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Picture
Instruments

Increase sales by using interactive rotating objects.

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360 Webspin generates interactive spinning objects for websites.

The use of product photos for online shops is rapidly increasing. More and more online shops focus on interactive 360° views of their products. In the past, however, it has not been very easy to turn finished turntable pictures into an interactive and easy-to-handle rotating object on a webpage.

To simplify this workflow, Picture Instruments has now released the software 360 Webspin. Of course, 360 Webspin is not the first software to do this but using 360 Webspin has several advantages over other products that are available on the market.



The first impression upon opening 360 Webspin is a very uncluttered user interface yet all important features are available. The size of the canvas, several features for the automated rotation as well as the selection of the buttons for the control are present at first glance. A closer look at the settings dialog also shows that you can easily use you own, customized icons instead of the standard icons that come with the software. You don't have to edit those icons in a special editor. Anyone can create and edit their own icons with their preferred image-editing program and save them as PNG - even with transparency. This makes the use of individually created buttons and controls for the 360° objects much easier.

Anyone who wants to delve deeper into this topic (or has to because the structure of their webpage demands for it) can refer to the settings dialog in 360 Webspin to find more options for saving the buttons as well as the entire image folders to a central place on their server.

It becomes very apparent that the rotating objects generated with 360 Webspin run very smoothly and are easy to control. When viewing on a smartphone or a tablet some may miss the zoom feature that is usually available within the rotating object but touch displays generally allow for zooming via gestures which will enlarge the entire content of the browser. In this case this feature will not conflict with zooming the turntable object via the same gesture.

Picture Instruments has abstained from using Flash or jQuery when the interactive objects are generated which allows for a much greater compatibility of the rotating objects.

Advantages:

- Clear and simple user interface
- Easy integration into existing webpages (it's as easy to embed a turntable object from 360 Webspin as it is to embed an ordinary image)
- Customizable control buttons
- High level of compatibility (pure HTML, CSS and JavaScript - no jQuery or Flash)
- Intuitive control of the 360° objects
- Also suitable for touch displays like smartphones and tablets
- Prolonged interaction time and duration of stay for customers on your own webpage due to the 360° objects
- Works with single-row as well as multi-row image sequences of turntables or other types of animation like stop motion animation.
- Simple implementation into CMS systems like Wordpress, Typo3, Joomla or Drupal

A free demo version of 360 Webspin is available in the Picture-Instruments download area under: www.pic-in.de/download

Availability

The software is available at 58 Euro plus VAT if applicable and can be purchased in the manufacturers online shop at: www.pic-in.de/360webspin

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