (defined in seconds per one full rotation). After a change has been made to the speed, the preview will automatically reload.

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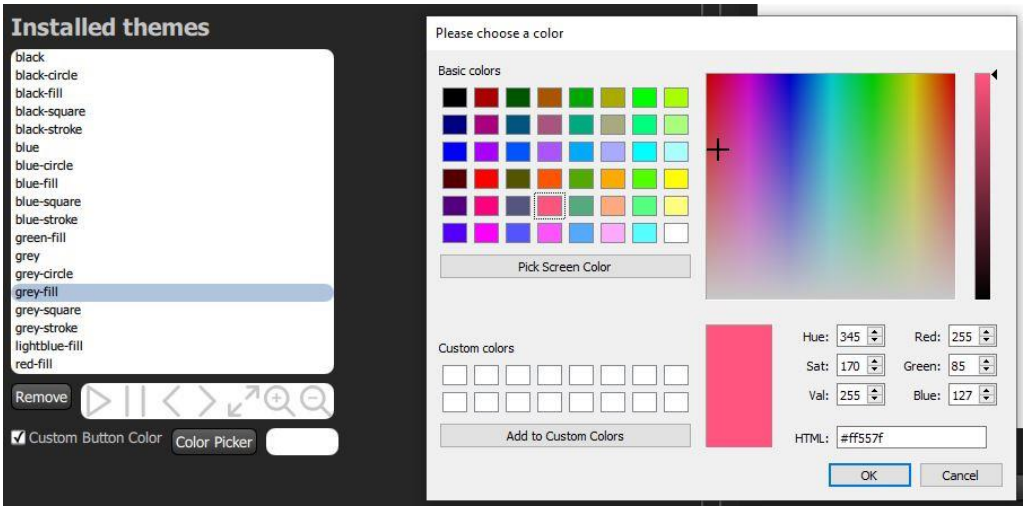
Include original images: Selecting this checkbox will retain the original resolution files that were imported into the software (ex. images were at 2000 x 2000 pixels before importing, this will retain the 2000 x 2000 pixels). These images will be used for 'Zoom In' on the 360 view. It is important to note, including high resolution images can significantly increase file size.
*This feature is not available for 'Animated GIF' or 'MP4 Video'.

Project title: This is the 'title tag' that will be used in the 360 product view output

Meta Description: This is the 'meta description' that will be used in the 360 product view output.

Choose Player Buttons: Users can next define the Skin (player buttons) that will be used in the 360 Product View. There are 9 options available.

Users can also:
Create/Upload Custom Buttons: By going into Advanced -> Player -> UI – then selecting Browse under 'Install New Theme'. Please follow instructions here.
Choose Custom Button Color: Select Advanced Settings-> Player -> UI then selecting a 'theme (suggested to use grey color option) then clicking 'Custom Button Color' checkbox then using the Color Picker to select color.
**Player Buttons will not be displayed in 'Animated GIF' or 'MP4 Video'.*



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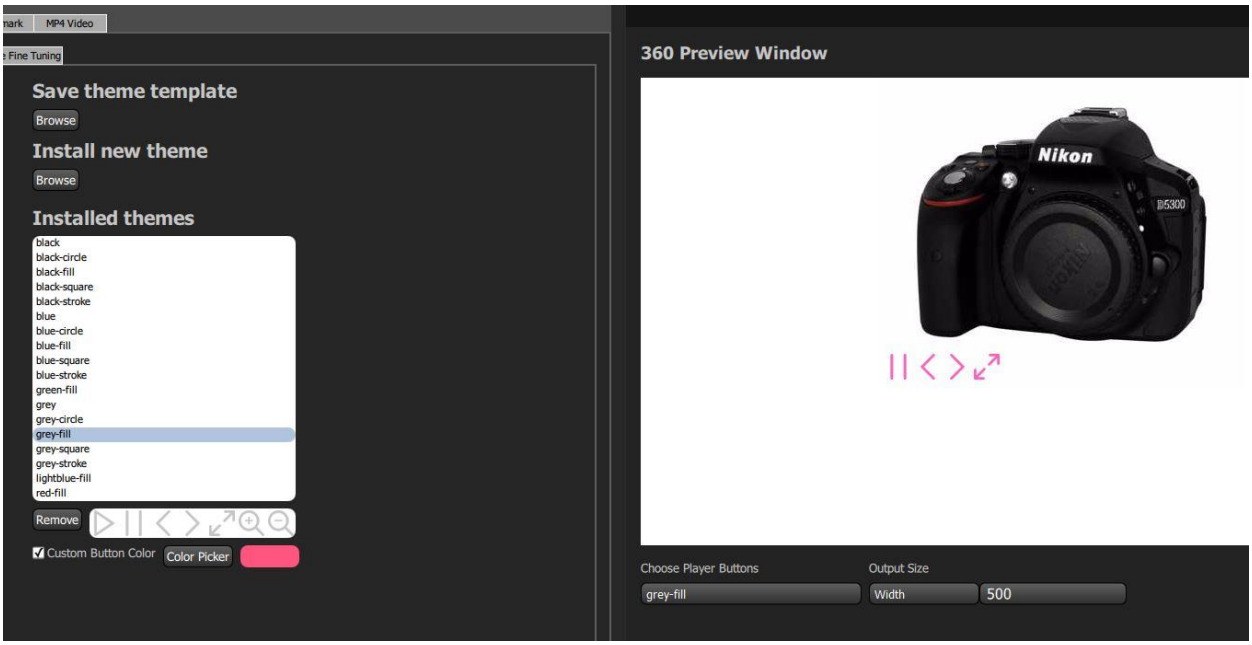
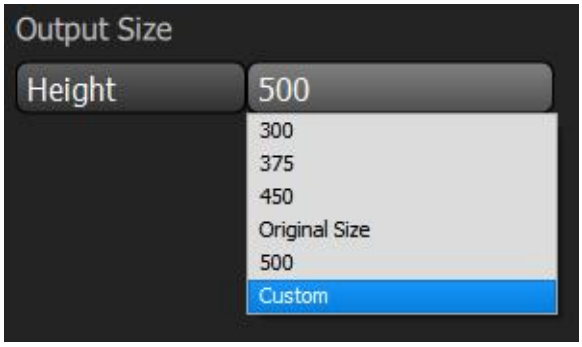
After enabling Custom Button Color (checkbox) and selecting the desired color, select the correct Player button under Choose Player Buttons option (dropdown)





Choose Output Size: Output size is the pixels (defined in width or height) that the file will output & display at. If outputting 'HTML5' or 'MP4 Video with Controls', the index.html file will constrain the viewing size to the value that is set for Output Size while the iframe.html file dynamically scales to fit to screen or placeholder when embedded into a website (note, users can further define HTML5 output size through embed code when inserting into webpage). It is important in this step to understand the size you wish to display your 360 view at on the webpage or medium you wish to use to share your 360 views. Users can define a custom output size in the drop down menu.

Choose Output Name: You will next want to define the Output Name. This will be the master name of the 360 View being output from the software.

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Advanced Settings

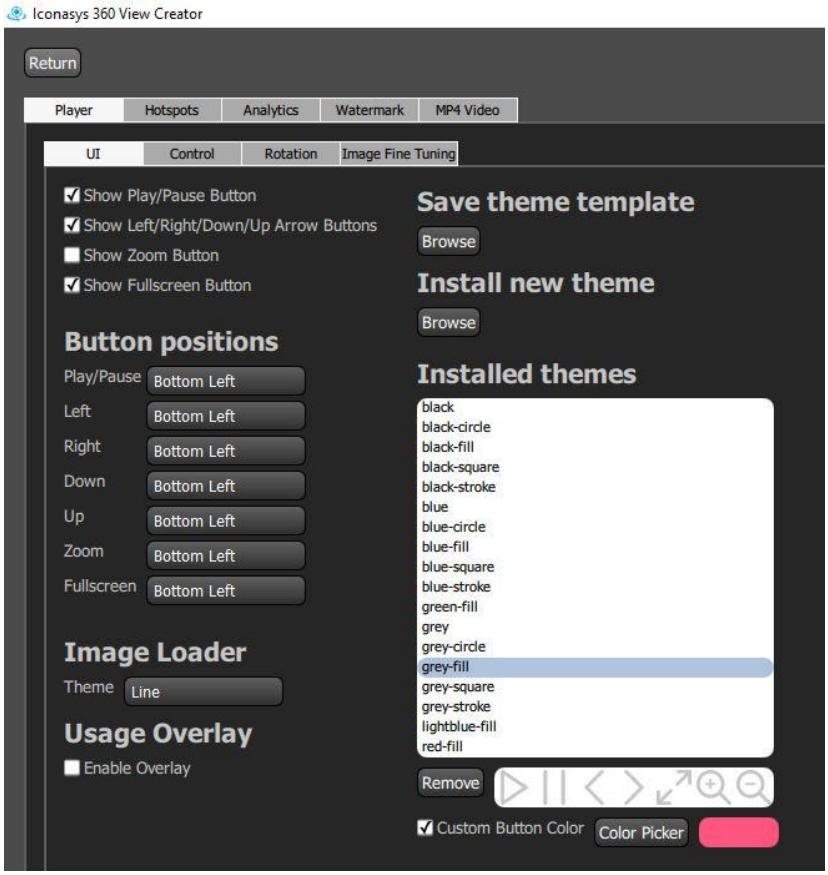
*Advanced Settings is not available for 'Animated GIF' output type.

By clicking the Advanced Settings button, you can further customize your 360 product view. Options will include:

Player Options (after making any of these changes, you can click the Reload Preview button in the Player Window to view the changes you have applied)**:**

Player UI:

Allows users to select which buttons to include and omit in the 360 view output. Users also have the ability to adjust button positions. Last, in this area, users can 'Install new theme' (upload a custom set of player buttons (instructions can be viewed here).



Note, if displaying Zoom button, please be sure 'Include master images for zoom' checkbox on the Main UI is checked (select Return in top left to return to main UI).

Users can define and set '**Image Loader'**. This is the Load Bar that will be used while the 360 view is downloading.

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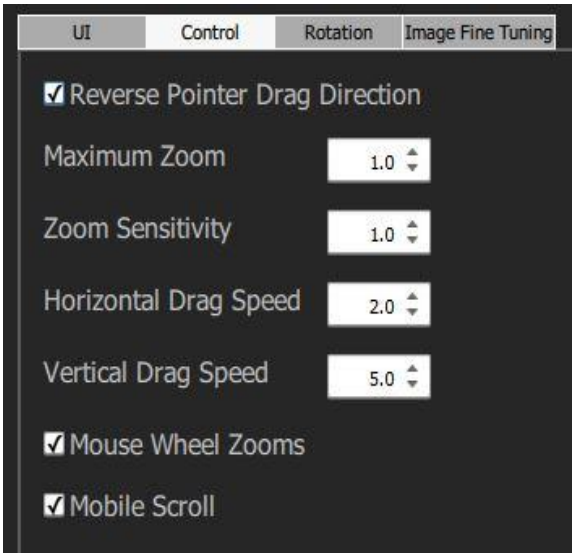
Users can also choose to include a '**Usage Overlay'** which will provide a transparent overlay over the 360 view with instructions to 'click and drag'

Users will have the option to further customize Player Buttons:

Custom Buttons: '**Install new theme**' (upload a custom set of player buttons (instructions can be viewed here).

'**Custom Button Color**': To do so, select any Grey button option (ex. grey-fill or grey-stroke), select desired color then select the same Player button option from the 'Choose Player Buttons' drop down menu under the 360 Preview Window.

Control:



'**Reverse Pointer Drag Direction'** – This will reverse mouse control click and drag direction (ideal for 360 views shot in a counter clockwise direction.
'**Maximum Zoom**' – A value of 1.0 will use the master image size (size images were imported in). To scale back zoom depth, use a value <1.0.
'**Zoom Sensitivity**' – This will define sensitivity of Zoom when of 'Mouse Wheel Zoom' when its enabled
Horizontal Drag Speed – Speed at which mouse click and drag left/right will move.
'**Vertical Drag Speed**' – Sensitivity between vertical rows (click and drag up/down for Multi-Row 360 (click and drag up/down for Multi-row 360 views).
'**Mouse Wheel Zoom**' – Will enable mouse wheel zoom in/out.
'**Mobile Scroll**' – Disables vertical scrolling when viewing on mobile device (suggested)

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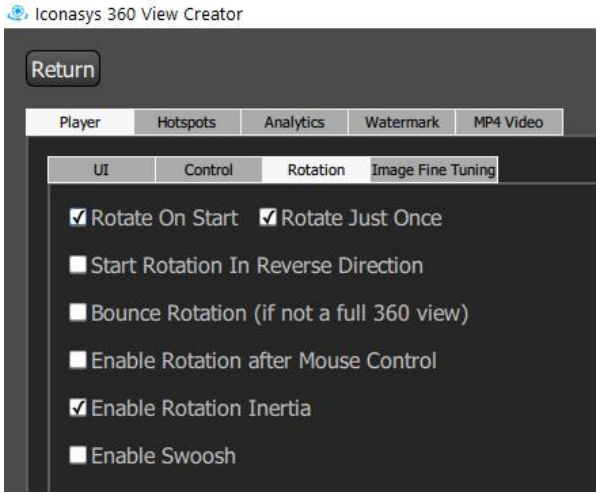
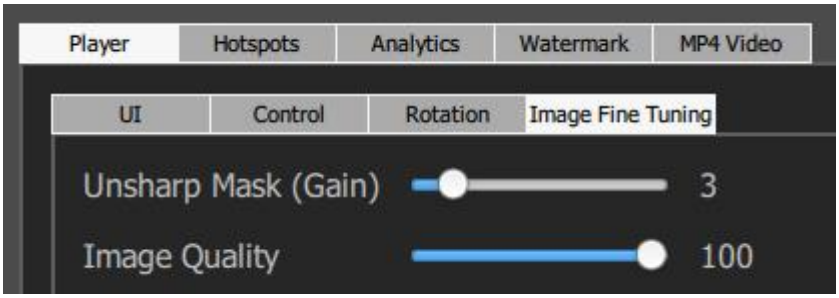
Rotation:



'**Rotate on Start**' – Will auto rotate 360 view after loading.
'**Rotate Just Once**' – Will limit rotate on start to a single 360 rotation.
'**Start Rotation in Reverse Direction**' – Will start rotation in opposite direction the images were shot in.
'**Bounce Rotation**' – Will rotate back and forth between the first and the last image (not in a constant 360). Ideal for 180-degree animations.
'**Enable Rotation after Mouse Control**' – If this option is checked, after a user interacts with the 360 view via mouse control, the object will resume rotation after letting go of mouse click.
'**Enable Rotation Inertia**' – Users have the ability to 'throw' the rotating object with the mouse.
'**Enable Swoosh**' – Designed for 360 product views composed using fewer frames – to provide a more seamless rotation as the object rotates.

Image Fine Tuning:



This option allows users to apply an '**Unsharp Mask**' to the images. This enhances image sharpness and can help with image quality.
Users can also adjust '**Image Quality**'. 100 will not degrade the originally imported image quality. Lowering image quality can help with the 360 product view output file size.

Hotspots:

Step 1. To get started, click the 'Click to Add Hotspot' button. This will allow user to first define which action you want the hotspot to take. Hotspots can be added in the form of:

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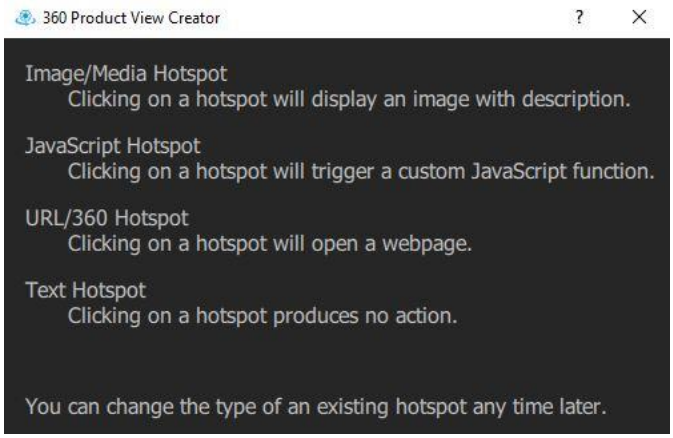
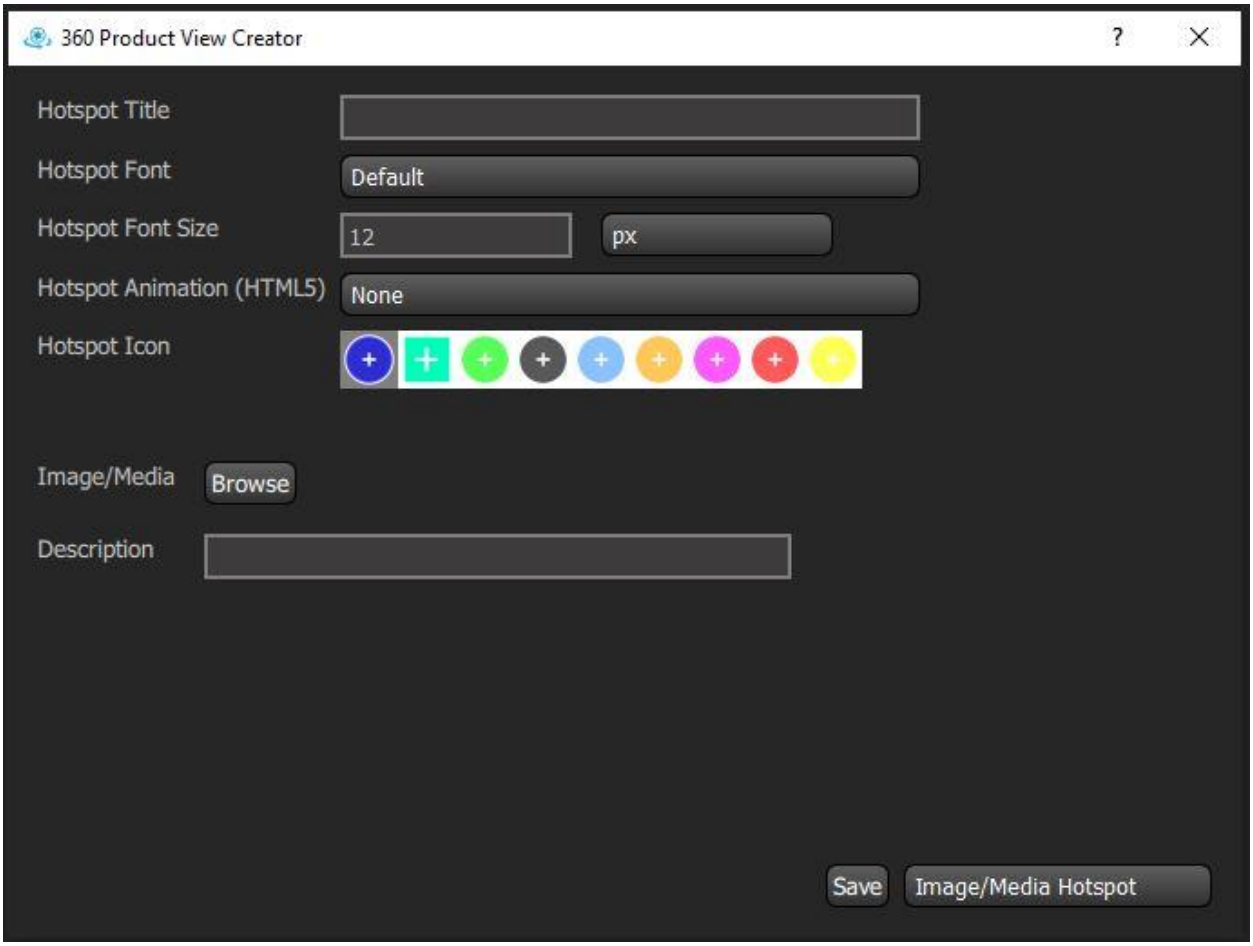
Image/Media Hotspot: When viewer clicks on hotspot, it will display an additional image, video and/or audio file.
JavaScript Hotspot: This option will trigger a custom JavaScript function (designed for advanced users).
URL/360 Hotspot: Clicking the hotspot will open a custom URL and/or can link to another 360 file.
Text Hotspot: This option will simply display a hotspot icon & text. When clicked it will produce no action.





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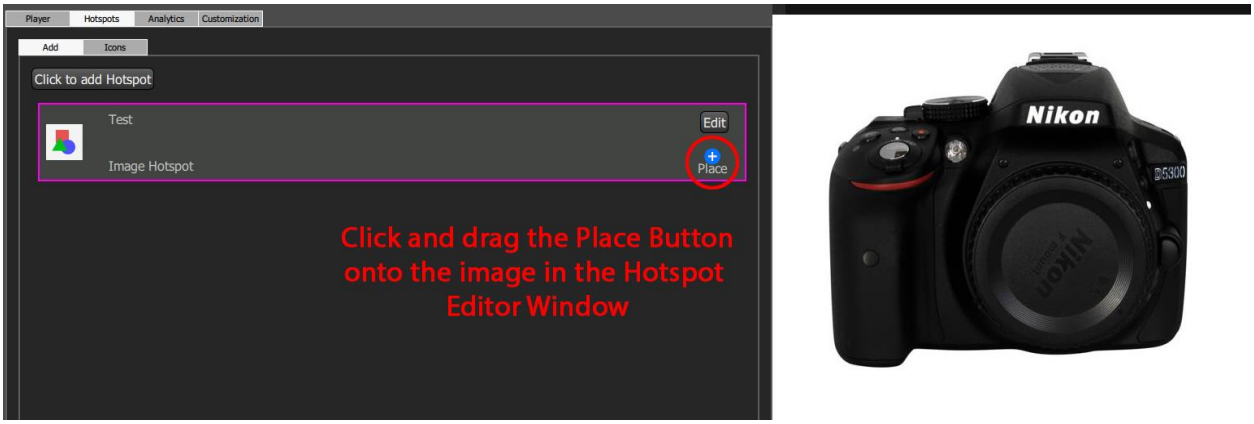
Step 2. After selecting Hotspot type, users can define:

Hotspot Title – This is for your own reference.
Hotspot Font – Option to select Font Type if using a Hotspot Title.
Hotspot Font Size – Option to select Font Size if using a Hotspot Title.
Hotspot Animation – Option to have Hotspot icon Pulse
Hotspot Icon – This is the icon you will be inserting onto the image.
Image/Media – If selected Image Hotspot, users will browse for an image then select it. This image will be displayed as a viewer clicks the Hotspot.
Function to Call – If selected JavaScript Hotspot, users can enter a custom JavaScript function to call when the Hotspot is clicked.
URL - If selected URL Hotspot, users will enter the URL they wish to link to the Hotspot in the URL field. The URL must include http:// or https://.
Opens in - If selected URL Hotspot, users can define to open the URL in New Window or Current Page (within the 360 view window).

Step 3. After defining Hotspot, users will now add the Hotspot to the image(s) in the Editor window. To do so, click and hold on the Place button then drag the hotspot onto the image in the Hotspot Editor window.



Step 4: After placing your hotspot on the image – this can be adjusted to move to desired position either by clicking and dragging the hotspot or by adjusting the 'X' and 'Y' coordinates of the hotspot. To add a Hotspot(s) to a different frame, use the '**Next**' and '**Previous**' (and '**Up**' and '**Down**' buttons if a multi-row 360 view) under the Hotspot Editor window – this will scroll between all frames. Alternatively, users can choose to '**Set On All Frames**' – which will fix the hotspot in the same position to all frames. Users can place infinite Hotspots on image(s) by dragging the Hotspot

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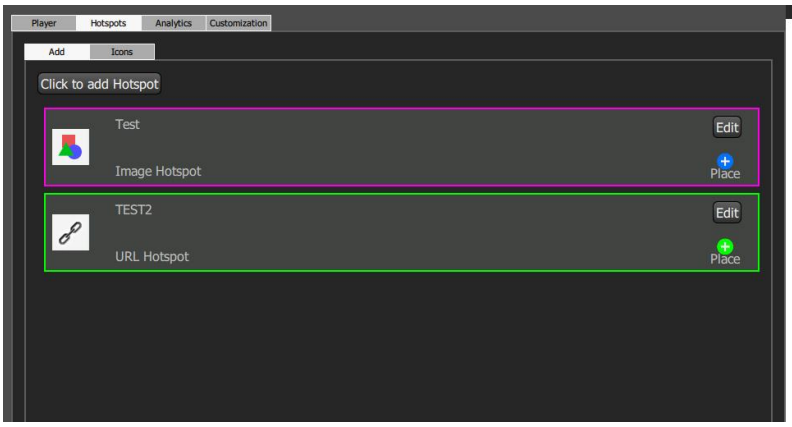
on to the image (as defined in Step 3). Users can also add multiple different types of Hotspots (ex. a Image Hotspot and a URL Hotspot) by selecting '**Click to add Hotspot**' button.



To remove a Hotspot, use the Next and Previous buttons to choose the frame you wish to remove the Hotspot from, then click on the Hotspot (it will be displayed with a checkbox when selected). After selecting the Hotspot click the '**Clear Selected Hotspot**' button – this will delete the hotspot from the frame.

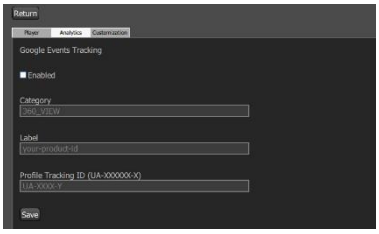
When completed, click the Return button in the top left and the hotspot(s) will be retained.

Custom Hotpot Icon: Users can create and upload their own custom hotspot icons. This can be done in the Hotpots -> '**Icons**' Window and clicking 'Add New Hotspot Icon' button. Users will be required to upload a PNG image (transparent background). Suggested dimensions 200 x 200 px.

Fonts: This area displays a preview of available fonts used with hotspots.

Analytics:

Designed for advanced users, Analytics allows users to enter their Google analytics information to gain performance data on their 360 view



Watermark: Watermark will allow users to add a watermark to their 360 view. Image must be in PNG format. Use the Browse button to navigate and select the

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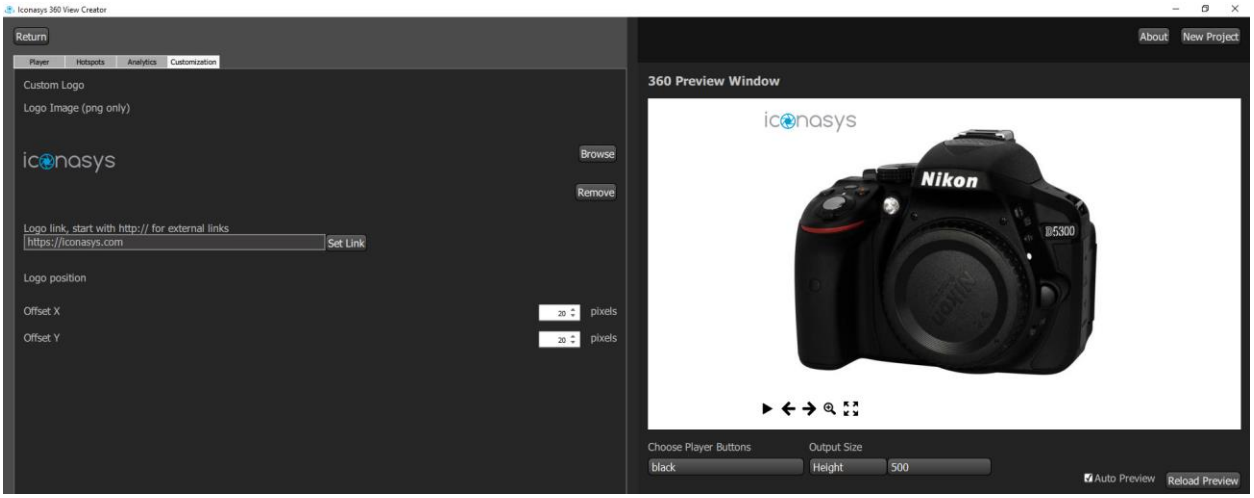
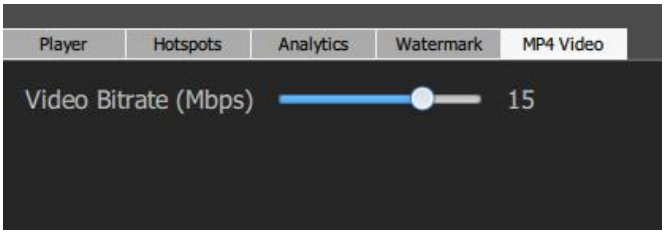
image to be used for watermark Placement of logo can be set using Offset X and Y options (values displayed in pixels and starts in the top left corner).

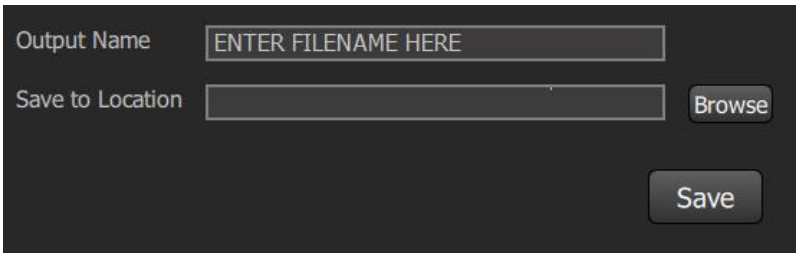


MP4 Video: Users can adjust the '**Video Bitrate**'. This is designed to enhance video output quality (for both Interactive MP4 and MP4 Video output options). The higher the Bitrate value, the better quality the output.



Outputting a 360 Product View

Users can output the 360 Product View by clicking the '**Save**' button (in the master UI – if in Advanced settings click the 'Return' button (top left) to revert back to the master UI).



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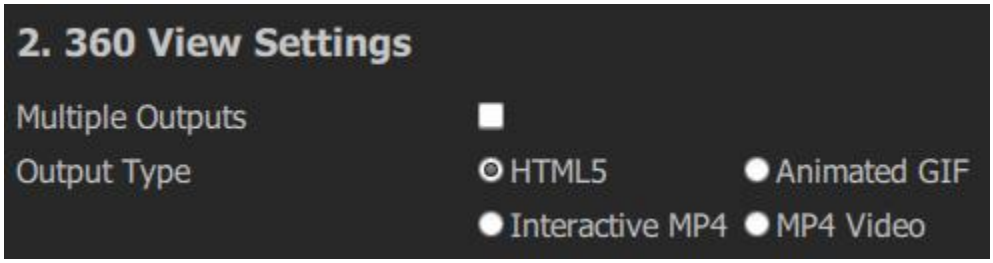
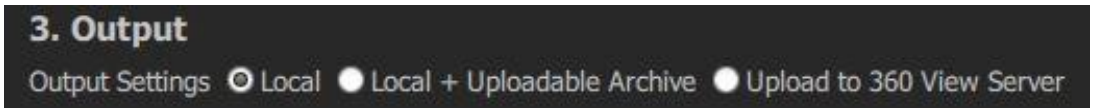
Be sure to select correct 'Output Type' before saving. Options include:

HTML5: An interactive 360 product view in HTML5 format.
Animated GIF: Auto play/auto loop. GIF only displays at 256 bit color (which can affect image quality)**.**
Interactive MP4: An interactive 360 product view in MP4 format.
MP4 Video: A standard 360 video file.

Users can select a single output or enable 'Multiple Outputs' and select/output multiple 360 file formats in once click



Output options include:



Local – Output the 360 View in as a local file that can be viewed locally and/or uploaded to your own server for hosting. This is the only option that will work with the 'Multiple Output' functionality.
Local + *Uploadable Archive – Output the 360 View as a local file in addition to a proprietary encoded file format (.ivcs) file that can be uploaded to our 360 Image Hosting Server (https://stream.iconasys.com/).
***Upload to 360 View Server** - Uploads the output directly to our 360 Image Hosting Server. Should you wish to use this option, please go to https://stream.iconasys.com/ and create an account.

*After upload to https://stream.iconasys.com/, users can access iframe embed code for the hosted 360 views to easily embed into their own websites and marketplaces. Only 'HTML5' & 'MP4 Video with Controls' can be uploaded to the 360 View Server.

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After you have defined your 360 Product View settings and customization, they will be retained inside the software. So when creating your next 360 Product View, it will be as simple as importing a set of images and clicking '**Save**'.

Creating your Next 360 View:

When ready to start your next project, simply click the '**Project**' and select '**New**'. This will remove all images from the current project and let you get started with a new project.

Viewing the 360 File Locally

HTML5 / Interactive MP4:
Open the output folder. On the first layer you will see two files with the extension .html. You will simply want to open these in a web-browser:

index.html (will display at whatever output size specified when creating the 360 view)

OR **iframe.html** (will dynamically fit to viewing screen).

*Note Google Chrome browser does not support LOCAL viewing of Interactive MP4 output (will work fine with Interactive MP4 file is hosted).

Animated GIF: Click to open file – viewing application should auto play GIF with animated properties.

MP4 Video: Click to open file – view in any video player application.

Hosting your 360 Product View (HTML5 & 'MP4 Video with Controls')

Now you are ready to host your 360 Product View. Simply upload the entire folder to your server, copy the path and (then if required embed the link into the webpage OR hyperlink the file to corresponding link).

The 360 player files are in the first row of the 360

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The **index.html** file (will display at whatever output size specified when creating the 360 view)
The **iframe.html** file will be the file used to embed into your website and will be responsive to fit into any placeholder (will dynamically fit to viewing screen).

If you are placing this into your site in an HTML editor, you may require an iframe wrapper for the URL to display correctly.

For ex: <iframe width=”600" height=”600" src=”YOURURLANDHOSTINGPATH/iframe.html” marginheight=”0" marginwidth=”0" scrolling=”no” style=”border: 1px solid silver;”></iframe>

*note width and height values can be modified to constrain display size.

Need a 360 Hosting Solution?

Inquire at contact@iconasys.com to find out more about our 360 Hosting Packages

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