PANONO TO INTRODUCE INNOVATIONS IN 360° PHOTOGRAPHY AT IFA 2016

CAMERA & PANORAMA PLATFORM EXPAND OPTIONS FOR PROFESSIONAL APPLICATIONS

Berlin, August 23, 2016 – At this year's IFA, Panono will introduce and demonstrate new software features that once again take 360° photography to a new level. As the highest resolution 360° camera on the market, the Panono ball camera and stitching solution now enable expanded options for professional 360° photo applications, such as being able to add clickable elements to panoramic shots.

ADVANCED STITCHING AND HOSTING SOLUTION

Since its market debut in September 2015, Panono has continuously improved its image and stitching quality. One of the most promising new features to be introduced at IFA is Panono's hotspot editor, which allows users to add text, web links and other clickable elements to their panorama shots. According to Panono Head of Marketing Julie Spielmann, "The hotspot editor introduces new ways to apply Panono 360°-technology to e-commerce. Imagine a 360° photo of a well-designed store where all the products on display in a single shot are clickable and lead the user to an online store. Our hotspot editor means you can connect your offline and online customer experiences."

Panono's new hotspot editor has already been utilized by Volkswagen for a ticket lottery in the run-up to Germany's national DFB Cup final and is being further developed as a tool for creating virtual tours for the real estate and tourism sectors.

Panono's advanced stitching solution increases flexibility in the editing of already stitched panorama shots; after downloading images as equirectangular JPG files, users can now do image editing autonomously before uploading the edited panorama into the Panono cloud.

PANONO

NEW DATA-TRANSFER CAPABILITY AND HDR

It is now possible to transfer unstitched panorama files (UPFs) from the Panono 360° Camera to an external device via USB. "Now the user can choose between the regular data transfer through Wifi and transfer via USB," explains Jonas Pfeil, Panono founder and CEO. "This is extremely helpful when shooting in areas with network overload, on large scale events, or to backup data from the camera during periods without an internet connection."
Panono recently added High Dynamic Range (HDR), complemented by an anti-shake mode to increase the ball camera's capabilities and make its usage even more flexible.

WHAT TO FIND AT PANONO'S IFA BOOTH

Panono's IFA booth is located at TecWatch at Hall11.1/27. Visitors can learn about the latest features, explore use cases on tablets and VR devices, and take a rental camera unit for a personal trial.
On Saturday, Sep 3, 2016 at 10:30 a.m., Panono founder Jonas Pfeil will speak about 360° photography beyond trends and hypes at the IFA TecWatch Forum.

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.

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