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STANDARD CODE FOR WEB PUBLISHING

To display your virtual tour on your website, you can use this standard code :

```
<object width="100%" height="100%"> <embed
src="http://WWW.MY-DOMAIN.COM/VIRTUAL_TOUR/MY-TOUR.SWF" width="100%"
height="100%" allowFullScreen="true"> </embed> </object>
```

- You need to replace the words written in capital letters by your own parameters.
- You can also change the display dimensions (in pixels or percentage), by modifying the width and height at both places in the code. If you want your tour to be displayed over the full window space, you can set the width and height to 100%.

PUBLISH A TOUR WITH WHICH THE RESOURCES ARE ON ANOTHER SERVER

If you need to display a virtual tour on a website and host the resource files on another server or at another place on the same server, you can use the **base** attribute to define where the resources are, as shown below.

```
<object width="100%" height="100%"> <embed
src="http://WWW.MY-DOMAIN.COM/VIRTUAL_TOUR/MY-TOUR.SWF"
base="http://www.SECOND-DOMAIN.COM/MY-TOUR-DATA/" width="100%" height="100%"
allowFullScreen="true"> </embed> </object>
```

PUBLISH A TOUR ON A WORDPRESS BLOG

For a successful integration of your tours on a Wordpress blog, we recommend using the wordpress plugin called "PanoPress" developed by Sam Rohn and Omer Calev.
The latest versions of this plugin is compatible with the tours generated by Panotour / Panotour Pro.
You will find this plugin and more information on its use here: http://www.panopress.org/

PUBLISH A TOUR ON FACEBOOK

⚠ **The information below is valid at the time they were written.**
Facebook is a very "alive" social network, integration methods of a page in a ticket are subject to change at any time.
We do not guarantee that this method properly work when you read this document.

Unlike a video, a virtual tour can not be loaded/installed on Facebook.
To achieve this, your tour must be loaded on another web server. Facebook will play your tour in a ticket (as if it were on Facebook).

After sharing your page, Facebook caches it.
If you have noticed an error (no preview, bad title... etc...) from your first sharing, any next change of your page will be useless, the page displayed will still be the same (which appear in the post).
To make your second post reflecting your changes, delete your page from the Facebook cache.
Fill the URL of the page you want to share in the Facebook debugger at this address:
http://developers.facebook.com/tools/debug.

A tour will not be shared in the same way according to the way it has been created:

Case of a tour with all data embeded to the SWF file

- In the Project Properties, Tour Build tab : check the option **Embed all data**.
- Generate your tour with the default HTML template (generic.html), or include your tour by yourself on your own HTML page.
- Edit the HTML page.
- In the "head" part, add the OpenGraph meta-tags allowing Facebook to know the localization of the tour, its description, its title and a thumbnail which will be used as a preview on the Facebook posts.

The necessary meta-tags are the following, **og:url**, **og:video** and **og:image** :

```
<meta property="og:url"          content="http://www.MyWebSite.com/MyTourDirectoryPath/MyTourHTML
<meta property="og:video"        content="http://www.MyWebSite.com/MyTourDirectoryPath/MyTourSWFF
<meta property="og:image"        content="http://www.MyWebSite.com/MyTourDirectoryPath/MyTourPrev
```

```
<meta property="og:title"        content="Virtual tour generated by Panotour" />
<meta property="og:description"  content="Virtual Tour generated by Panotour" />
<meta property="og:type"         content="video" />
<meta property="og:video:height" content="350" />
<meta property="og:video:width"  content="350" />
<meta property="og:video:type"   content="application/x-shockwave-flash" />
```

Case of a tour with all XML embeded to the SWF file but not the data

This case is not supported by Facebook.

Case of a tour with nothing embeded, without protection (restricted domains)

This case is similar to the case where all data are embeded in the flash player.

Case of a tour with nothing embeded, with protection (restricted domains)

In this case, if you made ??the above changes, the tour appearing in Facebook will contain error messages (security).
It is necessary to specify to Facebook where the flash player will find the XML files, by suiting the "og:video" meta-tag:

```
<meta property="og:video" content="http://www.MyWebSite.com/MyTourDirectoryPath/MyTourSWFFile.swf
```

To ease this integration to social networks, you will find a HTML template sample that can be used in Panotour Pro; already containing the meta-tags expected by Facebook, in this link:
http://www.kolor.com/tutorials/SocialNetworks.zip

⚠ Panotour Pro is not aware of the final URL of your tour, you will need to change some settings in the generated HTML file to be able to share your tour correctly.