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Seitz D3 Digital Scan Back – 160 Million Pixels In One Second – Generation 2

Lustdorf / Switzerland – 21 September 2008. Swiss company Seitz Phototechnik AG announces the introduction of the 2nd generation of digital scan backs. The Seitz technology allows creating lively digital images ranging from medium format, 6x17 panoramas to 360° panoramas. For example, a 160 million pixel 6x17 panorama takes one second, while a 360° digital 470 million pixel panorama (with 80mm lens) is captured in approximately 3 seconds. This means: high resolution images full of speed, motion and life!

Very good is not good enough. Based on customer feedback of the first generation digital scan back cameras Seitz has invested significant resources to improve an already excellent base. The technical upgrades include an updated sensor design, a new sophisticated sensor adjustment method, an electronic shutter within the digital back for on-the-fly calibration, new ultra-thin optical filters and new shielding within the back.

These technical improvements translate into a wealth of advantages for the photographer: overall improved image quality, higher ISO/ASA values, longer exposure times (up to 10 seconds, ideal for night exposures with low light), improved edge-to-edge sharpness and reduced noise even for dark lighting conditions.

But Seitz has not only been innovating on the hardware front, the company has also extended the capabilities of its Seitz Roundshot D3 capture software significantly. The new super-fast Seitz D3 raw conversion (demosaiicing) algorithm was reengineered to allow a maximum reduction of digital artefacts. As raw data file format Seitz opted for the open DNG definition which means that saved raw images can not only be converted in the proprietary Seitz Roundshot D3 software, but now also in Adobe Camera Raw (Photoshop) and in Lightroom. As a new feature standard USB GPS devices can be connected with the controller PC and allows the software to automatically read GPS coordinates and write them into the image metadata. For additional useability and convenience the Seitz Roundshot D3 software is now available in 7 languages: English, German, French, Italian, Spanish, Japanese and Simplified Chinese.

The Seitz D3 digital scan back can be used with the new Seitz 6x17 Digital and the Roundshot D3 360° panorama cameras. The sensor cassette is interchangeable between the two cameras and therefore allows a great flexibility of use.

The new Seitz D3 digital scan back – generation 2 – is available now. Seitz will start deliveries of the first series of Seitz 6x17 Digital and second series of Roundshot D3 cameras right after Photokina in October 2008. The Seitz D3 scan back is priced at 36'000 Swiss Francs (22'900 Euro). Both the Seitz 6x17 Digital and the Roundshot D3 panorama camera are available as a mobile version (including a tablet PC) and as a studio version. The Seitz 6x17 Digital (studio version) including the Seitz D3 scan back costs 42'300 Swiss Francs (25'400 Euro) The price of the Roundshot D3 panorama camera (studio version) with Seitz D3 scan back is 43'700 Swiss Francs (26'200 Euro).

Get more information, including Photokina news, downloads of printable images and more product specifications:

<http://www.roundshot.ch>