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Roundshot D3 – 470 Million Pixels In 2 Seconds – The Digital Revolution In 360° Panorama Photography

Lustdorf / Switzerland – 18 September 2006 Swiss company Seitz Phototechnik AG expands the current boundaries in digital photography. With the new Seitz D3 scan technology it is possible to create a digital 360° panorama of impressive resolution in only 2 seconds and with very high image quality. The new rotating Roundshot D3 digital camera with its D3 digital back is equipped with the first high-speed scanning sensor developed specifically for photography. Over the last 5 years Seitz has worked closely with specialists of DALSA Corporation from sensor design to prototyping and production. In this way, Seitz has been able to tailor the capabilities of the new sensor the exact needs of the photographer: very high speed, increased sensitivity and very high image quality as required for photography applications. The new camera system is fully mobile and easy to operate thanks to a handheld device with a graphical touch-screen. For data transfer and communication the latest computer technologies are used. World-class medium or large format lenses of Schneider, 10 Rodenstock, Hasselblad, Pentax 67 or other brands can be used interchangeably with the new camera. The Seitz D3 sensor cassette can also be fitted to other cameras, such as the new Seitz 6x17 Digital panorama camera, which makes the investment in the Seitz D3 technology truly rewarding.

High Speed & Sensitivity

15 World record: with a 1/20'000 sec. exposure our new Roundshot D3 panorama camera creates a full 360° rotation digital panorama in only 2 seconds at full resolution! This is possible with the new Seitz D3 scan back. Thanks to a very high read-out speed of 300 MB per second the new scan back is 100x faster than existing scan backs. Or in other words: high quality images full of speed, motion and life! Compared to previous surface sensors, the sensitivity of the Seitz D3 sensor is significantly higher. Comparing it with conventional scanning cameras, the sensitivity is increased by factor 100. This 20 results in a very broad ISO/ASA range (equivalent) of 500 to 10,000, which makes this camera the perfect instrument for virtually all light situations. Our new stage selection technology allows to control sensitivity by selecting smaller or larger areas of the sensor. This means: additional sensitivity without any additional noise!

Substantial Resolution

25 With this new technology a new exciting chapter has begun: high definition 360° digital photography. Combined with the vertical resolution of 7,500 pixels an 80mm medium format lens creates, for example, a total image resolution of 470 million pixels. Or go even further by shifting the scan back by a total of 50mm and achieve a vertical resolution of 13,500 pixels (110mm) by distortion-free stitching. This substantial resolution combined with impressive speed and sensitivity makes it possible - for the first time - to create lively digital images that are a pleasure for the eye of the professional. No 30 limits for high definition photography!

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Very High Image Quality

35 The new Seitz D3 sensor technology is a true technological breakthrough not only in speed and resolution but also in its impressive image quality. As the Roundshot scanning camera uses only the middle section of the lens, it allows maximum edge-to-edge sharpness without vignetting. The image has a 48-bit colour depth and a high dynamic range. When shooting directly into the sun, the sensor's anti-blooming feature reduces glare and allows a clean passage between highlights and lowlights. The image is further enhanced by advanced optimisation algorithms developed by Seitz for ultimate image quality. Of course the photographer can also work directly on the raw image and apply personalised raw conversion settings.

Leading Edge Digital Technology

45 The Digital 3 scan back sensor has been designed and developed exclusively for Seitz by DALSA Corporation. In this multi-year project specialists around the world have brought together the best capabilities in digital technology, computer science, image optimisation and knowledge of photography applications to build a camera system that goes beyond the imaginable.

A Pleasure To Work With

50 The Roundshot D3 is simply a pleasure to work with. Operating the camera is easy: a touch screen can be attached to the camera body or removed for wireless control with all camera functions displayed via simple graphical icons. The 640x480 pixel colour screen is the biggest camera screen today and allows perfect preview, editing, zooming and image control.

Latest Computer Technology

55 A 360° digital panorama (uncompressed) taken with a 80mm lens represents about 2.7 GB. To process and store such large amounts of data Seitz created a state-of-the-art computer system. Data is transferred by gigabit ethernet from the sensor to the storage device. The portable storage device is itself a computer with most advanced characteristics in processing, disk space and memory features. Additionally, the camera and handheld control unit takes advantage of the latest IP network technology, making it possible to connect the camera to a network and control it remotely.

Fully Mobile & Open System

60 Seitz designed the Roundshot D3 camera to meet the expectations of those photographers who like to take their equipment on exploratory adventures. All components are fully modular - the portable storage device and the handheld device can be adapted to your specific needs. The camera can also be used in the studio, running the software from a computer (Mac, PC, Linux) via ethernet connection.

World-Class Lenses

70 For best image results Seitz recommend using the advanced medium format Schneider lenses on an interchangeable lens mount. Of course all other medium format lens brands can be attached to the Roundshot D3 camera as well, for example: Rodenstock, Hasselblad, Pentax 67. All lens types and brands can be interchanged without any restrictions, provided that the aperture can be set directly on the lens.

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A Rewarding Investment

75 Just like a traditional digital back the Seitz D3 scan back cassette can be removed from the Roundshot D3 camera body and fitted to other cameras, e.g., the new Seitz 6x17 panorama camera and, in the future, to other large or medium format cameras. The possibility of using the scan back in a variety of different cameras makes the system truly versatile - to the benefit of the photographer.

Uncompromising Precision

80 With increasing image resolution the engineering precision of the camera hardware becomes very important. All Seitz cameras are made from solid blocks of aluminium as used in space technology and produced with state-of-the-art CNC machinery. Machining tolerances are at the decisive 1/100 mm. Uncompromising precision and perfectly adjusted lenses are our guarantee for excellent results. Every Roundshot D3 camera is hand-made in Switzerland and is unique.

Introduction In January 2007

85 Presented at photokina 2006 for the first time, the new camera system will be available as of January 2007. The price for the Roundshot D3 panorama camera with its Seitz D3 scan back (mobile version) is 46'900 Swiss Francs (29'800 Euro) and for the studio version 43'700 Swiss Francs (28'800 Euro). The Seitz D3 scan back can also be bought separately and costs 36'000 Swiss Francs (22'900 Euro).

90 More information:

<http://www.roundshot.ch>

95 Photokina News

http://www.roundshot.ch/xml_1/internet/de/application/d638/f702.cfm