

Press contact: Mr. Urs Krebs +41 52 369 68 01 [u.krebs@roundshot.com](mailto:u.krebs@roundshot.com)

**Introducing the Roundshot Livecam generation 3 – the first 360° webcam combining still photography with video allowing up to 66 million pixel photographic resolution.**

5 *Lustdorf / Switzerland – 20 September 2016.* Swiss company Seitz Phototechnik AG introduces its new Roundshot Livecam generation 3, a 360° webcam based on a RGB scanning camera allowing ultimate resolution with optional full-HD video camera. Both cameras are optimised for their individual tasks.

10 A unique feature of this new webcam system is the possibility to create high resolution panoramic images of up to 66 million pixels every 10 minutes while capturing full-HD video sequences in between. This combination of stills and video opens new possibilities, capturing rich photographic detail and motion.

15 The Livecam scanning camera has received a complete makeover and now includes an 18-55mm Canon zoom lens which can be controlled remotely. This enables flexible adjustment of focal, focus, aperture and vertical tilt automatically by profiles or by remote access.

Another novelty is the integration of a mini-computer with embedded Linux OS directly in the camera with image storage on SD card, optional wifi and optional cellular 3G/4G network module.

20 These features combined make the Roundshot Livecam easy to install. All that is required is a mast, power and internet connection – once the camera is connected it can be configured and activated remotely.

25 Thanks to its high reliability the Livecam produces a continuous flow of images. These panoramas are valuable content and represent true digital assets. They can be viewed on the web (html5 or html4), through customer and Roundshot apps, screensaver programs or by television broadcast. Since the Livecam images have print quality, they are often used in corporate publications and for promotional prints. Customers have the choice between two flexible service plans combining webhosting, a wide range of software tools and a professional 7/7 remote maintenance service.

30 Typical Livecam customers include the travel industry – ski resorts, hotels and restaurants – and destination marketing for tourism associations, cities and villages. Livecam customers witness an almost immediate and significant boost of website traffic, creating new leads and accelerating brand promotion. Besides, a growing number of universities, schools, museums, hospitals, weather channels, airports, harbours and construction sites adopt the Livecam product for their diversified digital needs ranging from research + education, corporate marketing, weather observation, security and project documentation in time-lapse.

35 With a new starting price of EUR 6,350 for the 360° still webcam, Roundshot reaches a new, more price-conscious market segment. Service plans are available at a monthly cost of EUR 70 to EUR 140 and include a wide variety of attractive features.

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For more information and product images visit the product website of the Roundshot Livecam:

[http://www.roundshot.com/xml\\_1/internet/en/application/d77/d89/f90.cfm](http://www.roundshot.com/xml_1/internet/en/application/d77/d89/f90.cfm)

High resolution product images are available for download at:

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[http://www.roundshot.com/xml\\_1/internet/en/application/d137/d238/f239.cfm](http://www.roundshot.com/xml_1/internet/en/application/d137/d238/f239.cfm)

Visit the first Roundshot Livecam generation 3 installation in Meiringen / Switzerland:

<http://alpentower.roundshot.com/>

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