

image: Roundshot Livecam Zurich Tourismus / Switzerland (<http://zuerichtourismus.roundshot.com>)



# Roundshot Livecam

The world champion of webcams.

- Crystal-clear high definition 360° panoramas - up to 66 million pixels!
- High quality build - smart, tough and reliable hardware for all weather conditions from tropical climates to the North Pole
- Multi-media image platform: html5/html4, smartphone + tablet apps, screen-saver program, network + tv broadcast, CMS with many design options
- More than a webcam: your digital marketing platform
- Unlimited applications for the travel + hospitality industry, weather observation, corporate marketing and construction businesses

**roundshot**  
fast 360 degree panoramic equipment



# Hardware: smart, tough, reliable

**INTEGRATED COMPUTER**  
Embedded Linux computer for solid reliability, flexible SD card image storage

**360° SCANNING CAMERA + LENS**  
High resolution 360° scanning camera - up to 66 million pixels single images - taken every 10 minutes. Professional 18-55mm Canon lens

**FULL-HD VIDEO CAMERA (OPTIONAL)**  
Full-HD video camera enabling high quality video recordings with optional live video streaming (local network).

**MOTORS + MAST SOCKET**  
Powerful yet silent motor drives for horizontal and vertical (tilt) movement; mast socket for easy installation and DSL/power connection



**CONNECTIVITY OPTIONS**  
Ethernet (network/DSL), 100 Mbps wi-fi, cellular 3G/4G card with antenna for remote locations

**CLIMATE CONTROL**  
Weatherproof case with built-in heating and cooling system to withstand toughest climatic conditions

**WEATHER DATA SENSORS**  
built-in sensors for external temperature, humidity and barometric pressure

**REMOTE CONTROL**  
remote access (VPN) for remote configuration of all camera parameters (zoom setting, focusing, aperture control etc.) and maintenance

image: Roundshot Livecam Glacier 3000 / Switzerland (<http://glacier3000.roundshot.com>)

## Amazing image quality

Show your location in its full beauty - in ultra high definition photographic quality of up to 66 million pixels!

The Roundshot Livecam is equipped with an image scanning and processing technology that allows amazing detail and vivid colours and plays in the league of today's modern imaging technology.



Thanks to its 9 f-stop dynamic range the camera captures fine detail in highlights as well as in shadows which is very important for panorama images.

Unlike other webcams, its lens focuses close to infinity. This is why droplets on the window are not an issue and images are clear even on rainy days.

During winter time, the integrated heating unit melts off ice and snow very effectively.

Thanks to its new lens control with focal adjustment and vertical tilt the scenery can be framed very flexibly.

Remote lens focusing and aperture control allow enhanced sharpness and improved exposure quality in low light situations.

## Flexible service plans

Our Roundshot web service is much more than just webhosting of images. Our service is linked to the purchase of a Livecam and provides a wealth of functionalities and support features. Choose from two options depending on your needs and budget:

	Economy	Full
Image FTP + webhosting	✓ 1 GB	✓ 100 GB
html5 + html4 (fallback) websites, CMS	✓	✓
Remote maintenance (8am-6pm)	✓ Mo-Fr	✓ Mo-Su
Customer-branded start-up logo		✓
Customer-branded smartphone + tablet app		✓
Customer-branded screensaver software		✓
Partner websites (instances)		✓
Weather module		✓



# More than a webcam: your digital marketing platform

## DRIVE TRAFFIC, NEW LEADS & BRAND PROMOTION

Livecam panoramas give your website that special "WOW" effect and are a true magnet for website traffic.

Show the beauty of your location to the world and attract new website visitors, traffic and customers!

Make people dream!



"What a unique experience! I feel immersed in the landscape!"

"The Livecam has revolutionised the way we talk to our customers. It makes a very clear and bold statement!"

"Starting from installation day, this technology has created a boost in visits and in positive feedback!"

Through our partner sharing program we make the feed of Livecam images available for selected partners such as webcam portals and tv channels (weather news).

The idea? Create additional distribution channels + promotion for those customers wanting to accelerate their brand promotion.



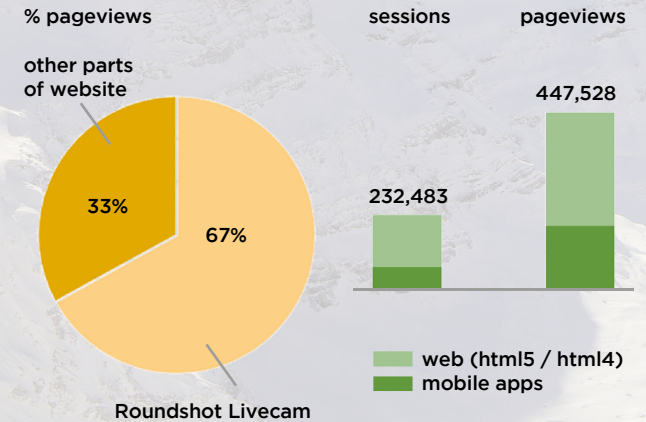
## TRACK RESULTS THROUGH ROBUST ANALYTICS

EXAMPLE: LARGE EUROPEAN ALPINE RESORT traffic Roundshot Livecam month of January

Approximately two thirds of overall resort traffic is directed towards the Roundshot Livecams in the peak month of January.

This traffic can be accurately tracked using established google analytics metrics.

Source: google analytics (roundshot.com)



## Multi-media image display



### HTML5 (WEB)

full-screen image display, customer details with copyright, zoom, compass, language, map, archive, best shots, timelapse, weather forecast, hot spots, screensaver + app links, social media links, ticker text, navigation + control box



### HTML4 (MOBILE)

automatic redirection to fallback (html4) website with limited features when opening URL in browser of smart phones or tablets



### APPS

Roundshot Livecam app to promote customer Livecams + Roundshot Livecam Global app to promote network of Livecams globally



### SCREENSAVER

Customer-branded + roundshot-branded software designed as promotion tool



### NETWORK

Customer-branded + roundshot-branded software to broadcast Livecam images across a network of screens (digital signage) or as television content



### CMS

Content-management system for full customisation of html5 website (look & feel: colours, transparencies), image data base, share/embedding codes, user management



## References & applications

- travel industry:  
ski resorts, hotels, restaurants
- destination marketing:  
tourism associations, cities, villages
- universities, schools + museums
- hospitals
- weather channels
- airports
- harbours
- construction sites

Visit our Livecam reference website at [www.roundshot.com](http://www.roundshot.com) to explore the fascinating world of Roundshot around the world.

Or download the Roundshot Livecam Global app to travel to your favourite destination on your smart phone or tablet with a few clicks and swipes.



ROUNDSHOT LIVECAM GLOBAL

image: Roundshot Livecam Bürgenstock Resort / Switzerland (<http://buergenstock.roundshot.com>)

## The Livecam advantage

- Two camera technologies in one system: 360° image + video
- Unique image quality - like no other webcam in the market!
- Proven reliability and longevity of product combined with a professional service
- Multi-media image distribution - viewable on all platforms and social media
- Complete CMS backend software to customise + enhance the user experience
- A powerful e-marketing tool to drive traffic, new leads + brand promotion
- Attractive hardware price + service plans for all budgets
- «made in Switzerland» with finest materials

SEITZ PHOTOTECHNIK AG  
Hauptstr. 14, 8512 Lustdorf, Switzerland  
[info@roundshot.com](mailto:info@roundshot.com)  
[www.roundshot.com](http://www.roundshot.com)  
skype: roundshot  
ph. +41 52 369 68 00

