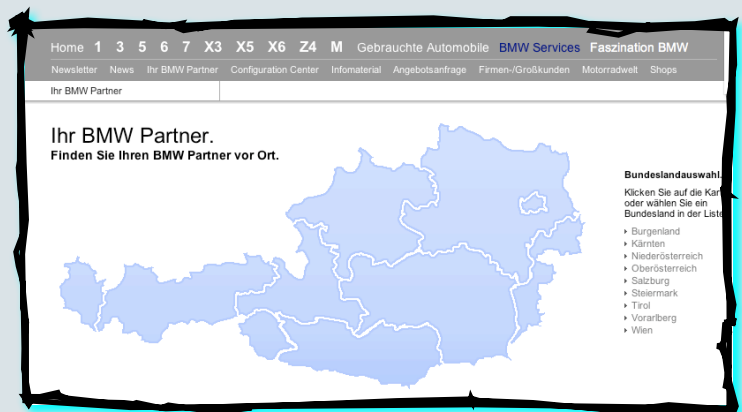## BMW Austria

With integration of **PinPoint** into their website BMW Austria improved the searching function for service partners on the website.

www.bmw.at

Adwerba an agency from Salzburg which specialized in sales promotion and advertising (www.adwerba.at) embedded the location finder in the menu „Ihr BMW Partner" (your BMW partner) of their website.

The company policy and the corporate design of BMW determined the general conditions for the realization.

✦ Font and size were attuned to the website.
✦ The icons and switching symbols in the list right of the map where deactivated.
✦ The conventional cluster-symbols were replaced by a schematic province scheme. The country-cluster-level was not required. As urban cluster-symbol a BMW logo is used.
✦ The map alternatives (satellite, hybrid, etc.) were deactivated, as they don't provide further information for the location search.


Evolution rather than Revolution

BMW Austria gently changed the site. Thus, visitors are not overwhelmed with new functions and structures. Regular visitors will find the information at the usual place.

In the menu "Your BMW partner" (Ihr BMW Partner) appears at first a graphic with a regional overview. When clicking on a state in the image or the list it will switch to the used Google map display mode and the corresponding state is perfectly centered and zoomed.

Nevertheless all other BMW dealers are on the map. A visitor can find also partner enterprises beyond a border and even has additional alternative locations to select from.

Visitors who are interested in particular in dealers who sell or repair passenger cars or motorbikes can select the corresponding category in the legend. Others are hidden.
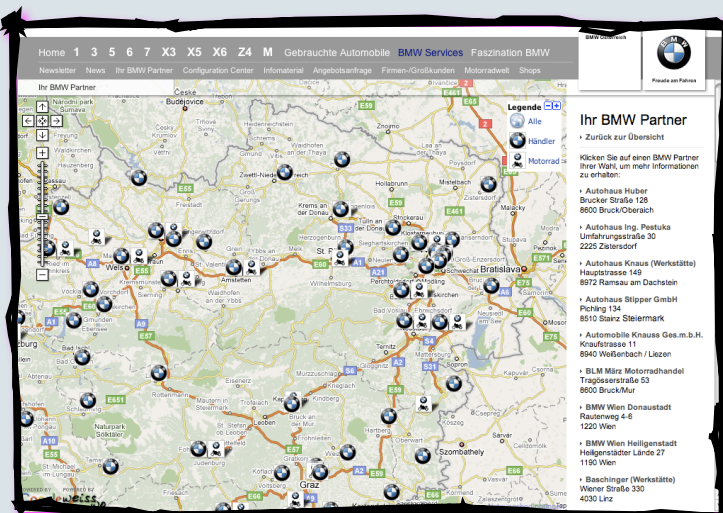
News Blog

In this forum www.weisswo.biz/ppblog-en, we announce new developments, which have been completed and tested by our developer team. They are now available and can be integrated.

Information Content of Pictures

Usually locations are selected primarily on the basis of geographical criteria. This is useful if all branches offer the same services. However, if branches offer distinct services, the distinguishing features are of interest and thus influence the choice of locations.

Site visitors often do not read extensive descriptions, so communicating some characteristics through pictures may help:

✦ Design/Appearance
  Show architecturally interesting buildings, exhibitions, etc., but also reference objects for which the formal appearance plays a role.
✦ Tourism
  Display landscapes that may influence the choice of the resort.
✦ Information content
  To read descriptions of complex objects is time-consuming. Optical criteria can be communicated best through pictures. They attract the attention of your readers and commit them to your website.

PinPoint offers the option to integrate images into the list instead of text, or make custom designs for item content.

„Lightbox"

In order that pictures can unfold their full effect, we integrated with „Lightbox" an automatic zoom function, which expands pictures to its original size. If there is more than one picture a slide-show is started. The user can also manually control the picture sequence.

Images and text can be mixed in the list. Kindly contact us for integration.

Read more...
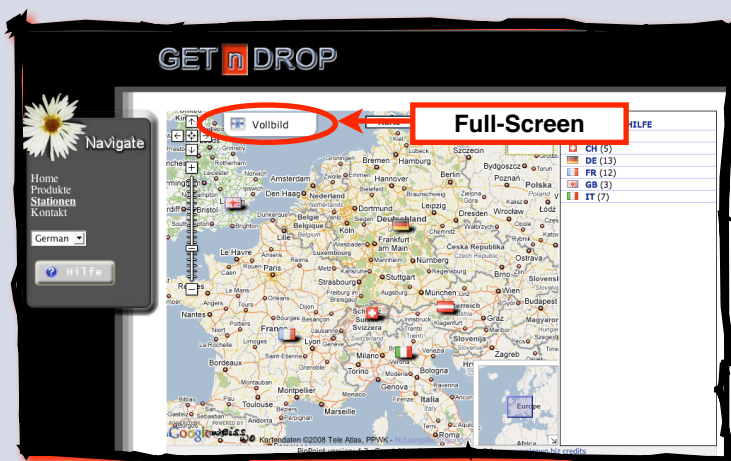
Proceed to Demonstration -->
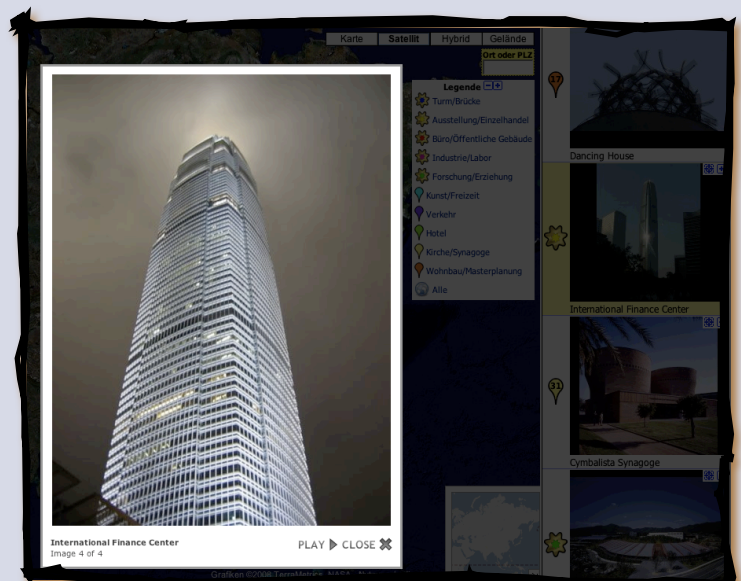
Information Cross-Linking

PinPoint allows you to integrate existing content of your website. Beside the various communication links it is from now on possible to embed existing sites, site-parts or forms that are not hosted by us as pop-up into the business card.

Read more ...

Proceed to demonstration ...

Full-Screen Mode

Older browsers and screens with poor resolution force designers to cut sites in the size so strong, that the sites cannot use the size of large screens on modern hardware browser configurations. This can be noticed particularly at the unused strips right.

The sense of orientation on a map rises with its size. A map is only of use if one is able to recognize connections and an overview apart from necessary details.

The full-screen mode by WEISSWO now creates relief. Regardless of the size limitation of a website, a visitor can enlarge the map to the maximum that his screen allows by pressing the button "Full-Screen".

Over the button „Standard-Screen" the map gets minimized to its standard size again. The full-screen function doesn't have any influence on the functionality of a website.
The function is integrated by the web administrator of a website. He also defines the framework and the menus, which always should be displayed.

Proceed to demonstration ...