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Macros

1 Introduction

What are Macros?
MapsAlive supports several macros that let you insert images, links, and other objects into the Text area of a hotspot’s content. The purpose of the macros is to make it easy to create richer text content without having to know HTML. Here are the macros and what you can do with them:

- **image-macro** – lets you display multiple images for one hotspot
- **linkto-macro** – lets you include a hyperlink to another map or data sheet in the tour
- **flash-macro** – lets you embed any kind of Flash media
- **iframe-macro** – lets you embed a web page within a hotspot’s content
- **tour-macro** – lets you embed another interactive tour within a hotspot’s content

Who this guide is for
This guide is for somewhat advanced users who want to be able to display richer content than is possible through the Hotspot Content screen user interface. You don’t need to be a programmer to use this feature, but you do need to be comfortable with the concept of a macro.

How to get more information or assistance
If you need more details, a better explanation, or just a little bit of hand-holding, we are here to help. Please email questions to support@mapsalive.com.

You can find other MapsAlive User Guides at http://www.mapsalive.com/LearningCenter.
2 Terminology

MapsAlive
MapsAlive is a web application that runs in your PC or Mac browser with a high-speed internet connection. There is no software to install and you are always using the latest version.

Tour Builder
The MapsAlive Tour Builder is where you create, edit, and publish interactive maps. When you login to your MapsAlive account you can use the Tour Builder to upload map images and photos, enter text, create hotspots, choose layouts, and set the appearance and behavior of your interactive maps.

Tour
A tour is one or more interactive maps and data sheets that are usually related to each other. Many tours might only have one map. Other tours, like a house tour, might have several floor plans together in one tour to let a prospective buyer explore the house. You publish your tour when you are ready for other people to use them.

Map
A map is a component of your tour that serves as a container for a single map image, the map’s hotspots and hotspot content. You upload a map image and add hotspots to the map using the Tour Builder.

Data sheet
A data sheet contains photos, text and other information related to your tour, but it has no map. A data sheet might be used to display introductory text, contact information, specifications, or similar non-interactive content.

Map Image
A map image can be any image such as a diagram, floor plan, geographic map, or even a photograph. You can think of it as a background layer beneath a layer of hotspots. You upload one map image for each map in your tour.

Hotspot
A hotspot is a location on an interactive map that shows content associated with that location when the mouse moves over it, off of it, or clicks it. The size, shape, and appearance of a hotspot are indicated by a marker.

Hotspot Content
Hotspot content is the information associated with a specific hotspot such as photos, text, and videos. When the mouse moves onto or clicks a hotspot, the content displays. A hotspot can also have an action associated with it.

Marker
A marker can be an image (like an arrow), a visible shape (like a rectangle or polygon), or an invisible shape, that marks the presence of a hotspot on a map. Each hotspot on a map has a marker associated with it. The marker can be unique to one hotspot or the marker can be used by several hotspots.

Tiled versus Popup Content
Tiled content means that your hotspot content displays alongside the map – both the content and the map display within the rectangular canvas area. Popup content is hotspot content that displays in a rectangular area that pops up on top of your map when you mouse over a hotspot on the map.

Canvas
Every tour has a canvas area that displays one map or data sheet. For maps with tiled content, the canvas area contains the map image and the hotspot content. For maps with popup content, the canvas area contains only the map image. For data sheets, the canvas area contains the photo and text for the data sheet.
Using Macros
You work with macros by typing them into the Text area on the Edit Hotspot Content screen. The Edit Hotspot Content screen contains a Media area and a Text area (except when using a layout that excludes one or the other).

You use the macros only in the Text area of your hotspot content.

To get to the Edit Hotspot Content screen in the Tour Builder follow these steps:

1. **Click All Tours** from any screen.
   This step displays the list of tours in your account.

2. **Click the tour name in the All Tours list.**
   This step takes you to the Tour Manager screen.

3. **Click the map name** in the Tour Navigator on the left for the map with the hotspot you want to modify. This step takes you to the Map screen.

4. **Click the hotspot name in the Tour Navigator.**
   This step takes you to the Edit Hotspot Content screen.

A description and the exact notation for using each macro is shown in the following sections.
3.1 image-macro

You can display multiple images for a hotspot with the image-macro. By design, the Edit Hotspot Content screen lets you upload one photo per hotspot, but if you want to display more than one image, you can embed them in the hotspot’s Text area. This gives you more flexibility when creating content for a hotspot, and is also useful if you are using a text-only layout, but have just one or two hotspots with images.

Images referenced by the image-macro must be part of your MapsAlive tour. You cannot reference images from another tour or from another server.

To use the image-macro, you must first add a hotspot for each image you want to reference in an image-macro. Upload one image for each of these hotspots, but do not place these hotspot markers on the map. Then you can reference the images you uploaded by hotspot id in the image-macro so they display in the Text area for the current hotspot. You reference a hotspot using the hotspot id found on the Edit Hotspot Content screen.

You can use images from hotspots on another map in your tour by specifying the map id along with the hotspot id. If you are going to use a number of images in this way you could create a separate MapsAlive map and add all these “placeholder” hotspots to that map, keeping them organized.

To use the image-macro, go to the Edit Hotspot Content screen and type the macro in the Text area. The format of the image-macro is:

```
[image-macro hotspot-id:hotspotId; map-id:mapId; width:imageWidth; height:imageHeight]
```

<table>
<thead>
<tr>
<th><strong>Parameter</strong></th>
<th><strong>Description</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>hotspot-id</td>
<td>The id of the hotspot whose image you want to include in this hotspot’s Text area.</td>
</tr>
<tr>
<td>map-id</td>
<td>The id of a map in the same tour that contains a hotspot with the image you want to include. This parameter is required if the image you are referencing is on another map. You do not need to specify this parameter if the image is associated with a hotspot on the same map.</td>
</tr>
<tr>
<td>width</td>
<td>Specifies how wide you want the image to display in pixels. This parameter is optional.</td>
</tr>
<tr>
<td>height</td>
<td>Specifies how high you want the image to display in pixels. This parameter is optional.</td>
</tr>
</tbody>
</table>

If you do not specify a size for your image, MapsAlive will display the image at its full size up to the space available in the hotspot’s Text area. You can restrict the size of the image by setting its width and height in the macro.
Example 1 - Displaying multiple images for a hotspot using the image-macro
This example shows how to display multiple images for a hotspot as shown below.

To create the content for this hotspot, each individual image was first uploaded to its own hotspot. In this case the hotspot ids for these four hotspots were B1, B2, B3, and B4. Then a new hotspot was created and the following image-macros were entered in the Text area on the Edit Hotspot Content screen:

\[
\text{[image-macro hotspot-id:B1; width:200]} \ [\text{image-macro hotspot-id:B2; width:200]} \\
\text{[image-macro hotspot-id:B3; width:200]} \ [\text{image-macro hotspot-id:B4; width:200]} \\
\]

Each image-macro references one of the images by hotspot-id. You can try this tour here: [http://samples.mapsalive.com/20036](http://samples.mapsalive.com/20036).

Example 2 - Displaying an image from another map in your tour using the image-macro
This example embeds a photo from the LivingRoom hotspot on the SecondFloor map into the current hotspot and set its size to 300 x 200:

\[
\text{[image-macro hotspot-id:LivingRoom; map-id:SecondFloor; width:300; height:200]} \\
\]

Example 3 - Displaying multiple images and video for a hotspot
You can display an image and a video for the same hotspot in a couple of different ways. If you only need to display one image and a video, you can upload the image on the Edit Hotspot Content screen in the usual way and then add the HTML code for the video to the Text area of the hotspot.

But what if you want to display multiple images and a video? Here you can use the image-macro to display the images and either use the flash-macro to display the video or paste the HTML code for the video into the Text area.
In this example, the two images were each uploaded to separate hotspots. Then the image-macro was used to display them together for this hotspot and the flash-macro was used to display the video. The macros in this hotspot’s Text area look like this:

[image-macro hotspot-id:S2; width:200]  [image-macro hotspot-id:S3; width:200]

[flash-macro src:http://www.youtube.com/v/7778-giONaE&amp;hl=en&amp;fs=1;width:300;height:210]

You can try this tour here: http://samples.mapsalive.com/20035/.

Note that you do not need to use the flash-macro to display the video. See section 3.3.
3.2 **linkto-macro**

You can include a hyperlink to another map in your tour within the Text area of a hotspot with the *linkto-macro*. This allows users to navigate to other maps in your tour from links in a hotspot’s content without using the built-in MapsAlive menu or a specific marker on your map.

To use the linkto-macro, go to the Edit Hotspot Content screen and type the macro in the Text area. The format of the linkto-macro is:

\[ \text{linkto-macro map-id:mapId; hotspot-id:hotspotId; link-text:linkText; tooltip:tooltipText} \]

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>map-Id</td>
<td>The id of the map in your tour that is the destination of the hyperlink.</td>
</tr>
<tr>
<td>hotspot-Id</td>
<td>The id of the hotspot on the new map you want to be selected when the viewer clicks the hyperlink to go to another map.</td>
</tr>
<tr>
<td>link-text</td>
<td>The text string that you want to display as a hyperlink. This parameter is optional and if it is not specified, the link text defaults to the map name (for example, Map 1 or First Floor).</td>
</tr>
<tr>
<td>tooltip</td>
<td>A text string that you want to display as a tooltip when the viewer mouses over the map link. This parameter is optional.</td>
</tr>
</tbody>
</table>

**Example**

This example will display *Click to get directions* in the hotspot’s Text area. When the link is clicked, the Directions map in the tour will be displayed and the Destination hotspot will be selected:

\[ \text{linkto-macro link-text:Click to get directions; hotspot-id:Destination; map-id:Directions} \]
3.3 **flash-macro**

You can embed a Flash video or other Flash content in the Text area for a hotspot with the *flash-macro*. A Flash video or swf movie embedded in a hotspot's content displays when the mouse moves over that marker on the map.

*Note that in general it is better and easier to insert Flash into the media area of a hotspot by choosing Multimedia instead of Photo from the Media dropdown, but if you need the Flash content to appear in the Text area, you can use the flash-macro.*

Use the flash-macro if you know the url, width and height of your Flash video. If you have the HTML embed code provided by many video hosting sites such as YouTube, you can use the Multimedia field on the Edit Hotspot Content screen to paste that code directly without using the flash-macro. See *How do I add video to a hotspot?* in the FAQ for more information.

*Your flash video must already be hosted on a server somewhere such as YouTube, or on your own server. You cannot upload a flash movie directly to MapsAlive.*

To use the flash-macro, go to the Edit Hotspot Content screen and type the macro in the Text area. The format of the flash-macro is:

```
[flash-macro src:URL; width:videoWidth; height:videoHeight]
```

<table>
<thead>
<tr>
<th><strong>Parameter</strong></th>
<th><strong>Description</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><code>src</code></td>
<td>The url that describes the location of your flash video. Remember that your video or movie must be hosted on a server.</td>
</tr>
<tr>
<td><code>width</code></td>
<td>The width of your flash video or swf movie.</td>
</tr>
<tr>
<td><code>height</code></td>
<td>The height of your flash video or swf movie.</td>
</tr>
</tbody>
</table>

All of the parameters are required. If your video is hosted on YouTube you can get the url, width, and height by looking for the Embed field next to the video. You can copy the url, width, and height directly from the object tag. Other video hosting sites have similar fields.

**Example**

This example embeds our floor plan demo video into a hotspot's content:

```
[flash-macro src:http://videos.mapsalive.com/floorplan/FloorPlanDemo.swf;width:640;height:400]
```
3.4 iframe-macro

You can display any HTML document or web page for a hotspot with the `iframe-macro`. Some of the ways to use this macro include displaying a web page that accesses data from your database, or displaying web pages or content that update frequently.

*Note that in general it is better and easier to insert an Iframe into the media area of a hotspot by choosing Multimedia instead of Photo from the Media dropdown, but if you need the Iframe to appear in the Text area, you can use the iframe-macro.*

To use the iframe-macro, go to the Edit Hotspot Content screen and type the macro in the Text area. The format of the iframe-macro is:

```
[iframe-macro src:URL; width:iframeWidth; height:iframeHeight]
```

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>src</code></td>
<td>The url that describes the location of the HTML document or web page you want to embed.</td>
</tr>
<tr>
<td><code>width</code></td>
<td>The width of the iframe in pixels</td>
</tr>
<tr>
<td><code>height</code></td>
<td>The height of the iframe in pixels</td>
</tr>
</tbody>
</table>

All of the parameters are required. Be sure to specify a width and height sufficient to contain the content in the iframe. If the size is too small, your content will be clipped. The iframe-macro can be used to display another interactive MapsAlive tour for a hotspot, but if the tour is in the same user account you can use the simpler tour-macro instead.
Example – embedding Google maps into hotspot’s content

This example shows how you can use the iframe-macro to embed any web page into a hotspot’s content. The first example shows the Google maps web page as the hotspot’s content:

The macro used to display this page looks like this:

[iframe-macro src:http://maps.google.com/maps;width:528;height:465]

This hotspot in the same tour displays a Google map showing an actual search location. The code for this is provided on the Google map page and was pasted into the iframe-macro.

The macro in this hotspot’s Text area looks like this, where the URL was copied directly from the Google map page and has many parameters to position the map as shown:
Note that for a complex URL like the previous example (or any page that provides the exact code), it is better and easier to copy the entire HTML <iframe> embed code provided and insert it into the media area of a hotspot by choosing Multimedia instead of Photo from the Media dropdown. This would look like this:

<iframe width="510" height="465" frameborder="0" scrolling="no" marginheight="0" marginwidth="0"
src="http://maps.google.com/maps?f=q&amp;source=s_q&amp;hl=en&amp;geocode=&amp;q=burlington,+vt&amp;sll=37.0625,-95.677068&amp;sspn=47.033113,62.402344&amp;ie=UTF8&amp;hq=&amp;hnear=Burlington,+Chittenden,+Vermont&amp;z=12&amp;ll=44.475882,-73.212072&amp;output=embed"></iframe>

You can try the Google map example here: http://samples.mapalive.com/20034/.
3.5  **tour-macro**

You can display another interactive MapsAlive tour for a hotspot using the *tour-macro*. The tour-macro makes it easy to embed a tour within a tour when you know the tour number and the tour is in the same MapsAlive account as the tour using the macro. If the tour you want to display is hosted somewhere other than the MapsAlive server, you can use the `src` parameter to specify the tour's url.

If you want to display a tour that is not part of your MapsAlive account, use the *iframe-macro*.

To use the tour-macro, go to the Edit Hotspot Content screen and type the macro in the Text area. The format of the tour-macro is:

```
[tour-macro tour:tourNumber; src:URL]
```

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>tour</em></td>
<td>The number of the tour in your account. A tour’s number is shown on the Tour Manager screen.</td>
</tr>
<tr>
<td><em>src</em></td>
<td>This parameter is optional. If the parameter is specified, MapsAlive looks for the tour at the location specified by <em>src</em>. If the parameter is not specified, MapsAlive looks in <a href="http://tour.mapsalive.com">http://tour.mapsalive.com</a> for a tour having the number specified by the <em>tour</em> parameter.</td>
</tr>
</tbody>
</table>

MapsAlive uses the dimensions of the tour specified by the *tour* parameter to set the size of the tour displayed in the content.

**Example 1**

This example results in tour number 2851 displaying within the Text area of the current hotspot:

```
[tour-macro tour:2851]
```

**Example 2**

This example results in tour number 2902 displaying within the Text area of the current hotspot. In this case tour 2902 is hosted at www.myserver.com:

```
[tour-macro tour:2902;src:http://www.myserver.com/2902]
```

**Example 3**

In this example, you can move your mouse over the house markers on the Vermont map and display an interactive floor plan for each house.
The code used to display the interactive floor plan looks like this:

```
[tour-macro tour:20037]
```

You can try this tour at: [http://samples.mapsalive.com/20037](http://samples.mapsalive.com/20037).