

Press release: 360° high resolution livecam

Lustdorf, 11 June 2004

We are announcing the launch of our new product: a high resolution 360° livecam for the internet. The Roundshot Livecam is a completely configured system consisting of:

- A professional digital 360° camera with 70 megapixels
- A water- and weatherproof case withstanding the harshest climatic conditions
- A fully-fledged server with data storage, data bases, web server for website management and webhosting
- Comprehensive livecam software (open source) with new, interesting features

The introduction price of the Livecam system is CHF 9,600.

What makes the Roundshot Livecam different from existing models? Conventional livecams are not attractive because their technology is based on video-streaming with very limited resolution and image angle. Also, current livecams offer a live image only without storing the images in a data base, have very limited zooming possibilities and offer no additional software.

Our Livecam is different: we use a high resolution digital camera designed for professional photography and a slit-scan technology, allowing seamless panoramas of up to 360°. Thanks to the high resolution a very high zoom factor of up to 20 x is possible. From professional photography we went a few steps further and created an attractive livecam internet portal with

- Rotating, up-to-date internet panoramas
- Individual greeting text and time indications
- Fully-fledged data base for web and high resolution panoramas
- Movie tool for the individual creation of film sequences (for a day, a month, a year)
- Animated 360° e-card for sending electronic greetings around the world

This is the world's first professional digital 360° camera system operating as a livecam.

The Livecam system has far-reaching applications, most importantly tourism (winter/summer resorts), weather stations (meteo), corporate websites (marketing), airports and air fields, sport clubs (for example sailing), construction sites (i.e. for showing construction progress in time elapse) and private residences.

The Roundshot Livecam is a completely configured system for easy "plug & play" installation. File sizes can be scaled upwards or downwards depending on available bandwidth. Proposed settings are 4 MB for a full resolution panorama and 100 KB for an internet panorama. However, the camera can shoot 360° panoramas of up to 80 MB already today. Because we offer the software open-source, the Livecam portal can be easily embedded in existing websites or can be further developed to include customised software. Thanks to fully automated control routines little maintenance is required.

We are excited about this innovation and are looking forward to seeing the Roundshot Livecam in action.

Seitz Phototechnik AG has a 50-year track record and is the market leader in 360° panoramic equipments with a focus on the high-end professional segment. Also, we are the engineering and production partner of ALPA of Switzerland, one of the most prestigious medium format cameras of the world. We produce all cameras from solid blocks of metal with the most modern CNC equipment. 8 employees work in our factories in Switzerland and Slovakia.

Useful links:

Roundshot homepage:

<http://www.roundshot.ch>

Currently active Livecams:

Gymnasium Bäumlhof, Basel

<http://weather.gymb.unibas.ch>

Schweizer Landesmuseum, musée suisse, Zürich

<http://www.musee-suisse.ch/livecam>

Seitz Phototechnik AG, Lustdorf

http://www.roundshot.ch/xml_1/internet/de/application/f448.cfm

Product information Roundshot Livecam:

http://www.roundshot.ch/xml_1/internet/de/application/d438/f641.cfm

About Seitz Phototechnik AG:

http://www.roundshot.ch/xml_1/internet/de/application/d583/f584.cfm