

# PANONO

YOUR INTEGRATED SOLUTION FOR  
PROFESSIONAL 360° PHOTOGRAPHY

PANORAMAS IN 108 MP

## FACT SHEET

THIS IS PANONO

"BEST FOR 360°  
PHOTOGRAPHY"

THE WALL STREET JOURNAL

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## AT A GLANCE

Panono is your integrated solution for professional 360° photography. The Panono Camera is a ball-shaped, high-resolution 360° camera. It is equipped with 36 individual cameras that trigger simultaneously to capture everything in every direction in a single shot and deliver full-spherical images. With a total resolution of 108 megapixels, the Panono is the highest resolution 360° camera on the market. Panono also provides a cloud-based service for fully automated stitching, hosting, and further applications for 360° images.

## HOW IT WORKS

### 1. Download the image files

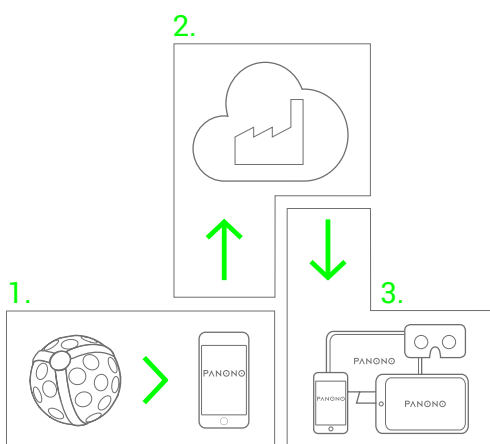
One click – 36 images. The 36 individual cameras simultaneously take a picture. The 36 individual images are stored in the internal camera memory. Via WLAN you can view the images directly on your mobile device and download image data from the camera.

### 2. Upload to the cloud and stitching

Through your smartphone, tablet or via USB you can upload the image data into your personal Panono cloud account. The single images are automatically put together within a few minutes (stitching).

### 3. View, share and use panoramas

The completed panoramas are stored via a separate URL. Through the Panono app or the browser, they can be viewed, managed, downloaded and embedded into a website or shared through social media with just a few clicks.

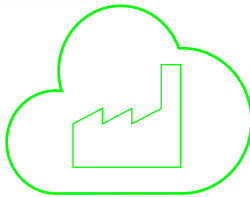


# THE PANONO CAMERA

TOTAL RESOLUTION	108 MP
OUTPUT SIZE	16K x 8K Equirectangular
CAMERAS	36 fixed-focus cameras
FOCAL LENGTH	3.26 mm
STORAGE CAPACITY	16 GB (400-600 panoramas)
CONNECTION	WIFI, USB
PANONO APP	App (iOS 8.0+ & Android 4.2+)
CHARGING	USB
SETTINGS (SELECTION)	Manual & Auto Exposure (1/4000s-2s), Manual & Auto ISO (100-1600), White Balance (3000K-8000K), HDR, Anti Shake, Theft Protect, Rotation Speed Limit, Geolocation
DIMENSIONS	~4.3 inches (11 cm) Ø, ~1.1 pounds (480 g)
PRICE	\$ 1,499.00 USD



## THE PLATFORM [www.panono.com/explore](http://www.panono.com/explore)



Panono provides a cloud-based and fully automated stitching within minutes. All images are hosted by Panono and are automatically provided via Panono's 360° viewer software. They can be easily accessed through any web browser, embedded in external websites, or shared in social media.

All panoramas can be downloaded as high-resolution JPGs (16K x 8K Equirectangular) for VR application or analog use.

**EXTRAS:** Cloud upload of already stitched Equirectangulars, Hotspot Editor (Adding information to your images, turning elements of your images into weblinks)



## THE APP [iOS 8.0+ und Android 4.2+](#)

The Panono mobile app is your remote control for the Panono Camera. It allows you to define camera settings.

Panoramas can be explored by moving the mobile device in all directions.

## THE ACCESSORIES

- PANONO STICK** \$ 44.90 USD  
for offhand shots & 360° selfies  
Length: 16.10" (40.9 cm)  
Material: black anodized aluminium

- PANONO CASE** € 29,90  
schützt die Kamera vor Kratzern & Staub  
Durchmesser: 12 cm  
Material: EVA-Schaumstoff mit Lycrahülle

- PANONO MESSENGER BAG** \$ 99.90 USD  
provides space for camera & all accessories  
Size: approx. 14.2" x 11.0" x 4.7" (36 x 28 x 12 cm)  
Material: Polyester, black

- PANONO ADAPTER** \$ 34.90 USD  
enables camera use on a tripod  
Height: 6.69" (11.9 cm)  
Material: black anodized aluminium





Qian Qin, co-founder and CTO  
Jonas Pfeil, founder, CEO and creator of the Panono Camera  
Björn Bollensdorff, co-founder

#### A SELECTION OF OUR PARTNERS



## ABOUT PANONO

The Panono GmbH produces and develops trendsetting digital camera technology, as well as smartphone- and tablet applications for panoramic content. The company's first product, the Panono Camera, is the highest resolution 360° camera on the market. Additionally, Panono offers a software solution for automated cloud-based panorama-stitching and hosting of 360° content through its own panorama platform.

The Panono GmbH was founded in 2012 by Jonas Pfeil, Björn Bollensdorff and Qian Qin and is currently based in the center of Berlin, Germany.

## COMPANY HISTORY

- 2011 Jonas Pfeil publishes his diploma thesis  
*Throwable Camera Array for Capturing Spherical Panoramas*
- 2012 Panono GmbH is founded through the TU Center for Entrepreneurship
- 2013 The first Panono Camera prototype is presented
- 2014 Crowdfunding Campaign in Indiegogo (\$ 1,25 Mio USD)
- 2015 Crowdfunding Campaign on Companisto (€ 1,6 Mio EUR)
- 09 | 2015 The Panono Explorer Edition is launched