

Creator Glossary of Terms

Term	Definition
Threshold Capture(s)	The process of Location Image Capture, Location Data Collection, and Image/Data Upload using specified hardware and software as required by Threshold.
Threshold Platform	The technology suite that a Threshold customer gains access to when subscribing. This includes the Customer Dashboard, Threshold Viewer, Share Pages, Custom Map Builder, Analytics, and more.
Location	The business, address, or single property that is assigned for Capture.
Virtual Tour	The set of panos creating a navigable experience of a unique space. Often times a Location will require multiple virtual tours because said location includes multiple unique spaces, like at a hotel.
Multi-tour	A location requiring multiple virtual tours.
Stop By Location(s) ("Handheld" Locations)	Unscheduled Locations assigned to a Creator via a Stop By List or a work order. These locations are most often captured using our "Handheld" technique (i.e. holding the camera over head) and can be captured at anytime that will produce quality imagery. Sometimes a Creator is given a deadline to said Stop By locations.
Scheduled Location(s) ("Tripod" Locations)	Scheduled Locations assigned to a Creator via Threshold360.com/schedule . These locations are likely DMO partner locations that are scheduling themselves. These locations are most often captured using a tripod.
Grandview(s)	The process of capturing additional exterior imagery, in addition to the standard outdoor entrance shoot, that provides context and perspective to the user. Often times a Grandview simulates "walking up" to a location.
Recapture Location(s)	Previously-assigned Scheduled Locations or Stop By Locations that Threshold requires the Creator to return to for the purpose of incremental capture and/or recapture. This may or may not be to the Creators original work at that location (i.e. a special request by that location and not because of a mistake).
Activation Date	Date upon which the Creator is approved by Threshold to start capturing. This date occurs after all training has been executed and test locations have been approved by the Content Development Manager.

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Pano/Photo/Scene	Image output by the 360° camera, stitched together, presenting a full spherical view. We use the terms pano, photo, and scene interchangeably.
Destination Marketing Organization	DMOs are typically non-profit tax funded organizations dedicated to promoting and stimulating tourism, leisure and business travel, in a dedicated area. DMOs can represent cities, metropolitan areas, regions, and states within the U.S. DMOs are primarily funded by local hospitality/hotel/bed taxes and/or membership dues paid by their partners.
DMO Partners	These are the local businesses in a given area that DMOs represent and promote. DMOs are effectively marketing their destination in order to generate business for these partners, typically comprised of hotels, venues, attractions, restaurants, and retail. DMO partners are the “locations” that Creators capture while working on a DMO project.
Location Customer “Single Location(s)”	Locations that we work with independently as customers - they’re paying Threshold directly for capture and Platform access (e.g. the local urgent care clinic that subscribes to the Threshold platform and requests Threshold to capture).
Tagging Locations	A Creator is required to mark the Capture For (Customer) and Capture Type when capturing on a Threshold paid job. This data sends the content to the right Customer Dashboard and signals the Threshold payment system to pay the Creator.