THRESHOLD 360

# IMPLEMENTATION GUIDE

## Best practices for embedding Threshold 360 content on your website




SEE EVERY SPACE BEFORE YOU STEP INSIDE

Viewer | API | Custom Maps

GUIDE MAP

# Inside the guide

A quick path from implementation fundamentals to placement ideas and platform-specific considerations.

I Introduction + Best Practices — Page 3

II Embed styles — Pages 4-5

III Website placement — Page 6-8
- Destinations
- Education, healthcare + hospitality
- Meeting, property, sports + rentals

IV Specific Platform Considerations — Page 9

V Additional resources — Page 9

## DESIGNED FOR FLEXIBLE IMPLEMENTATION

Use the sections that match your website, organization and location story.

I. INTRODUCTION

# A flexible platform for immersive content

The Threshold Platform is a powerful suite of tools used to deliver interactive, Aethers, 360-degree Virtual Tours, and Custom Maps. These tours enable a virtual visit to any location and can be embedded into standard containers on any website. The Threshold API Suite is designed to be easily implemented in a variety of scenarios and consists of the following components:

### THRESHOLD VIEWER

An interactive viewer that allows Aethers and Virtual Tours to be embedded on a web page.

### THRESHOLD API

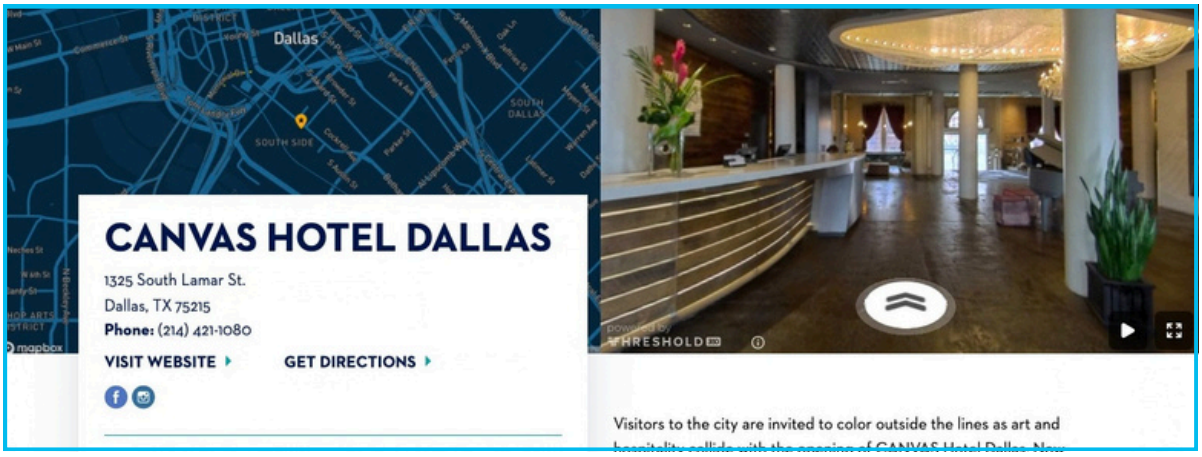
The JavaScript API used to connect the Threshold Viewer with Threshold 360 servers.

### CUSTOM MAPS

An interactive JavaScript component that showcases Virtual Tours directly within a custom map interface.

## Best Practices

- A **16:9** or **4:3** aspect ratio is recommended.
- The **Spaces** menu icon and **full-screen** toggle icon must be visible.
- Encourage tour interaction with text beside the viewer, such as "**View the virtual tour**" or "**Tour inside**."
- Ensure content is visible on **mobile, tablet and desktop applications**.
- Use the Promise returned by the Threshold Viewer embed code to adapt the page client-side. It resolves when a tour is live. It rejects and hides when no Threshold content exists yet.



II EMBED STYLES

# Choose the experience that fits the page

Four supported approaches let you balance visibility, context and available page space.

**01**
**16:9 viewer**
Recommended

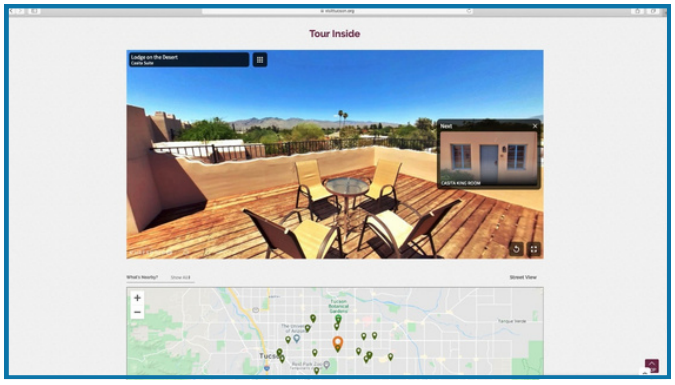
**02**
**4:3 viewer**
Gallery or standalone

**03**
**Modal / lightbox**
Click to open

**04**
**Share Page**
Hyperlink

RECOMMENDED

## Style 1: 16:9 viewer

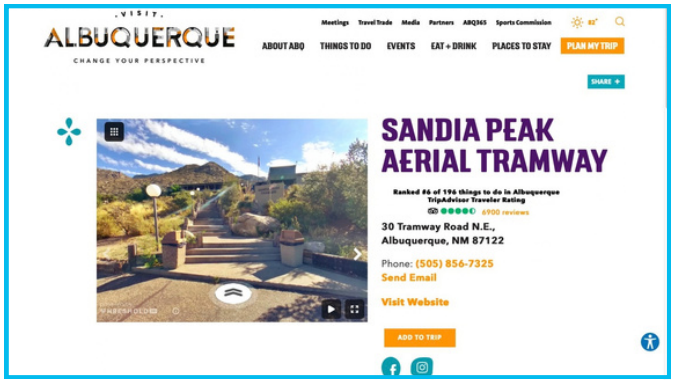



**STANDALONE VIEWER ON A NEUTRAL BACKGROUND**

- A standalone embed offers the **best visibility and strongest engagement** metrics.
- Use a neutral or solid color background.
- Cue visitors to interact with a label next to the viewer, such as "Tour Inside."

GALLERY OR STANDALONE

## Style 2: 4:3 viewer




**ESTABLISHED GALLERY OR STANDALONE**

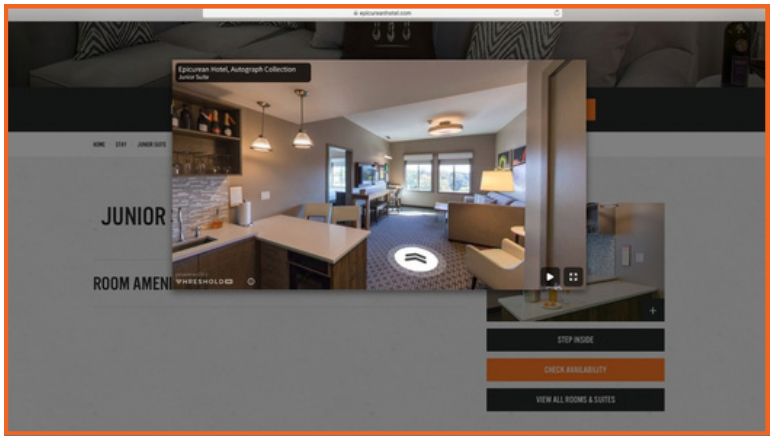
- Display the Threshold viewer first within an established photo gallery component, followed by still images.
- Constrains the viewer width to fit the gallery while preserving full-screen mode option for better viewing.

II EMBED STYLES

# Expand access beyond an inline viewer

CLICK TO OPEN

## Style 3: Modal / lightbox embed



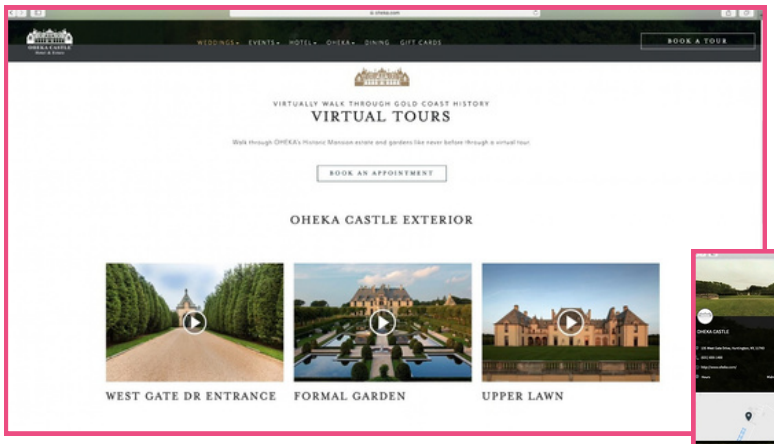

**OPEN THE TOUR OVER THE PAGE**

- Embed the Virtual Tour so a pop-up viewer displays over the page in a modal or lightbox when a link is clicked.

**BEST WHEN PAGE SPACE IS LIMITED**
The tour remains prominent without taking over the layout.

HYPERLINK

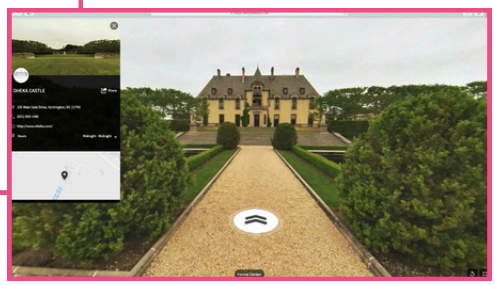
## Style 4: Share Page embed




**WEBSITE WITH A HYPERLINKED IMAGE**

- Hyperlink an image or text with your Share Page link that will open the tour in a new browser window.

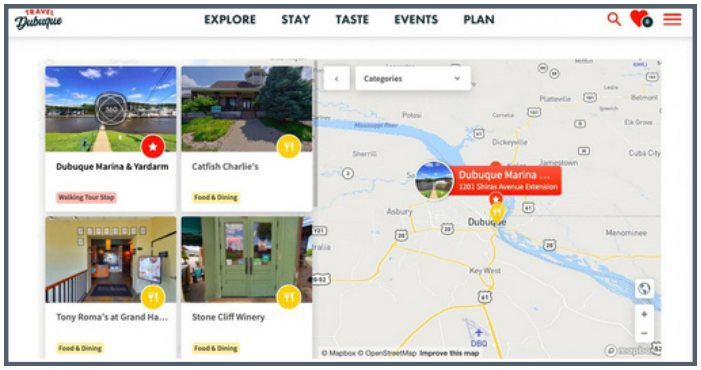
**SHARE PAGE**



III. WEBSITE PLACEMENT

# Destinations

## Put virtual content where decisions happen




Custom Map example: dining locations in Dubuque

### AETHERS + VIRTUAL TOURS + CUSTOM MAPS

Use immersive content to strengthen listings, themed website sections, group sales and editorial storytelling.

### Partner listing pages

- Embed the Threshold Virtual Tour viewer on listing pages or within a photo gallery slider. Above-the-fold placement offers the best visibility and engagement.
- Embed an anchored Custom Map: center it on a location and include Virtual Tours of nearby points of interest and neighborhood details.

### Website subsections

- Build a Custom Map for website subsections, such as Attractions, Food & Dining, or Lodging, and embed it within the corresponding section.
- Embed a Custom Map of virtual itineraries for visitors to preview and explore.

### Convention services, meetings + groups

- Sales and Services teams can deliver rich proposals or itineraries with Virtual Tours and custom Share Pages. Include calls to action linking to booking or event information.
- Embed a Custom Map on the meetings page and/or distribute maps to attendees for events or itineraries. Highlight a venue or neighborhood and curate the attendee experience.

### Blog posts + Upcoming events

- Create richer blog and editorial content by embedding Aethers, Virtual Tours, or Custom Maps within posts to highlight a key location or neighborhood. Experiential media gives readers more confidence to take their visit offline.

III. WEBSITE PLACEMENT

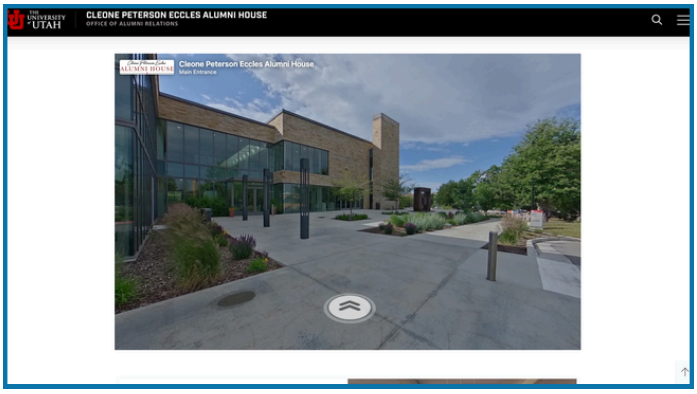
# Education, healthcare + hospitality

**Peace of mind for parents, patients, and guests**

CLASSROOM FACILITIES + ADMIN OFFICES

## Education

- Embed Virtual Tours on a campus tour page, student portal or parent information page.
- Use a Custom Map to show the surrounding area. Anchor it on the facility and add nearby points of interest.




University of Utah Alumni House

OFFICES + MEDICAL FACILITIES

## Healthcare

- Embed Virtual Tours on a facilities page or patient portal so prospective and current patients can tour a facility, bringing peace of mind before they visit.

HOTELS + RESORTS

## Hospitality

### Guest rooms

- Embed a Virtual Tour of each room type on its room details page.

### Amenities

- Embed individual tours of dining, pool, fitness center, spa or other amenities so visitors can step inside.

### Meetings + events pages

- Group meeting-space tours for planners to preview and virtually visit. Embed onsite or share through a Share Page.

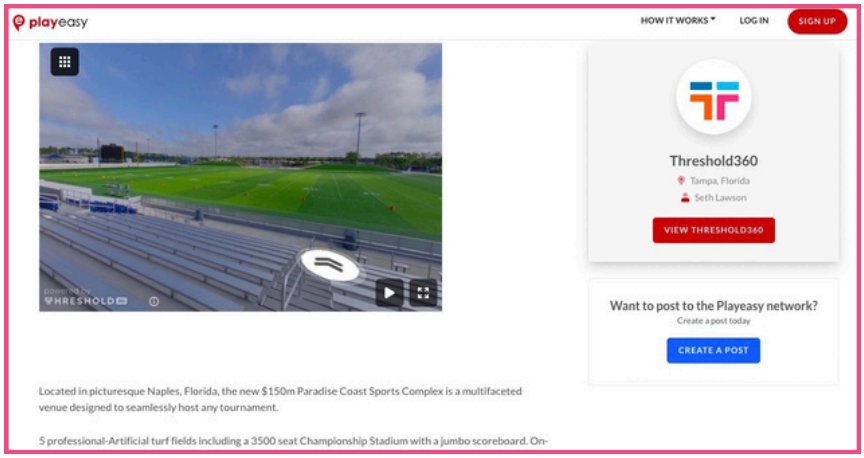
### Neighborhood pages

- Include a Custom Map of nearby dining, and other points of interest. Anchor it around the hotel to orient visitors. Embed it on the About page or share via Share Page.

III. WEBSITE PLACEMENT

# Meeting, property, sports + rentals

## From site visits to neighborhood discovery




PLAYEASY INTEGRATION: HELP ORGANIZERS UNDERSTAND SPORTS VENUES BEFORE THEY ARRIVE.

VIRTUAL SITE VISITS

### Meeting planners

- Create powerful proposals with Virtual Tours of venues and meeting spaces that can be embedded on an event or group booking website.
- Tailor custom experiences with a Custom Map using key points of interest around the event space or venue.

VIRTUAL WALK-THROUGHS

### Real estate

- Invite visitors inside by embedding a Virtual Tour on a rental property details page for a more immersive first look.
- Use a Custom Map to show the surrounding neighborhood, including restaurants, shopping, services and other points of interest.

FACILITIES + VENUES

### Sports tourism

- Invite event attendees to tour a baseball field or recreational facility before they visit by embedding Virtual Tours onsite.
- Provide a Custom Map of nearby lodging for easy group and block-rate booking. Use call-to-action links for booking and information pages, plus subtitles for more location detail.

VIRTUAL VISITS

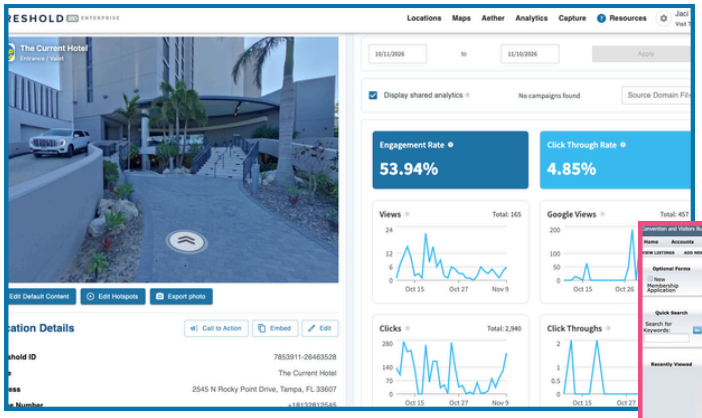
### Short-term rentals

- Let visitors tour individual areas and view richer location details before booking by embedding a Virtual Tour walk-through on the property website.
- Use an anchored Custom Map with nearby Virtual Tours to tell the location story and give a bird's-eye view of the neighborhood.

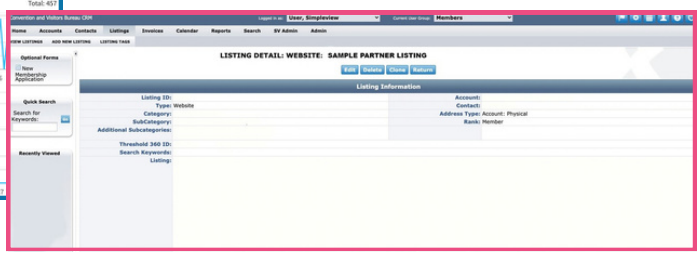
IV. SPECIFIC PLATFORM CONSIDERATIONS

# Granicus Destinations (Simpleview)

Threshold 360 and Granicus Destination's partnership enables a simplified implementation process. Threshold Virtual Tours and Custom Maps can be added to Simpleview sites through Threshold Widgets in the Simpleview CMS. After capture, initiate a ticket with Simpleview to enable the Threshold widgets on the specified site pages. Your Simpleview account representative will contact Threshold 360 to receive the API key and Threshold IDs for the Virtual Tour locations. These components enable the tours to be embedded onsite.




THRESHOLD CUSTOMER DASHBOARD




SIMPLEVIEW CRM

If you use the Simpleview CRM, add or update locations with completed Virtual Tours by entering the Threshold ID from your Threshold Dashboard in the corresponding Simpleview CRM field.

# V. Additional resources

| | |
|---|---|
| DEVELOPER DOCUMENTATION | developer.threshold360.com |
| HELP CENTER | helpcenter.threshold360.com |
| QUESTIONS OR ASSISTANCE | support@threshold360.com |