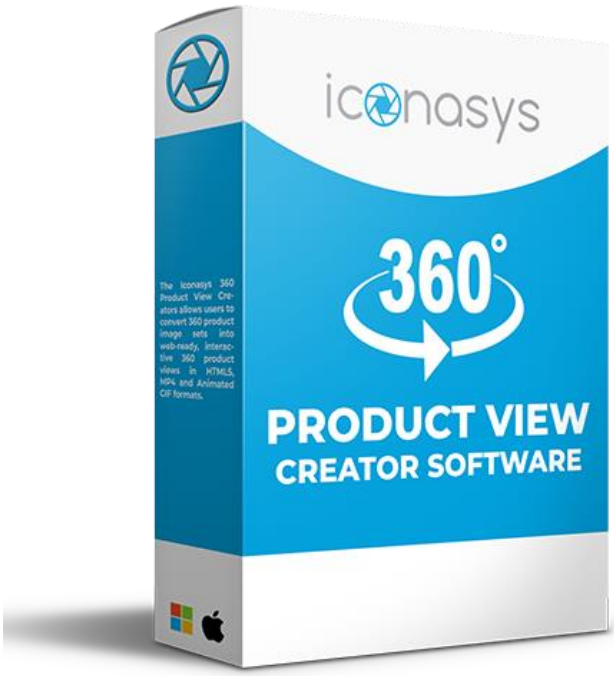

360 View Creator Software User Guide
Version 12.0

*IMPORTANT – You must follow these steps before starting:

1. Downloading the Software:

You should have received an email with software download links and instructions, please refer to this to download and install the software. If for any reason this was not received, please email us at support@iconasys.com and request we resend the 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 Shutter Stream software. Please follow registration instructions at: https://www.iconasys.com/resources/training/ (select correct Software and follow Step 2: Registration Instructions).

Help Desk & Support:

Help Desk: The Iconasys Knowledge Base will provide answers to many FAQ's

Technical Support: Please see this page for info on how to contact the Support Team

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Image Import, Viewing & Thumbnail Gallery

Image Import:
In the top right of the UI, click the Import button (box with down arrow). Click the Import button and select the series of images they wish to compose into a 360 view. After doing so, users import these into the software for viewing, editing and 360 product view compositon.

Image Viewing + Thumbnail Gallery:
The 'Thumbnail Viewing Gallery' displays all images that have been previously captured into the Shutter Stream program. The selected image (highlighted in blue) will be displayed in the Image Viewing Window.

Keyboard Shortcuts for Viewing Tools: Please see here for all Keyboard Shortcuts.

Viewing an Image: Left click on the thumbnail to view the image in the Image Viewing Window. The selected image will be highlighted in light blue. Users will have the ability to inspect up close by right clicking on the image and clicking 1:1 icon of adjusting zoom bar. When viewing 1:1, users can pan by holding Space Bar, then clicking and dragging to adjust the 1:1 viewing area.

Users can also use the left and right arrows to display other images in the thumbnail queue.

Selecting an Image(s): Left click the image. The selected image will be highlighted in light blue

Batch Select a Set of Images: Select the first image, hold 'shift' then select the last image in the set – this will select all images in between. Alternatively, users can select and image, hold "Ctrl' (or 'Command' on Mac) and select other images

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Select All Images: Click the check box in the top right corner of the Thumbnail Gallery Window (the box next to the trash icon).

After selecting an image(s), users can use the Image Processing tools to edit, process and output.

Scroll Left/Right: Use Keyboard < and > (SHIFT + , and SHIFT + .) arrows to scroll through Thumbnail Gallery or mouse click, hold and drag left/right.

Deleting Images: The 'Trash' icon in the top right corner of the Thumbnail Viewing Gallery will delete any selected images (denoted by blue highlight on the thumbnail). Select the image(s) you wish to delete then left click the 'Trash' icon to remove images permanently from the program.

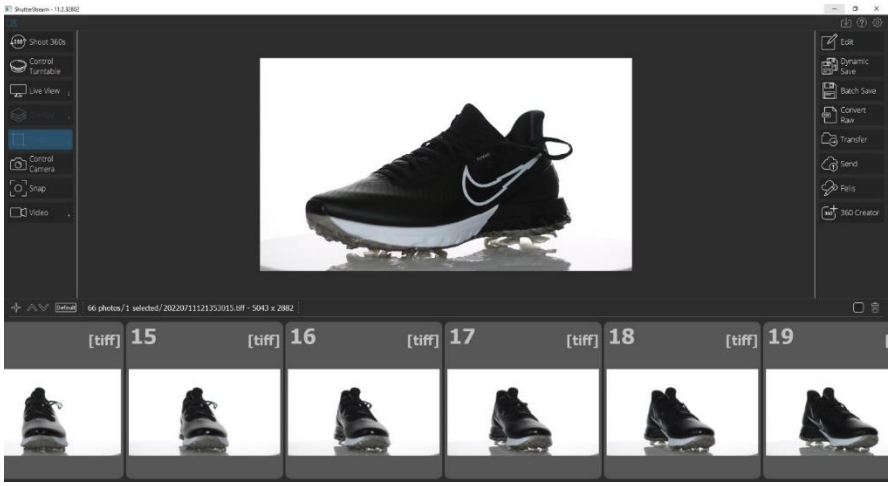
The 'Trash' icon button can also be used to delete an existing row. If you have added multiple rows in the Thumbnail Gallery and wish to remove a row, first remove all images from that row, then click the 'Delete' button on the empty row to remove the row.

Multi-Row Thumbnail Gallery: Users have the ability to add additional rows to the Thumbnail Gallery. This can be used to help with file management. To Create a new Row, click the + icon in the top left corner of the Thumbnail Gallery after which, users will be required to provide a name for the Row.

Images will be captured or imported into whatever row is displayed in the Thumbnail Gallery.

To navigate between rows, users can use keyboard short cuts (up / down arrows) or by mouse clicking the up and down arrows in the top left corner or the Thumbnail Gallery.

Adjusting the Thumbnail Gallery Viewing Size: Users are able to adjust size/viewing space of the Thumbnail Gallery. To do so, hover the mouse over the top line of the Thumbnail Gallery. The mouse icon will change (to a resize icon) then users can click and drag up or down to adjust the size of the viewing area:



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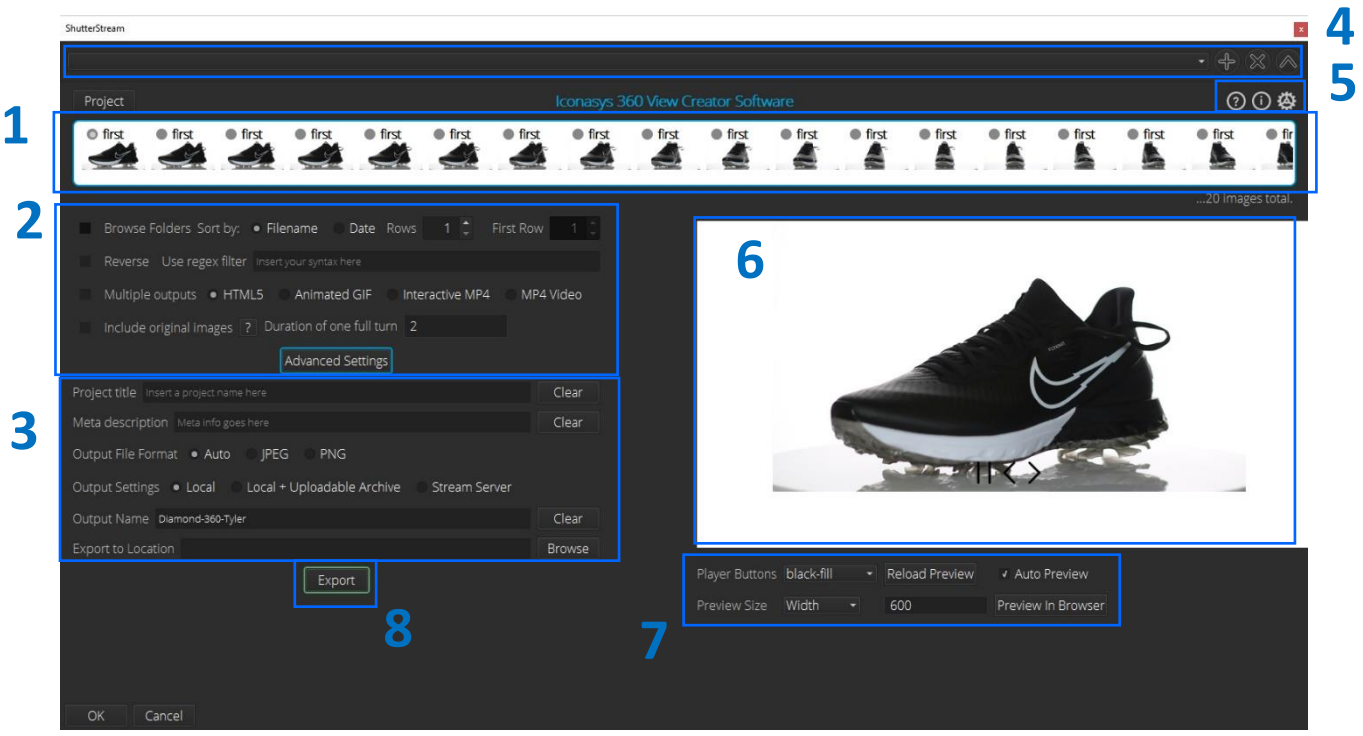
360 Image Compostion:

User will select the image set (from the Thumbnail Gallery) they wish to compose into a 360 View and click the 360 Creator icon.

Overview – 360 Creator UI

1. Image 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. Project (Create New, Save, Load)
5. About (version number, registering software, importing license file), Help (links to KB, Video Overview, User Documentation & Support Portal) and Options (login info for Iconasys 360 Hosting Server)
6. 360 Preview Window
7. Player Button Options and Output Size + Reload Preview (anytime changes are made to the file, users can reload the preview)
8. Save (output 360 view with selected Output Settings)



After images have been imported into the 360 Creator area, 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 'MP4 Video' option. In the case the user requires MP4 Video output, select 'HTML5' to view preview (and if prefer to output a different format, select that format before Output/Saving).

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Projects (New/Save/Load):
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).

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 Image Gallery area. To scroll through image queue, left click and drag.

Inspecting the 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 of image sets. 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 of image sets. For ex. FILENAME-001, FILENAME-002… FILENAME-099, FILENAME-100.

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

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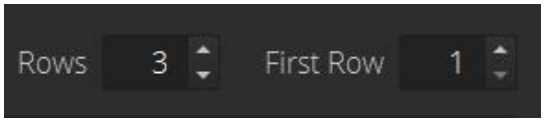
searching algorithms for "find" or "find and replace" operations on strings, or for input validation. Additional instructions can be viewed **here**.

Reverse: This option will reverse the order of the imported images.

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.

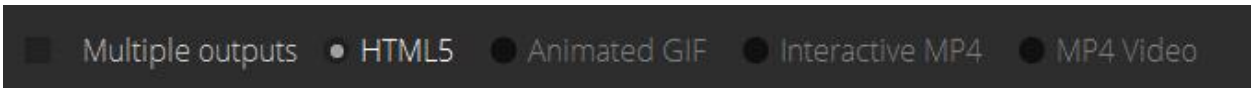
Reload Preview: Some changes will auto-reload the preview. For changes that do not auto reload preview (ex. Player Button adjustments or options in Advanced Settings), users can select the Reload Preview button to regenerate the preview with updated changes.

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

Customizing your 360 View

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

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



Users can select a single Output type or multiple (by selecting Multiple Outputs checkbox). Output options 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 per Output Type:
HTML5 – Website
Animated GIF: Social Media (ex. Instagram, Facebook) & Marketplaces

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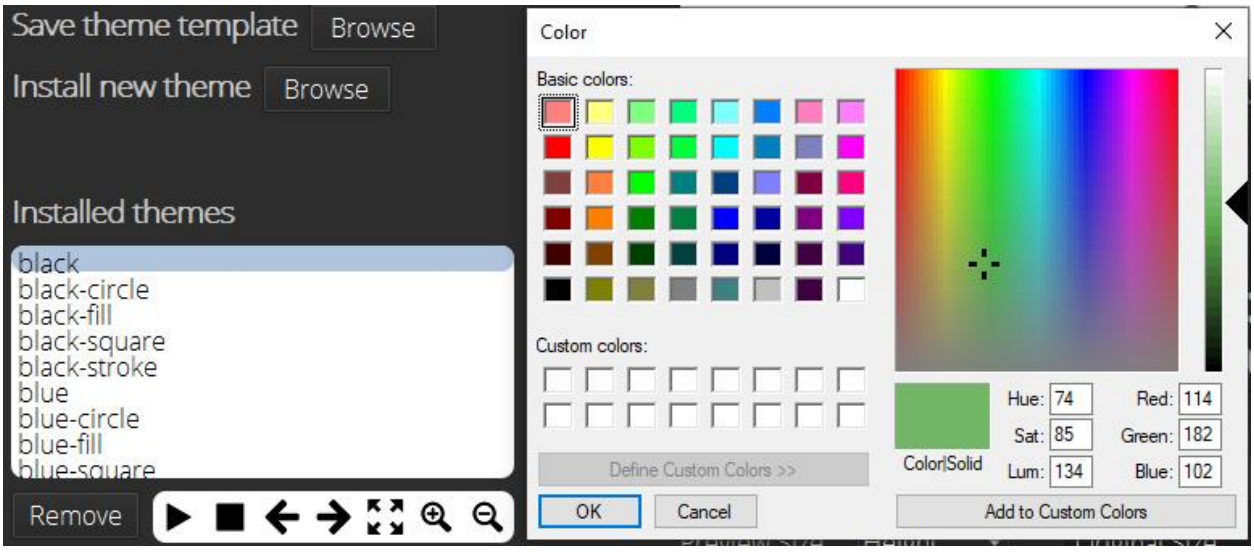
Interactive MP4 Video: Website
MP4 Video: Social Media & Marketplaces (Amazon, eBay) & Video hosting sites (ex. YouTube)

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'*

Adjusting Rotation Speed:
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 users can define the speed at which it will take to complete a 360 rotation (defined in seconds). After a change has been made to the speed, the preview will automatically reload (assuming Auto Preview option is selected).

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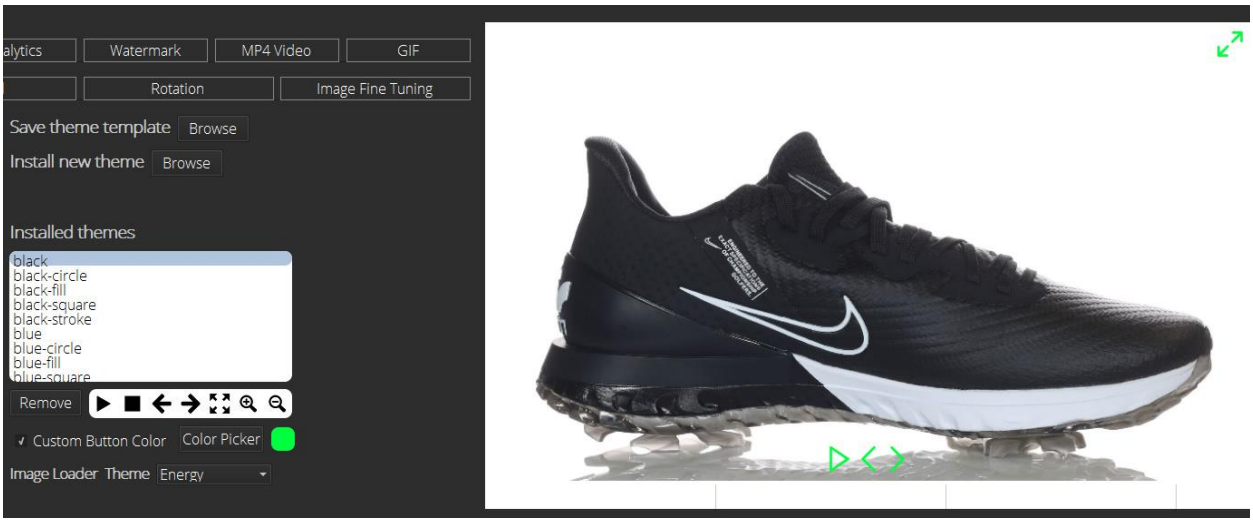
After enabling Custom Button Color (checkbox) and selecting the desired color, user will select the correct Player button under Choose Player Buttons option (dropdown)



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 users wish to display or share the 360 view. 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.

Advanced Settings

By clicking the Advanced Settings button, users can further customize the 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)**:**

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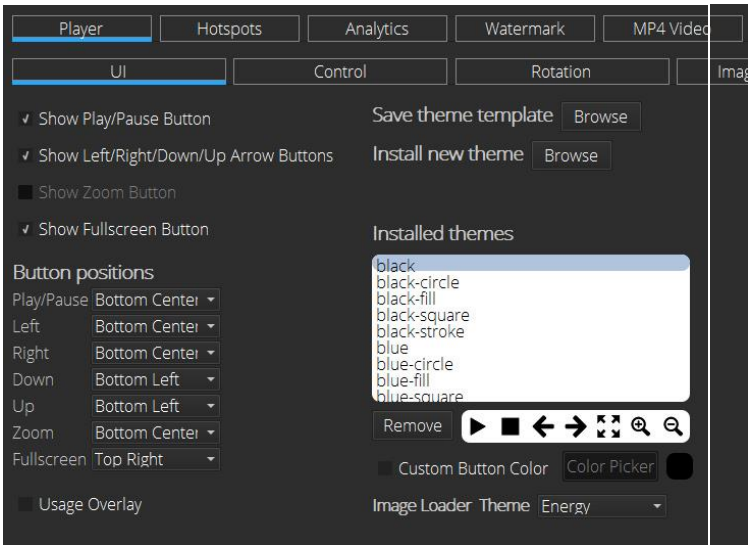
Player UI: Allows users to select which buttons to include and omit in the 360 view output. Users also have the ability to adjust button positions. Last, in this area, users can 'Install new theme' (upload a custom set of player buttons (instructions can be viewed here).



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 Theme from a drop down menu. This is the Load Bar that will be used while the 360 view is downloading.

Users can also choose to include a Usage Overlay. When enabled, this will provide a transparent overlay over the 360 view with instructions to 'Drag to Spin'

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.

Player 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

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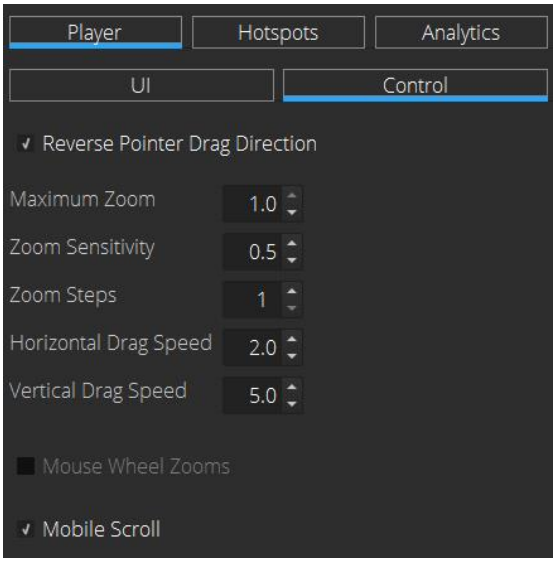
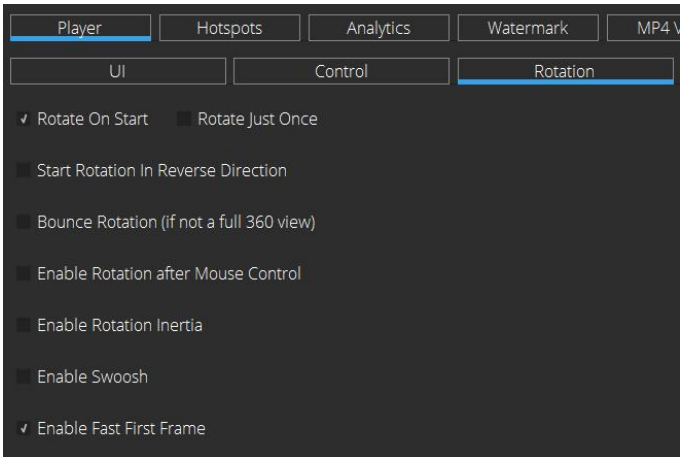
in). To scale back zoom depth, use a value <1.0.
Zoom Sensitivity: This will define sensitivity of Zoom when of 'Mouse Wheel Zoom' when its enabled
Horizontal Drag Speed: Speed at which mouse click and drag left/right will move
Vertical Drag Speed: Speed at which mouse click and drag up/down will move (used for multi-row 360 views
Mouse Wheel Zooms: If zoom is enabled, this option will enable mouse wheel zoom in/out



Mobile Scroll: Disables vertical scrolling when viewing on mobile device (suggested)

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.
Enable Fast First Frame: This option will stall loading of the 360 view until the image is clicked. It will include a text overlay on the image 'Click to Load'.

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:
Create interactive hotspots that are overlayed on top of an image and will allow for extra interactivity when viewing the 360 view. Click the Hotspots tab in the Advance UI.

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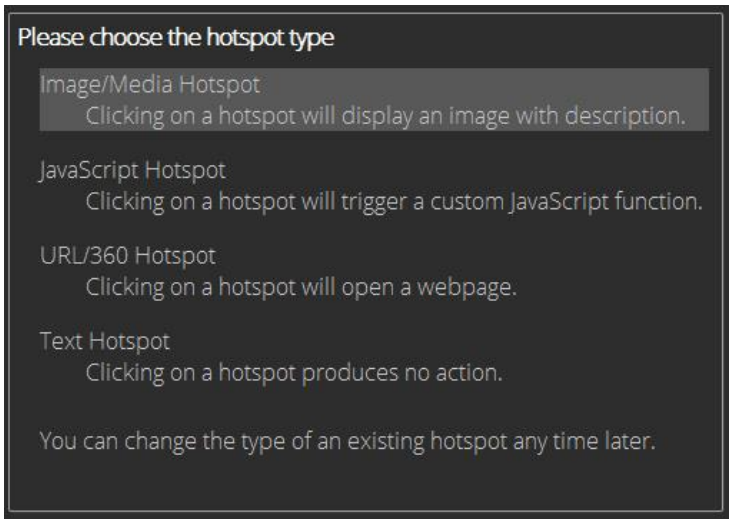
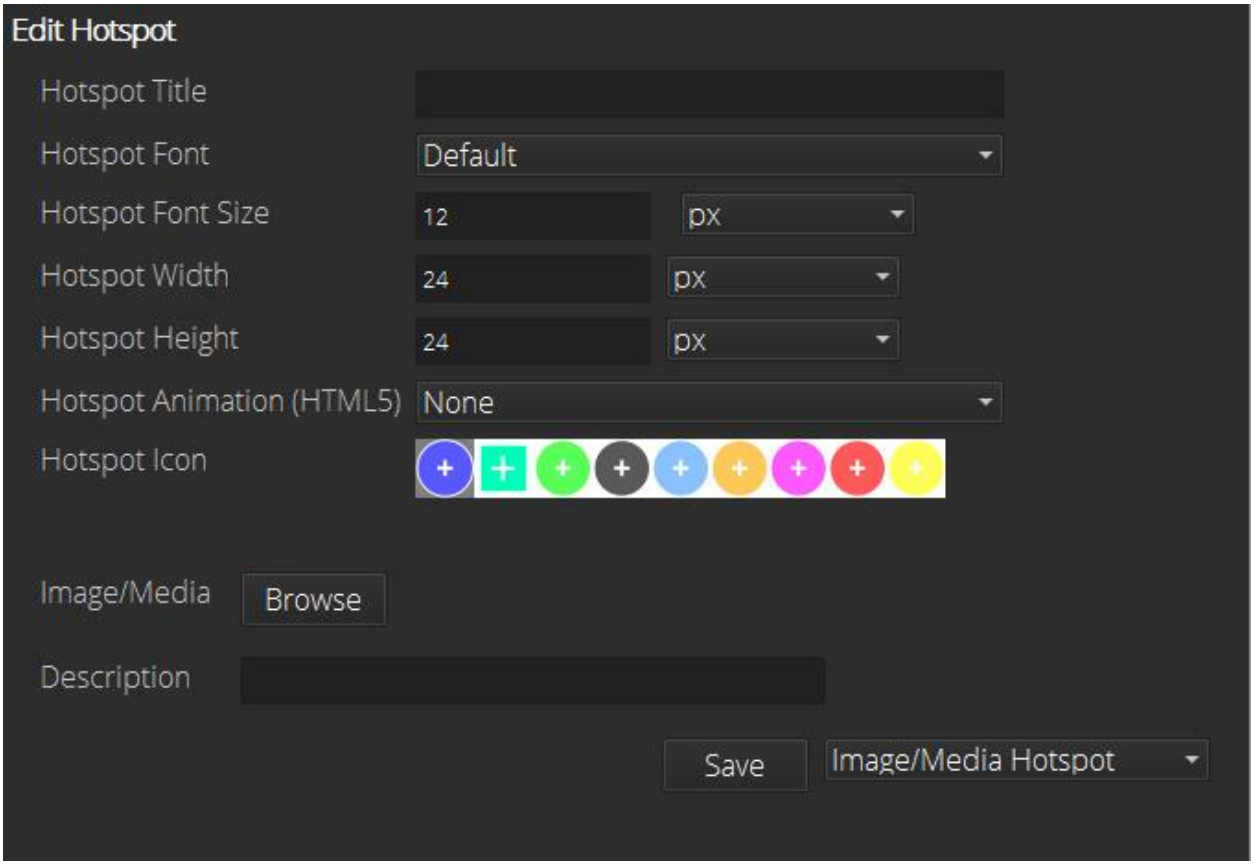
Step 1. To get started, click the Click to Add Hotspot button. This will allow user to first define which action you want the hotspot to take. Hotspots can be added in the form of:

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.



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.

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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. Note, the image is viewed at 1:1 in the preview window so users may need to scroll (mouse wheel) or use the slider bars (on the bottom and the left side) to adjust 1:1 viewing location.

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 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.

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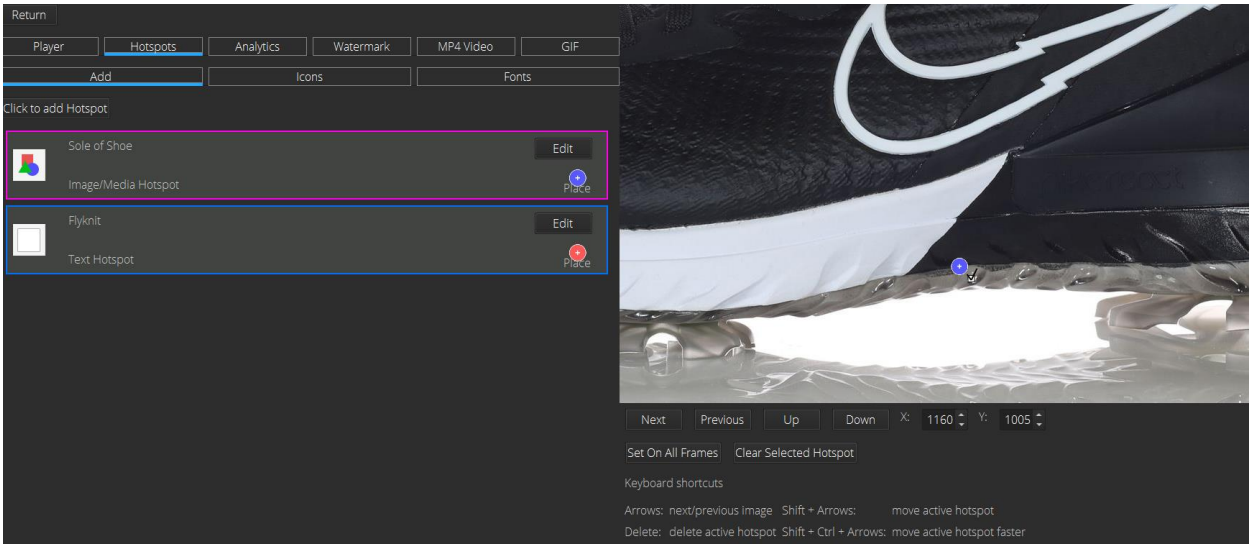


To remove a Hotspot, use the Next and Previous buttons to choose the frame you wish to remove the Hotspot from, then click on the Hotspot (it will be displayed with a checkbox when selected). After selecting the Hotspot click Clear Selected Hotspot button – this will delete the hotspot from the frame. Alternatively, users can delete the hotspot by selecting the Hotspot Template using the panel on the right side of the screen then clicking Edit button, then Delete this Template. This will remove the hotspot from all frames.

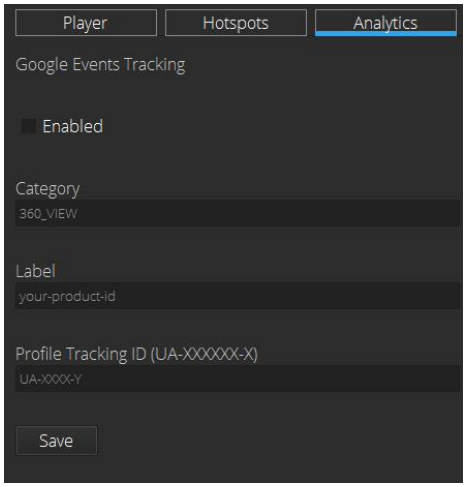
When completed, click the Return button in the top left and the hotspot(s) will be retained.

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



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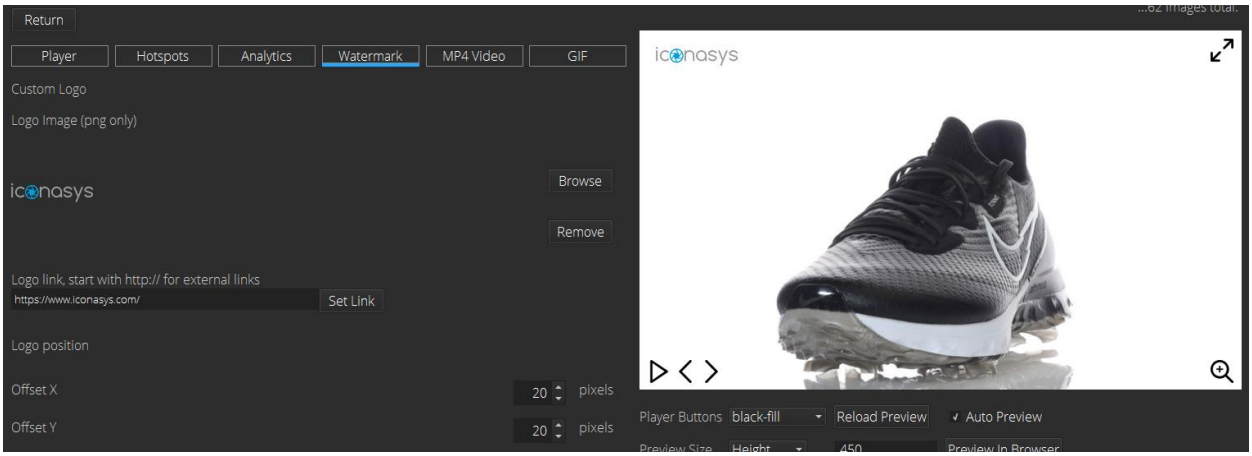
Watermark:
Watermark will allow users to add a watermark to their 360 view. Image must be in PNG format and should be sized accordingly. Use the Browse button to navigate and select the image to be used for watermark Placement of logo can be set using Offset X and Y options (values displayed in pixels 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.

GIF:
Users can define a GIF image repeat rotation. Some applications/viewers will auto loop GIF files (in this case there is no need to repeat the gif). If defining Repeat Count, this will be the number of times it will rotate. For example if user sets repeat count 2, it will rotate 2 full turns twice.

Saving a 360 Product View

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

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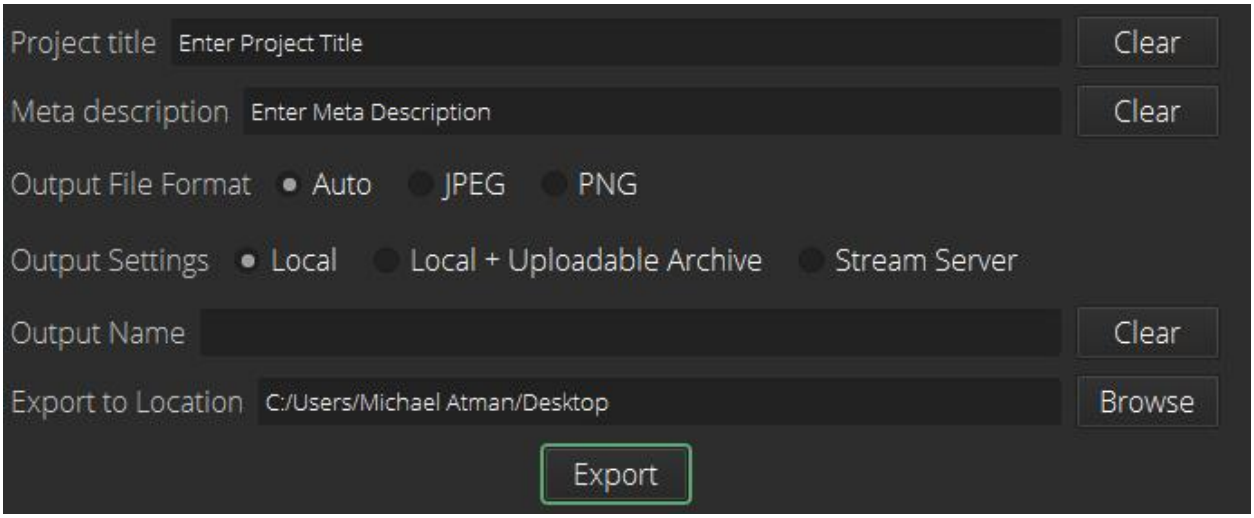

Project Title:
This is the 'title tag' that will be used in the 360 product view output.

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

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 the current format of the image.

Be sure the desired Output Type(s) are selected before saving (see info above. Options include: HTML5, Animated GIF, Interactive MP4, MP4 Video

Output Settings:
Chose the location where to output the 360 View file:
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/).
***Stream 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.*

Output Name:
Provide a name for the 360 View file

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Export to Location:
Define a save to location by clicking the Browse button and choosing a save to folder.

Export:
This will save the 360 view file to the defined export location.

After the users has defined 360 Product View settings and customization, these 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, users can either:
A. Click the X button (top right of UI) to close the 360 Creator window – then proceed to Delete the current image set, and upload a new image set using Image Import tool
OR
B. Click the Project button (top left of UI) and select New. This will remove all images from the current project and be ready to import a new set of images get started with a new project. Users can now drag and drop a new set of images into the 360 Creator Thumbnail Gallery or click on the Thumbnail Gallery to browse for a folder with the desired image set to be imported.

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

This area is specific to the HTML5 & Interactive MP4 Video. 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.

Help

Clicking the Help icon will populate a drop down menu in which users can select to view the User Guide, access the Knowledge Base (FAQ's / quick help), enter the Technical Support Portal or view the Release Notes.

Options

New Project: Shutter Stream Software allows users to create Projects. These are used to save and store sets of image that can be accessed at a later time by loading the project back into the Shutter Stream Software. Using projects is optional (the software will still retain all captured and/or imported images until deleted). Should a user wish to create a New Project, select New Project from the options area, create a new folder and choose a location for the working directory.

Open Project: Users can import a previously created project. Click the Open Project option in the Options area and then browse local folders to access the previously created Project folder.

Open Default Project: This option will open the Default Project folder and import all images.

Pipeline Processing Profile: After the Profile has been created, this can be Saved as a Profile – which can then be Auto-applied after image capture. To save a Pipeline Processing profile, click the + button at the top of the UI, give the profile a name and hit Enter. This will save the profile. To delete a profile, click the X button and to update a profile, make changes to a selected profile and click the ^ button.
Apply the Pipeline Processing Profile: By clicking OK, the Pipeline Processing will be applied to all selected image(s) in the Thumbnail Gallery. If you create a new profile and do not wish to apply it to selected image(s), click the Close button.
Auto Apply Pipeline Processing Profiles after Capture: To auto apply a Pipeline Processing Profile immediately after image capture, hold CTRL (Command on Mac) and right clicking the Snap button. This will display a list of all Pipeline Processing Profiles available. Select the desired profile.

Reset All Settings: This option will reset the software to its original settings.

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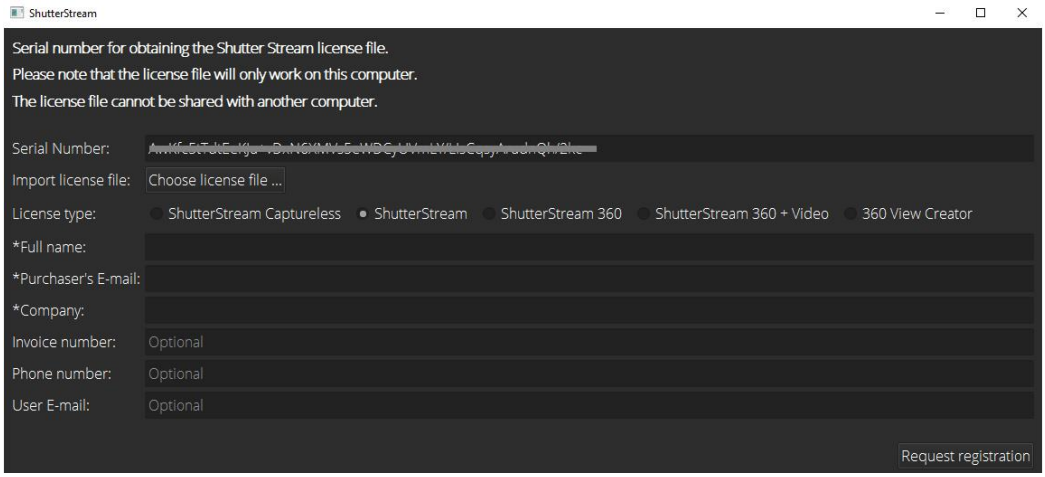
Check for New Updates: This option allows users to search for New Software Updates. Note, users are notified within the software when a new release is available for download.

View Serial Number: This will display a windows showing the Software Serial Number and provide a registration page (should user have overlooked registering software – in this case, please be sure to select the correct 'License Type'). It is also in this area where users will Import their License File to activate the software so that it won't expire.



About: This will provide information about the Version number of the software being used and the License Type. Users also have the ability to install compatible 3rd party plugins into the software using the

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