



L A B E L I N S I G H T™

360 Spin Deployment Guide

Version 1 - February 2018

What is 'Spin'?

Spin photography is really just a series of still images, called a spinset. The spinset is stitched together and served through a rich media viewer to create a fluid, seamless interaction – like a flipbook.

Is a spinset a single image?

No. A spinset is a set of individual images. It is not a self-contained single interactive image like an animated gif. You need to embed a media viewer into your webpage and point the media viewer to your spinset images folder. The media viewer will stitch together all the spinset images into a single interactive experience.

Do I need to do anything for my Label Insight hosted SmartLabel pages?

No. If you use the Label Insight Capture service for your products and you want to include the spin experience on your SmartLabel pages, Label Insight will host and implement the media viewer for you on your SmartLabel pages automatically using your Capture spinset.

Spinset Specifications

Label Insight provides a spinset of up to 72 JPG images (72 = 24 columns x 3 rows) with the following specifications:

- 2500x2500 pixels
- 300x300ppi
- RGB 8-bit
- No clipping path
- File naming convention: UPC_R##C##.jpg e.g. 00011225004315_R01_C01.jpg

Accessing Your Spinset

1. Select which products you want

38 Products
0.02 out of 10 gb selected

Search by UPC UPC 

<input type="checkbox"/>		UPC	Brand	Product Title	Flavor	Size	Category	Date Received
<input checked="" type="checkbox"/>		011225099373	CULINARY TOURS	SCOTTISH ALL BUTTER SHORTBREAD		5.29 oz	Cookies & Biscuits - Short...	1/14/18
<input checked="" type="checkbox"/>		011225154409	CULINARY TOURS	GELATO	PEACH GUAVA	16 fl oz	Ice Cream - Gelato	1/20/18
<input checked="" type="checkbox"/>		011225186356	CULINARY TOURS	CALIFORNIA JELLY	RED PEPPER	10 oz	Jam & Jelly - Other Flavor	1/17/18
<input type="checkbox"/>		011225191367	CULINARY TOURS	GOCHUJANG SAUCE		11.8 fl oz	Sauces - Other Ethnic & O...	1/29/18
<input type="checkbox"/>		011225164866	CULINARY TOURS	ITALIAN STYLE RAVIOLI WITH MARINARA ...	SIX CHEESE	18 oz	Frozen Dinners - Pasta M...	1/18/18
<input type="checkbox"/>		011225099366	CULINARY TOURS	SCOTTISH ALL BUTTER SHORTBREAD	BELGIAN CHOCOLATE CH...	5.29 oz	Cookies & Biscuits - Short...	1/18/18
<input type="checkbox"/>		011225099410	CULINARY TOURS	FRENCH PETIT BEURRE BISCUITS	DARK CHOCOLATE	5.29 oz	Cookies & Biscuits - Europ...	1/18/18
<input type="checkbox"/>		011225164828	CULINARY TOURS	ITALIAN STYLE EGG & SAGE STRIPED BUT...		18 oz	Pasta - Tortellini & Ravioli	1/18/18

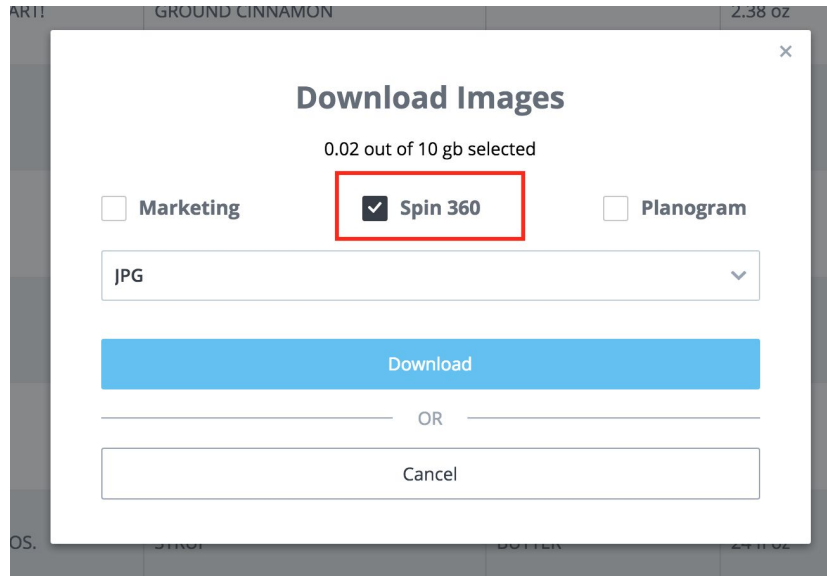
2. Click Export Images

38 Products
0.02 out of 10 gb selected

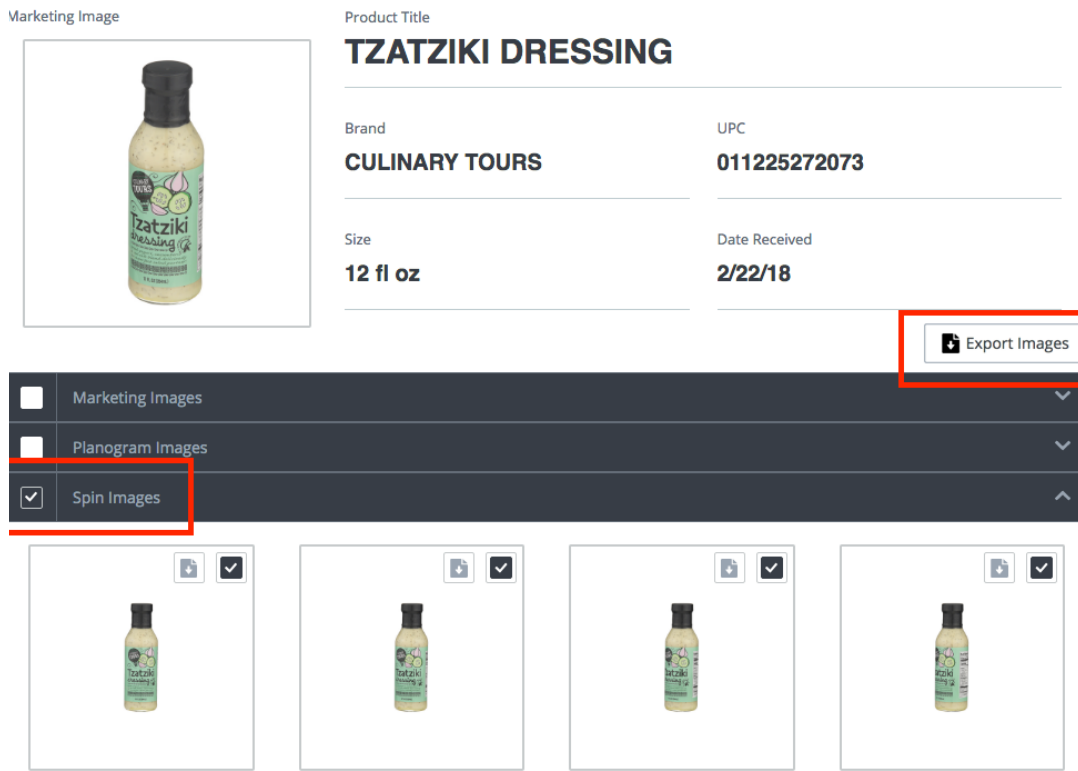
Search by UPC UPC 

<input type="checkbox"/>		UPC	Brand	Product Title	Flavor	Size	Category	Date Received
<input checked="" type="checkbox"/>		011225099373	CULINARY TOURS	SCOTTISH ALL BUTTER SHORTBREAD		5.29 oz	Cookies & Biscuits - Short...	1/14/18
<input checked="" type="checkbox"/>		011225154409	CULINARY TOURS	GELATO	PEACH GUAVA	16 fl oz	Ice Cream - Gelato	1/20/18
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3. Choose 'Spin 360' from the modal



You can also export the spinset on an individual product detail page by selecting the 'Spin Images' image section and clicking 'Export Images' as above:



Deployment Recommendations

Your spinset will need to be hosted on a server and use a library to display. The following are non-hosted (if you want to use your own server) and hosted (if you want someone else to host your spinset) options we can recommend for your deployment:

Magic Toolbox - (Non-Hosted / Pay)

<https://www.magictoolbox.com/magic360/>

Magic Toolbox is a non-hosted Javascript viewer, which supports mobile and desktop browsers. The viewer is [quick to setup, easy to integrate](#) with most e-commerce platforms, and contains over 30 customizable features, including auto-spin and zoom.

Threesixty Slider - (Non-Hosted / Free)

http://www.360slider.com/default_control.html

A free jQuery plugin that has wide browser support including ie6.

Dynamic media classic (formerly Scene7) Publishing System (SPS) - (Hosted / Pay)

<https://www.adobe.com/marketing-cloud/experience-manager/dynamic-media.html>

Adobe Dynamic media classic (formerly Scene7) Publishing System (SPS), is a hosted solution for managing, enhancing, publishing and delivering dynamic marketing assets and rich visual merchandising to web, mobile, email, Internet-connected displays and print.

Sirv - (Hosted / Pay)

https://sirv.com/help/resources/sirv-spin/#Create_a_spin

A [full-service image hoster](#) with easy image management, manipulation and delivery.

INVODO - (Hosted / Pay)

<http://docs.invodo.com/display/DLS/Implement+the+Spin+Player>

Invodo's spin player is designed to be intuitive, fast-loading, and responsive on both desktop and mobile devices. It's built on Invodo's Visual Commerce platform, which allows clients to publish, measure and optimize their rich media assets from a single console. You'll need to [contact them](#) to request a hosting consultation.

Amplience - (Hosted / Pay)

<https://amplience.com/dynamic-media>

Amplience provides integrated zoom and spin players as part of their complete Dynamic Imaging solution.