Panomax, a company from Austria, is taking this opportunity and has created a brand new way to approach the topic of webcams.

In comparison: The best Webcam available on cruise ships at the moment is HD-ready with 1.280 x 720 pixel. This results in a one megapixel picture. Panomax delivers pictures with a resolution of 63.500 x 7.500 pixels. Those photos have a resolution of 470 megapixel and on top of that are 360°!

The high quality and superior color of this brand new technology developed by Panomax creates a whole new user experience: EMOTIONS

• Panomax allows LIVE interactivity within the photo: Turn, rotate, zoom, search the history, etc.
• The easy to use Panomax Player is user friendly
• The Panomax Player is compatible with all existing browsers (PC, Tablet, mobile,..) and all of that without having to install any extra software

But what is the USP of Panomax? Guests turn into sales partners!

For many years webcams have been an essential communication tool for the tourism industry. They are a common feature on websites and cause significant increases in the website’s visitors. At the same time the term “webcam” became synonymous with being a small picture with bad resolution. Up until now webcams have only been a way to show a live picture of a region, but they didn’t really add value to the design of the website.

Panomax offers more than just photos in an online archive:
• An Online Printshop on board or the opportunity for orders to be shipped directly to your guest’s home
• Screen saver for Mac and WIN to automatically see live photos
• Automatic time lapse videos of a whole trip
• Possibility to use on facebook and twitter
• Automatic blurring of faces to protect privacy
• Online-webserver onboard to present the pictures directly to guests onboard whilst saving data volume
• With smart data management Panomax can function fully with the limited data volume available on board of a cruise ship (<64kbit/s!)

Discover Panomax live on the luxury Hapag-Lloyd MS Europa
www.panomax.com

Visit us at Seatrade Cruise Global in Fort Lauderdale: Booth: GB3700