BROCHURE · 2026

Panoram

Open your spaces to the world in 360°.

A sharing platform that brings photos, 360° panoramas and video together in one elegant link.

FOREWORD

The shortest way to be there

A photo tells a moment. A panorama places you right in the middle of it.

Panoram is built for businesses, institutions and individuals who want to show their spaces as accurately and impressively as possible. It turns an apartment, a hotel room, a restaurant terrace or a school campus into an experience where visitors look in any direction and explore by dragging.

No complex software, plug-ins or technical know-how. Upload your images, enter a few details and share a single link. Panoram handles the rest: fast loading, flawless display on every device and statistics that show who is interested and how much.

> *Our goal is simple: make the person on the other side of the screen say “I was there”, not “I wish I were there”.*
>
> — THE PANORAM TEAM

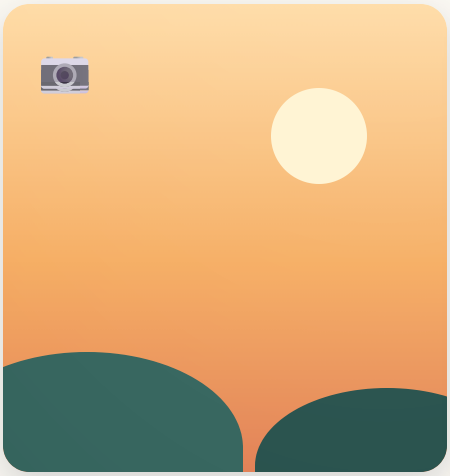
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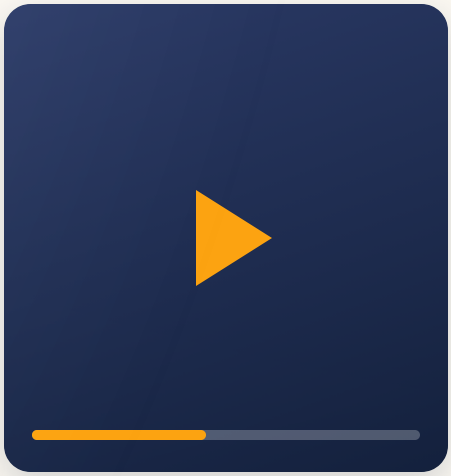
CHAPTER 1

What is Panoram?

Panoram is a cloud platform that gathers your photos, 360° panoramas and videos into a single share and opens it to the world with a link or an embeddable code for your website.







Every share is a digital showcase of a place: its title, description, location, map and as many images as you like. Visitors explore straight from the browser — no app, no sign-up.

- ✓ No app or plug-in required
- ✓ Works on desktop, tablet, phone and VR browsers
- ✓ Live the moment you create it — no approval queue

CHAPTER 2

Why 360°?

People don’t just want to see a place, they want to walk through it. 360° imagery turns curiosity into trust, and trust into a visit.



Builds trust

An image that hides no corner answers “is it really like the photo?” up front.



Saves time

Only genuinely interested people come; fewer wasted viewings.



Open 24/7

Your space welcomes visitors at midnight and on holidays too.



Removes distance

Even visitors from another city or country decide as if they had been there.

On Panoram, 360° panoramas, regular photos and videos sit side by side in one share — each completing the story in its own way.

CHAPTER 3

Who is it for?

Anyone with a space worth showing.

Real estate

Sales and rental portfolios, show flats, construction progress.

Hotels & tourism

Rooms, pool, lobby, beach and tour routes.

Restaurants & cafés

Show the atmosphere, terrace and seating in advance.

Education

Campus, classroom, lab and dormitory tours.

Event venues

Wedding, meeting and banquet halls.

Architecture

Completed projects and interior design portfolios.

Culture & museums

Exhibitions, historic buildings and sites.

Cars & dealers

Showrooms and 360° interior views.

Retail

Bring your store and showroom online.

CHAPTER 4

Three media types, one share

Photo

Tell the details, textures and highlights with sharp frames.

360° panorama

Equirectangular panoramas become draggable virtual tours.

Video

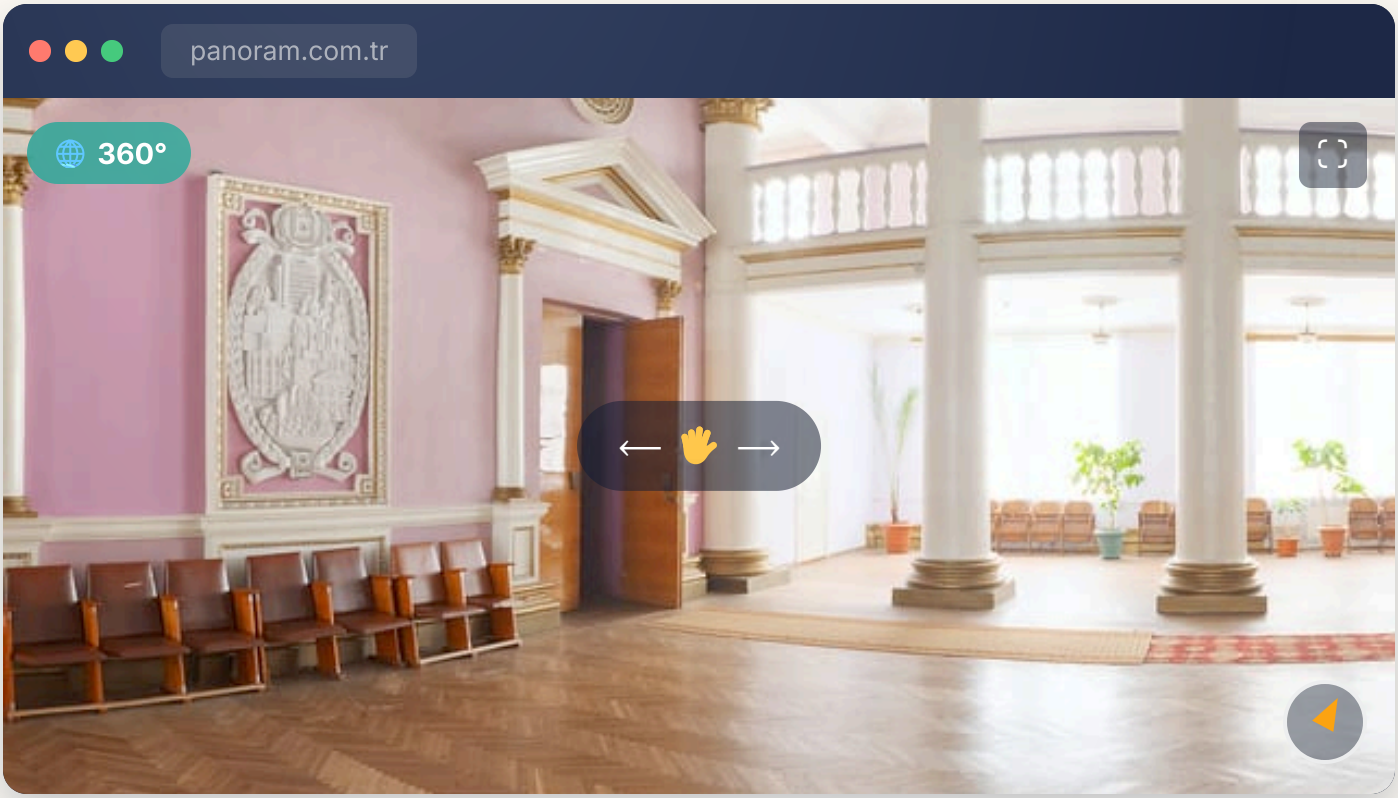
Drone or handheld videos play right inside the share.

200	60 MB	5	180 s
IMAGES PER SHARE	PER IMAGE	VIDEOS PER SHARE	VIDEO LENGTH

Give every image its own caption, set the order and pick the cover. Thumbnails are generated automatically, while panoramas are stored at their original resolution without recompression.

CHAPTER 5

Drag, explore

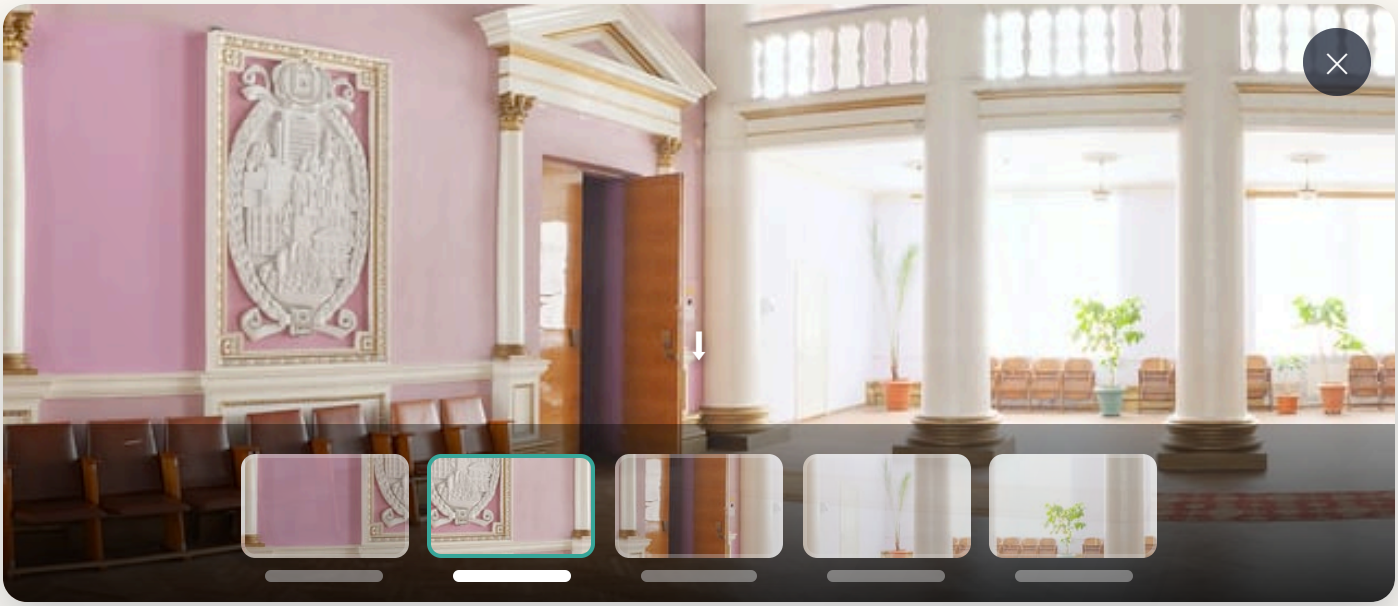


Panoram’s 360° viewer runs on WebGL; it wraps your panorama around the inside of a sphere and lets the visitor look in every direction.

- Natural, fluid navigation with mouse, touch or a VR headset
- Zoom with the wheel or two fingers in full screen
- Vivid colours faithful to the source image
- A smooth sphere without distortion at floor and ceiling
- Crisp detail on high-resolution panoramas

CHAPTER 6

The album at your fingertips



In full screen the panorama fills the display; while exploring the space, visitors reach every other image in the album with a single move.

Album that opens itself

Move the pointer towards the bottom and thumbnails slide up; move away and they disappear.

Captioned thumbnails

Each thumbnail shows its image caption underneath, all neatly aligned.

Zoom

Zoom into details with the mouse wheel or two fingers, and back out again.

Easy on touch screens

On a phone, tap the handle at the bottom; the album stays open for a few seconds.

CHAPTER 7

Step inside with a VR headset



With the VR button on panoramas, a share becomes a fully immersive 360° experience on WebXR headsets such as Meta Quest. No app to install — the headset browser is enough.

Right stick

Turn on the spot in 30° steps to the left or right.

A / B buttons

Jump to the previous or next panorama in the album without taking the headset off.

Left stick

Push forward to zoom up to 3× into the spot you are looking at.

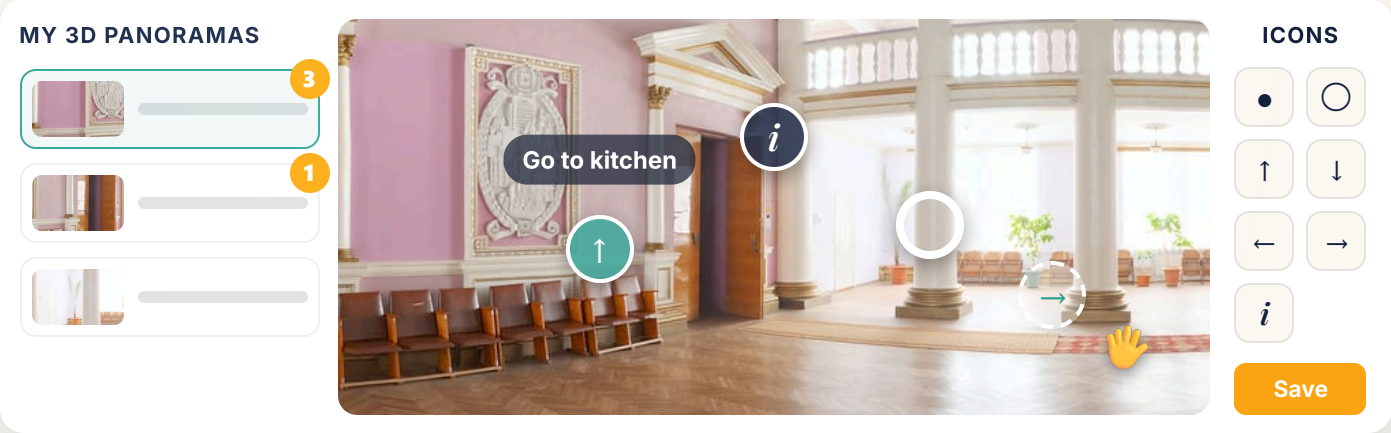
X button

Leave VR mode and return to the share at the panorama you were viewing.

> Transitions fade gently, a loading indicator and the “3 / 12” position appear in front of you, and upcoming panoramas are prepared in the background.

CHAPTER 8

Build a tour with hotspots



Turn your 360° photos into a walkable tour; up to 50 hotspots per panorama.

01 Open the editor

Use “Hotspot Editor” in the top menu; your 3D panoramas and their hotspot counts are on the left.

02 Drop an icon

Drag a circle, ring, arrow or info icon onto the panorama; move it any time.

03 Pick a target

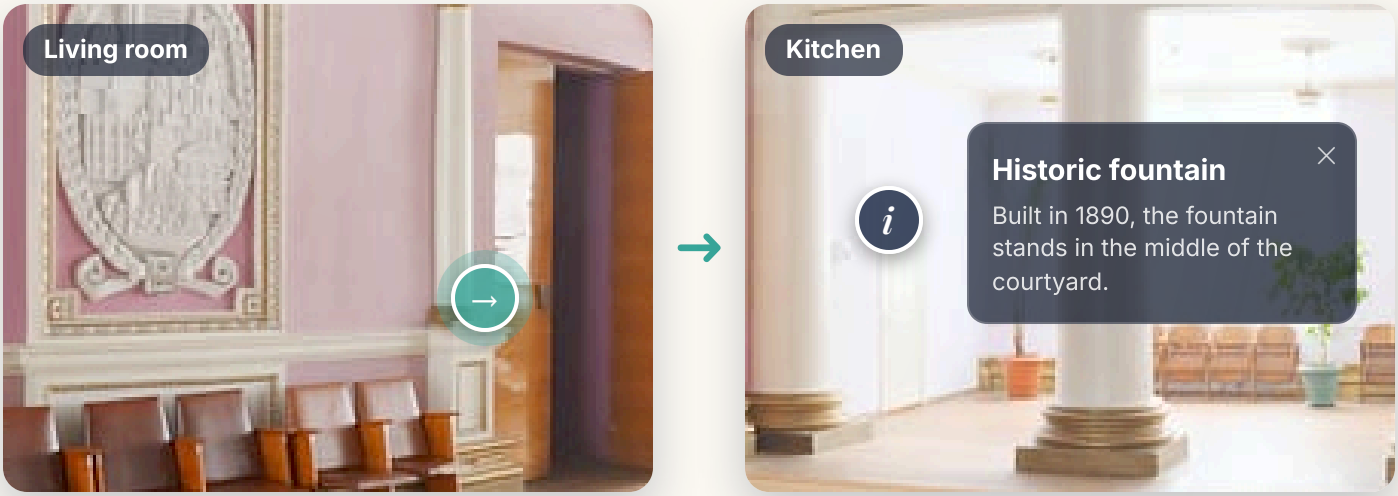
Add a label (e.g. “Go to kitchen”) and choose the panorama it leads to, even in another share.

04 Save

Try it as a visitor with “Preview”, publish with “Save”; “Go to target” takes you to the next room.

CHAPTER 9

Let visitors explore the place



Hotspots appear automatically on the share page, in full screen, on the share link and in the viewer embedded on your site.

Navigation points

A click moves to the linked panorama; in another share, that share opens and full screen is kept.

Info points

A panel with a bold title and up to 500 characters of text opens next to the icon.

Embedded, too

Visitors move between points inside the iframe on your site; no extra code.

For every sector

Property tours, hotel and restaurant walk-throughs, info cards for museums and heritage sites.

CHAPTER 10

As if it’s playing on that TV



Play your promo video inside the panorama, on the screen on the wall, not in a separate window.

Part of the place

Media sits on the surface in perspective and stays put as the panorama turns. The playback bar is hidden by default.

Three sources

Photos and videos in your share, a YouTube link, or your own https address.

Sound for visitors

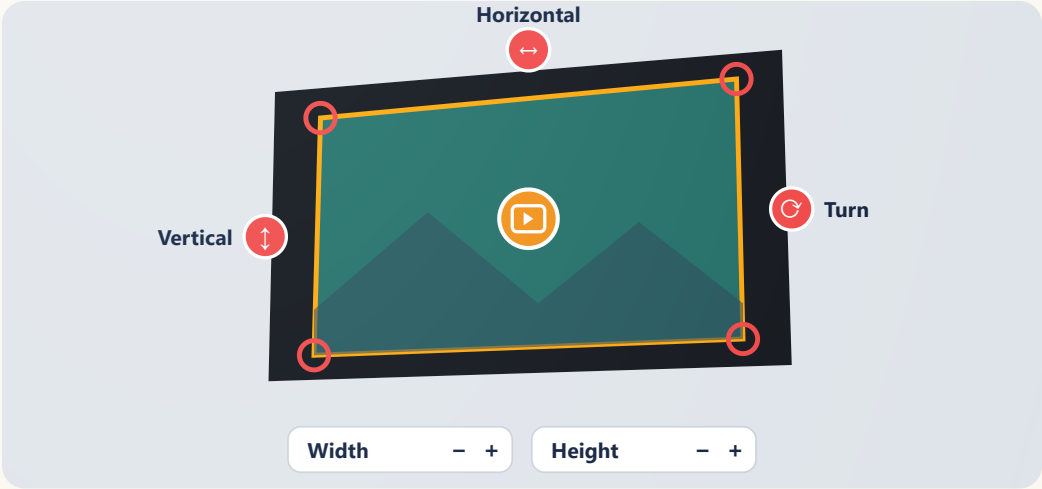
Video starts muted; the speaker button in the corner turns it on and off with one tap.

Checked addresses

An address is checked when saved; if it isn’t a real image or video, it doesn’t go live.

CHAPTER 11

Fit it corner by corner



Width, height and angle are fully independent: the freedom of professional virtual tour software, in your browser.

01 **Drop the icon**

Drag a Classic or Premium photo/video icon onto the surface and pick the source; the video plays live on the plane.

02 **Fit the corners**

Move each of the four corners onto the surface’s corners. The plane is translucent while selected; zoom with the wheel for precision.

03 **Rotate and resize**

Rotate horizontally, vertically and within the plane with the handles; change width and height separately. The middle icon moves it all.

04 **Go live**

Check it as a visitor with “Preview”, publish with “Save”. Auto start, loop and playback bar are your call.

CHAPTER 12

A space of your own, by subscription

Panoram is a subscription-based (SaaS) platform where every member works in their own space. No setup, servers or maintenance; while your subscription runs, every feature is yours.

Built for businesses

Membership is for companies, businesses and freelancers; every account is verified with a tax certificate.

Your own, isolated space

Your shares and files are kept apart from other members; only you see and manage them.

Monthly or annual

Pick the period that suits you; the end date and days remaining are always in your panel.

A plan that fits

Starter 50 GB, Professional 200 GB, Business 500 GB, Enterprise custom. Every feature is on in every plan.

Your account opens for sharing once your e-mail, phone and tax certificate are verified, an administrator approves it and your subscription starts. Every share on the platform belongs to a real, verified business.

CHAPTER 13

Create your account yourself

No need to wait for anyone: the “Create Account” tab on the sign-in page takes a few minutes.

01 **The basics**

Full name, e-mail address, mobile phone and a strong password (at least 10 characters, letters and digits).

02 **Consents**

The Privacy Notice, Terms of Use and Privacy Policy are required; marketing messages by e-mail / SMS and personalisation are entirely optional.

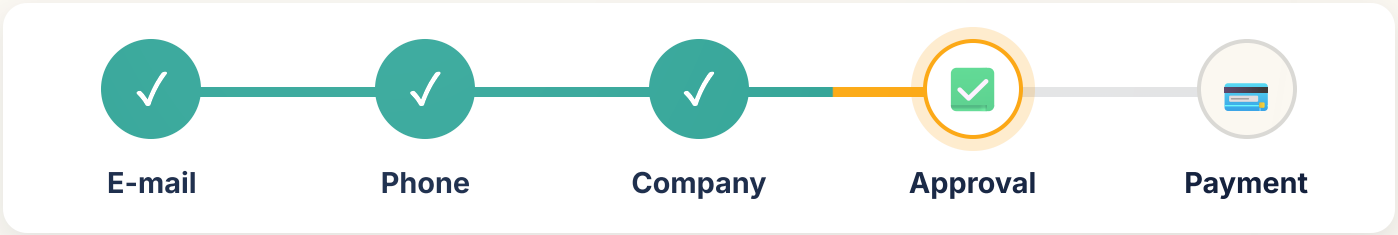
03 **Straight to activation**

As soon as you sign up you land on the activation screen, and your e-mail verification code is already on its way.

- ✓ Your personal data is processed only to provide the service, under KVKK
- ✓ Your images are never shared beyond the sharing settings you choose
- ✓ Your tax certificate is never public; only an authorised administrator sees it
- ✓ No fee is ever charged other than the subscription

CHAPTER 14

An active account in five steps



01 E-mail verification

Enter the 6-digit code sent to your address.

02 Phone verification

Enter the code sent to your mobile by SMS; fix the number on the same screen if needed.

03 Company details & tax certificate

Company name, tax or national ID number, tax office, address and tax certificate (PDF, JPG, PNG · up to 5 MB).

04 Administrator approval

Your application is reviewed and the result is e-mailed. If something is missing you are told why, fix it and resubmit.

05 Subscription payment

Once approved, pick your plan and start your monthly or annual subscription on the secure payment page.

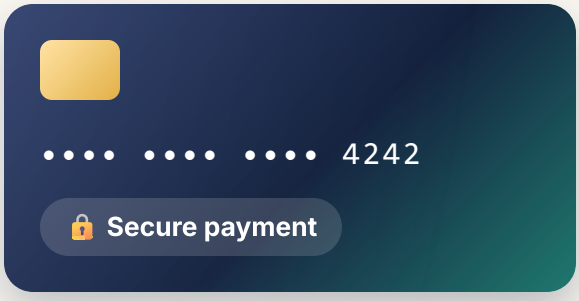
> Shares cannot be created until every step is complete; the rule is enforced on the server. Your progress is saved, so you can pick up where you left off.

CHAPTER 15

Clear pricing, secure payment

1
Monthly
VAT incl.

12
Annual
VAT incl.



The subscription fee is collected by credit or debit card through the Uygar Teknoloji payment infrastructure, secured by PayTR. Card details are entered only on the payment provider's secure page and are never stored by Panoram.

Transparent prices

Three plans, monthly or annual, with an annual discount. Prices are shown VAT included; you pick your plan at checkout.

Active instantly

Your subscription opens the moment payment is confirmed, with an e-mail notice.

No lost days

Renew before expiry and the new period is added to your end date; moving up a plan, you pay only the difference for the remaining days.

Payment history

Date, period, amount, status and validity of every payment in your panel.

CHAPTER 16

Live in four steps

The road from sign-up to your first share is short and clear.

01 **Create an account**

Sign up in minutes from the “Create Account” tab on the sign-in page.

02 **Activate it**

Complete the verifications; after approval, start your subscription.

03 **Upload your media**

Add photos, 360° panoramas or videos; enter title, category and location.

04 **Share**

Send the link or embed it on your site.

> No moderation queue for shares: once your account is active, every share is live the moment you save it, and you can edit it any time.

CHAPTER 17

A step-by-step wizard

01

Media

Choose files, set the media type and caption each image. Optionally set a starting view count and whether the counter is shown.

02

Details

Title, category (Real estate, Tourism, Commercial, Vehicle, Personal), description, province/district and a map pin. Control map and page visibility in one click.

03

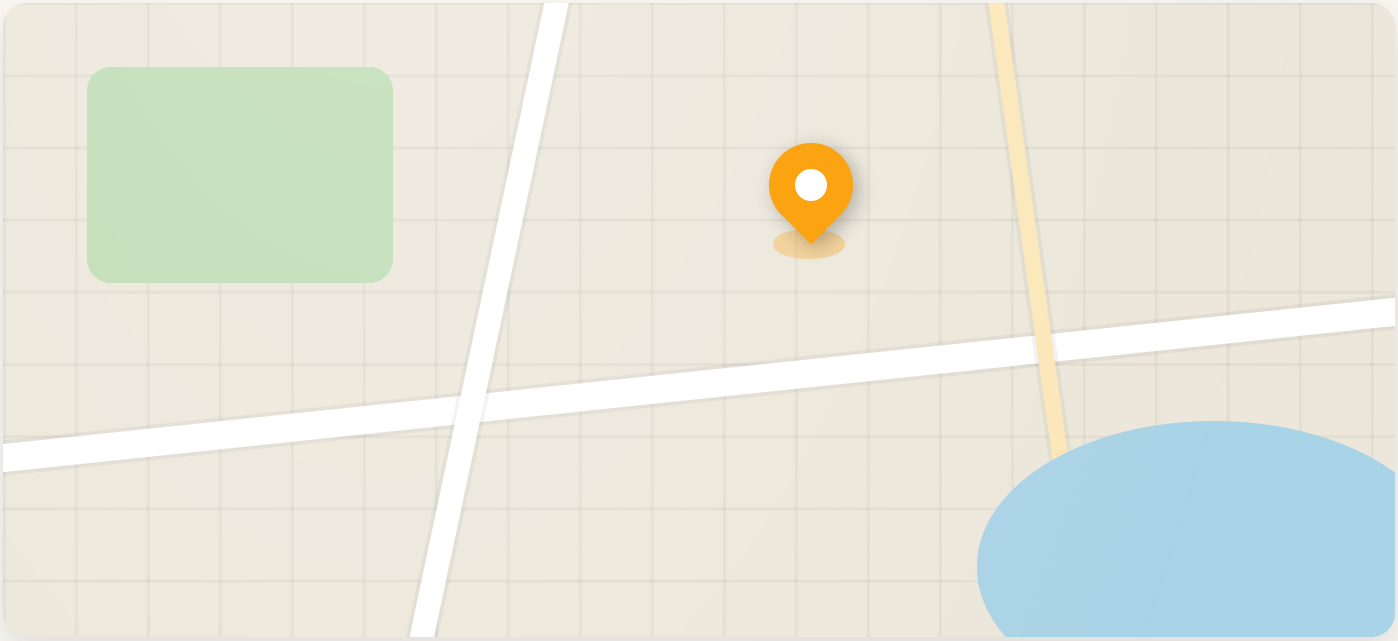
Review

Check everything one last time and publish with a single button.

Editing uses the same wizard: keep existing images, add new ones or remove what you don’t need. Removed files are deleted from storage permanently.

CHAPTER 18

Location and map



Every share carries its province and district; you can also pin the exact spot on a map. Visitors see where the place is from the map on the share page, or via the map button in the embedded viewer.

- ✓ Precise location with a map pin
- ✓ Full control with “Show map on share”
- ✓ Pop-up map in the embedded viewer

CHAPTER 19

Share it, embed it

Your share goes wherever you want it to be.

```
<iframe
  src="https://panoram.com.tr/paylasim/ornek/goster"
  width="100%" height="480"
  allowfullscreen></iframe>
```

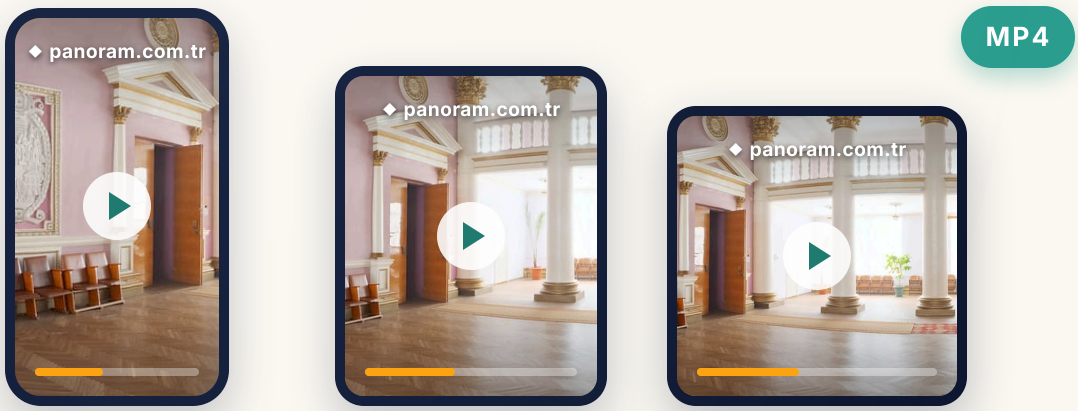
- A short, readable link — for messages, e-mail and social media
- One-tap sending through the phone’s native share menu
- Embed on your own website with a one-line iframe
- Embed the whole share with its album strip in one code
- A special 360° link that opens the panorama straight in full screen

> With “Embed the whole share”, an album strip opens under the viewer on your site; visitors browse every panorama, photo and video in the share, just like in full screen.

CHAPTER 20

Your panoramas on Reels

Social networks don’t show interactive tours; Panoram turns your tour into a panning video in one click.



Reels · Stories · TikTok | Feed post | Square

01 Pick a format

Press “Social Media Video” on the share card in your panel and choose 9:16, 4:5 or 1:1.

02 Order your panoramas

Select up to 12 panoramas in the order you tap them; set the duration and pan speed.

03 Download and share

Add a title, logo, closing card and music; download the MP4 or share it straight from your phone.

The video is created on your own device, never uploaded to the server and does not count towards your storage. Saved opening views are used in the video too.

CHAPTER 21

Catch the eye with video, tour with the link

The video draws attention; the full tour is just one link away.

Reels and Stories

Post the vertical video; put the link in your bio or on a Story link sticker.

Facebook

Upload the video or the panorama as a 360° photo; add the tour link to the caption.

TikTok and Shorts

The same 9:16 video fits as is; the share's music can be added to it.

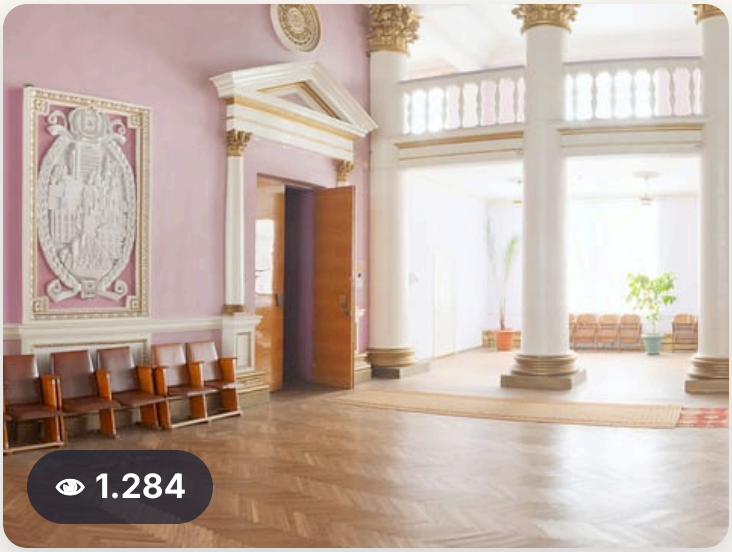
Messaging

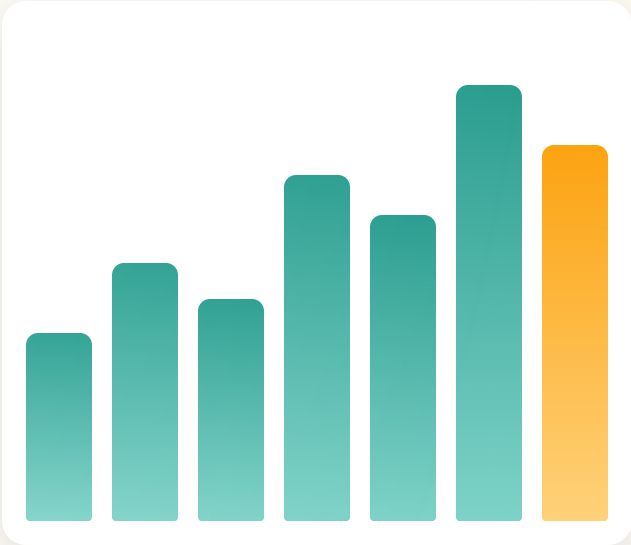
On WhatsApp and DMs the link previews with its cover and title; a tap opens the tour.

- ✓ Tours don't pan inside social apps; the link leads to the full experience
- ✓ Visits from the link count towards your share statistics
- ✓ Keep Reels under 90 seconds for best results

CHAPTER 22

Measure every view





Panoram measures interest per image, not just per share — so you know which room, which view or which video attracts the most attention.

- Only real visits via the link or embed code are counted
- Opening your own share does not increase the count
- A visitor refreshing within an hour is not counted again
- Set a starting value or hide the badge — counting continues in the background

CHAPTER 23

You decide who sees what

Embed only

Turn off the share page; content lives only in the viewer embedded on your site.

Show/hide map

Keep the location on record without showing it to visitors.

Counter visibility

Toggle the view badge for each image separately.

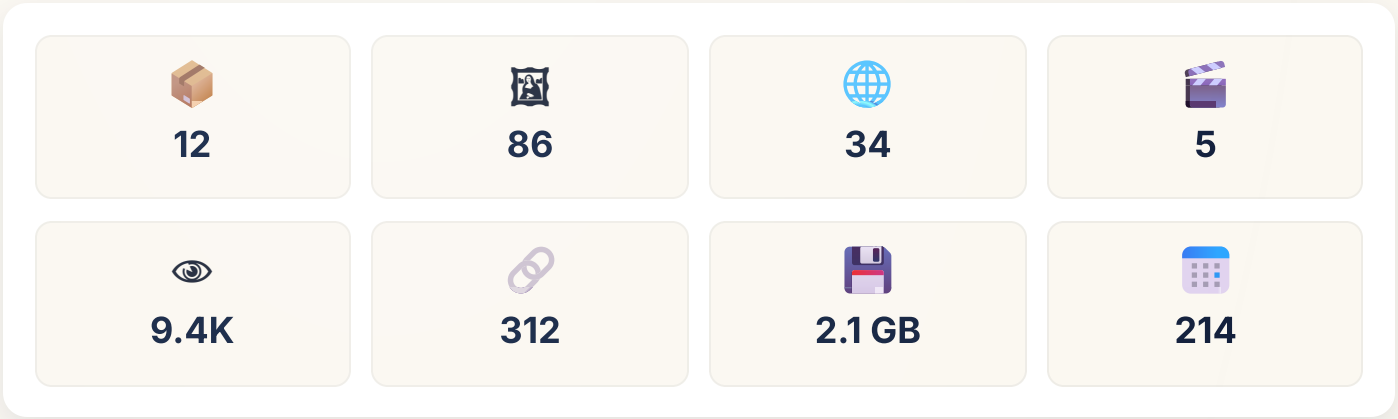
Message board

Questions and answers together on the share page, highlighted by likes.

> Visibility settings are enforced on the server; a closed page won’t open even for someone who knows the link.

CHAPTER 24

Everything in one panel



All your shares appear as cards in your panel; view, edit and delete are one click away.

- Subscription card: status, valid-until date and one-click renewal
- Payment history: date, period, VAT-inclusive amount and validity
- A reminder that points to any remaining activation steps
- Share, photo, 360° image and video counts
- Total views, shares and storage used
- Password change and two-factor authentication

CHAPTER 25

What if your subscription ends?

Nothing disappears overnight: when your term ends, your files are kept for 60 days.

01

Always visible

Your end date and days remaining are shown in the panel and turn to a warning colour in the last week.

02

Shares close

The day after expiry, share links, embedded viewers and VR viewing close; no new shares can be created.

03

60 days to download

You can still sign in and download every one of your files to your computer.

04

Renew and carry on

Renew within that time and your shares and links come back exactly as they were.

05

Deletion at the end

If not renewed within 60 days, images are permanently deleted. Your account record and subscription history are kept.

CHAPTER 26

Secure by default



Two-factor auth

Authenticator app or SMS code, with backup codes.

Secure sessions

Session keys live in protected cookies that page scripts can’t read.

Bot protection

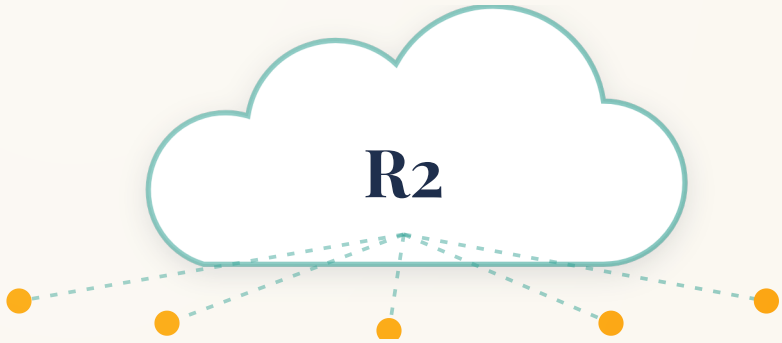
reCAPTCHA v3, login rate limits and a puzzle check on suspicious sign-ins.

Encrypted secrets

Sensitive keys are stored AES-256 encrypted in the database.

CHAPTER 27

Fast, solid, always on



- Media on Cloudflare R2 global object storage — fast access worldwide
- All traffic encrypted with TLS
- Automatic nightly database backups
- An encrypted copy of backups in a separate, private store
- Files of deleted shares and accounts are removed from storage too

> The application is continuously watched with weekly dependency scans and a Content Security Policy (CSP).

CHAPTER 28

Every device, every language



Mobile friendly

Tap to explore on phones, drag on desktops.

VR headsets

Immersive 360° with controllers on headsets such as Meta Quest.

Turkish & English

A bilingual interface; visitors choose.

Light & dark

Two easy-on-the-eyes themes, one click away.

CHAPTER 29

Example shares

Where words end: a few real shares live on Panoram.



Vestibule



Cinema Lobby



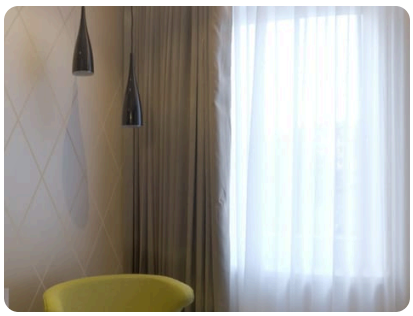
Kitchen and Lounge Apar…



Open-Plan Glasshouse Loft



Lounge with Balcony View



Contemporary Hotel Room

See them all on the home page →

CHAPTER 30

Tips for a stunning 360°

01 **Shoot at eye level**

Set the tripod to about 1.5 m so the space keeps its natural proportions.

02 **Manage the light**

Use daylight, switch on every lamp and shoot HDR if needed.

03 **Pick the centre**

Place the camera near the middle of the room; stay away from walls.

04 **Stage the space**

Open doors, clear clutter, straighten curtains.

05 **Tell a story**

Order images as if walking through, starting at the entrance; caption each one.

> Shares with a location and description answer visitors' questions before they ask.

CHAPTER 31

Frequently asked questions

Do visitors need an account?

No. Shares and the embedded viewer are public; no app or sign-up needed.

When does my account become active?

Once your verifications and tax certificate are approved and your subscription payment is received. After that, shares go live without approval.

Is my data deleted when my subscription ends?

Not right away. For 60 days you can download your files, or renew and carry on where you left off.

What if my storage is full?

Your content stays online and nothing is deleted. To upload more, free up space or upgrade your plan.

Is content reviewed?

Shares go live without approval, and an administrator may review them later. Content that breaks the rules is removed and the owner gets a written warning; repeat violations can end the membership.

Is my data safe?

Sessions live in protected cookies, sensitive keys are encrypted, and the database is backed up nightly with encrypted copies kept in a separate store.

LAST WORD

Why Panoram?

- ✓ Photos, 360° panoramas and video in one share
- ✓ No setup, no plug-ins; shares go live instantly
- ✓ Flexible monthly or annual subscription
- ✓ Everywhere with a link and embed code
- ✓ Real per-image view statistics
- ✓ Enterprise-grade security and backups
- ✓ Local team, Turkish support

Bring your space to 360° today.

Create your account, complete activation and publish your first share in minutes.

Create Account | Sign in

Panoram

Let your next visitor be inside before they walk through the door.

Contact us for information, a demo, or help with membership and activation.

panoram.com.tr

info@uygarteknoloji.com.tr

Uygar Teknoloji Bilişim Hizmetleri

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