

How To Chose Your 360° Viewer



HOSTED VIEWERS

Hosted viewers are optimized for file delivery, making sure that the image load time is as quick as possible while still displaying high resolution imagery. This means that you can upload a very high resolution image and the hosted solution will resize it on the fly to fit the window on the web-page that it is being displayed in.

BENEFITS

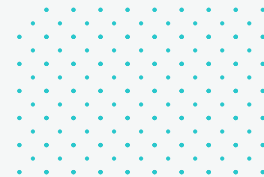
- Optimized for file delivery - quick load time & high resolution
- Clear zoom (no pixelation)
- One link for multiple websites
- Less time & lower development costs

CONSIDERATIONS

- Price - more expensive than non-hosted
- Less control over the integration
- Less customization

VIEWER OPTIONS

	SIRV	Amplience	Adobe Experience Manager
PRICE	\$	\$\$	\$\$\$
INTEGRATION	Easy	Difficult	Moderate
SUPPORTED PLATFORMS	GIFs, Videos, Stills, External Images	Videos, GIFs, Stills	Videos, GIFs, Stills
CUSTOMIZATION	API Integration, GIF and Videos	Color Swatching	Bulk Upload, Viewer Generation



NON-HOSTED VIEWERS

For companies who have a development team or work with an agency or third party company to run their website, a non-hosted viewer may be more suitable for you. Most of the more popular non-hosted viewers do have direct plugins to the major eCommerce platforms. Both Magic360 and WebRotate360 have free or trial versions of the software so you are able to integrate into your website and make sure it is the right option for you before having to purchase the viewer.

BENEFITS

- One-time cost
- More control over the integration process
- Direct plugins to major eCommerce platforms
- Free trials for testing

CONSIDERATIONS

- One license per domain
- Administrative costs if hosting on multiple sites
- Integration is more technical
- No control over load speed



VIEWER OPTIONS



	Magic 360	WEBROTATE 360
PRICE	£99 (Roughly \$125)	Free, \$399
INTEGRATION	Easy	Moderate
SUPPORTED PLATFORMS	Shopify, Magento, Wordpress, +17 More	Shopify, Magento, Wordpress, +7 More
CUSTOMIZATION	More Options Available	Hotspotting

