

Made by Seitz, Lustdorf, Switzerland

State-of-the-art Roundshot cameras - images in outstanding quality - every camera a handmade precision instrument that is unique! The Seitz company in Lustdorf enjoys a world-class reputation in the colourful field of panoramic photography.



The proud team of Seitz Phototechnik AG attending an international trade show.

A small, sleepy village just above Frauenfeld right in the middle of nowhere. A few houses, some stables and farms surround the internationally renowned high-tech company Seitz Phototechnik AG – a global player when it comes to Roundshot cameras and panorama photography.

Everything began in Tuscany

1955, a family holiday in Tuscany. Father Hermann Seitz, camera technician by trade, took pictures for the family album. But he wasn't quite happy with the results. If only he

could show to family and friends the landscape and the people in the exact way they were in reality. His thoughts focused on a camera that spins. Back home Hermann Seitz got to work and built and designed the first Seitz panorama camera with 8mm film. The concept was based on a motor, a rotating camera head with film and exchangeable lenses. His first customers were photographers. Hermann Seitz was a visionary and an ingenious technician. The passion for engineering was his life-long companion.

He founded his company in Wallisellen near Zurich and converted his hobby into a business. The company later moved to Brütisellen and acquired a strong reputation for special cameras designed to inspect pipelines and drainage tubes. A multitude of technologically advanced concepts for the panorama and medium format markets were developed, propelling the company into market leadership and prosperity. In 1984, the company moved to Eastern Switzerland. The new factory in Lustdorf offered ideal premises and space for growth.



Seitz Roundshot Livecams

Roundshot Livecams revolutionise the way how a tourist resort, a town, a city or a company presents itself on the internet. The website roundshot.ch contains an up-to-date list of Seitz Livecam installations around the world – also on the Swiss Jungfrauoch.



Times Square New York – captured with the Roundshot D3 camera.

In second generation

At the wake of digital technology, the specialised company was facing a tremendous challenge, since it also had to deal with an increasingly intense competition. In the meantime, the second generation was managing the company, with Peter Seitz (Head of Design and Production) and Werner Seitz (Head of Technical Engineering) now being in charge. Thanks to innovation, creativity, highest quality standards and unique technical precision the Seitz brothers successfully mastered the transition into the digital age.

Today, all Seitz cameras are manufactured from solid blocks of aluminium respecting tolerances of no more than 1/100 mm. The cameras are hand-

assembled and go through careful testing procedures. High-tech electronics and software are added to the mechanical components – elements which Seitz Phototechnik develops together with external partners.

New standards and records

Today, the company builds a full spectrum of photography solutions, from simple stitching products to webcams and sophisticated panorama cameras at the top end of the market. Customers can choose among a full range of panorama equipment. Individual cameras are diverse and conceived for specific applications.

But nevertheless these cameras have a common denominator: they set new standards and records! Seitz Roundshot cameras are unique in the marketplace. They are outstanding in capture speed and resolution, allow maximum ease-of-use and productivity, leading to sensational images. In this respect Urs Krebs, Head of Marketing, Sales + Finance, says: “In regards to precision, our industry moves close to insanity. We accept this as a challenge. It pushes us to always be a step ahead of our competition.”

Peter Mesmer ■