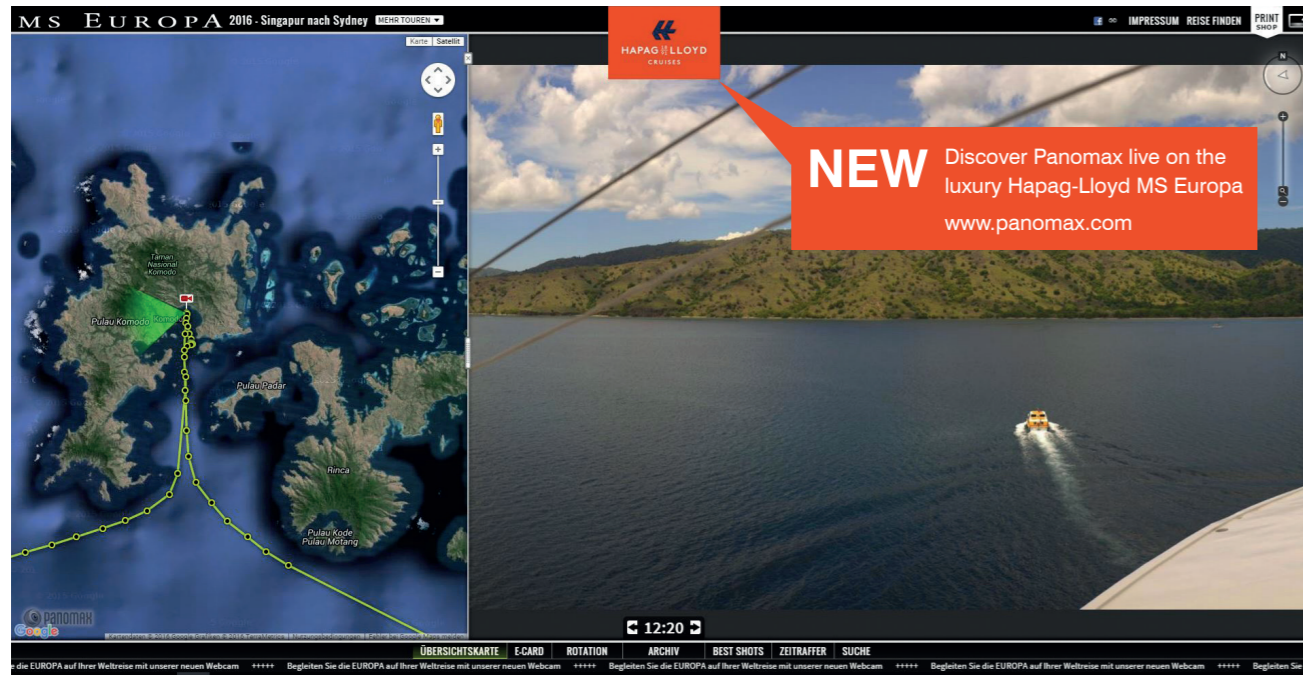


ADVERTISING FEATURE



Desktop version with more detailed view – every position and direction can be chosen

Brand new webcam technology turns guests 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, 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 HDready 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!

Everybody has been there. You enjoy a certain view or you run around on a cruise ship trying to capture the perfect shot on your camera to keep the memory. What

would you say if we told you that there is a photo from every moment at any time in 360° available? A dream come true for every marketing manager!

The scenario above is made possible with the software provided by Panomax. The software produces high resolution, 360° panoramas with 470 megapixels and automatically saves them on the internet – for the whole trip! It is not only the picture that is saved, but also the GPS coordinates too, so you can easily find the picture you are looking for. The easiest comparison for Panomax for ships is a "live google street view" in dramatically better quality. This results in the opportunity for guests to relive their cruise at any place in the world at any time. Your guests can already use the tool on board but it gets really interesting once you get home: you relive the beautiful moments which you had on your cruise – making you want to go back immediately.

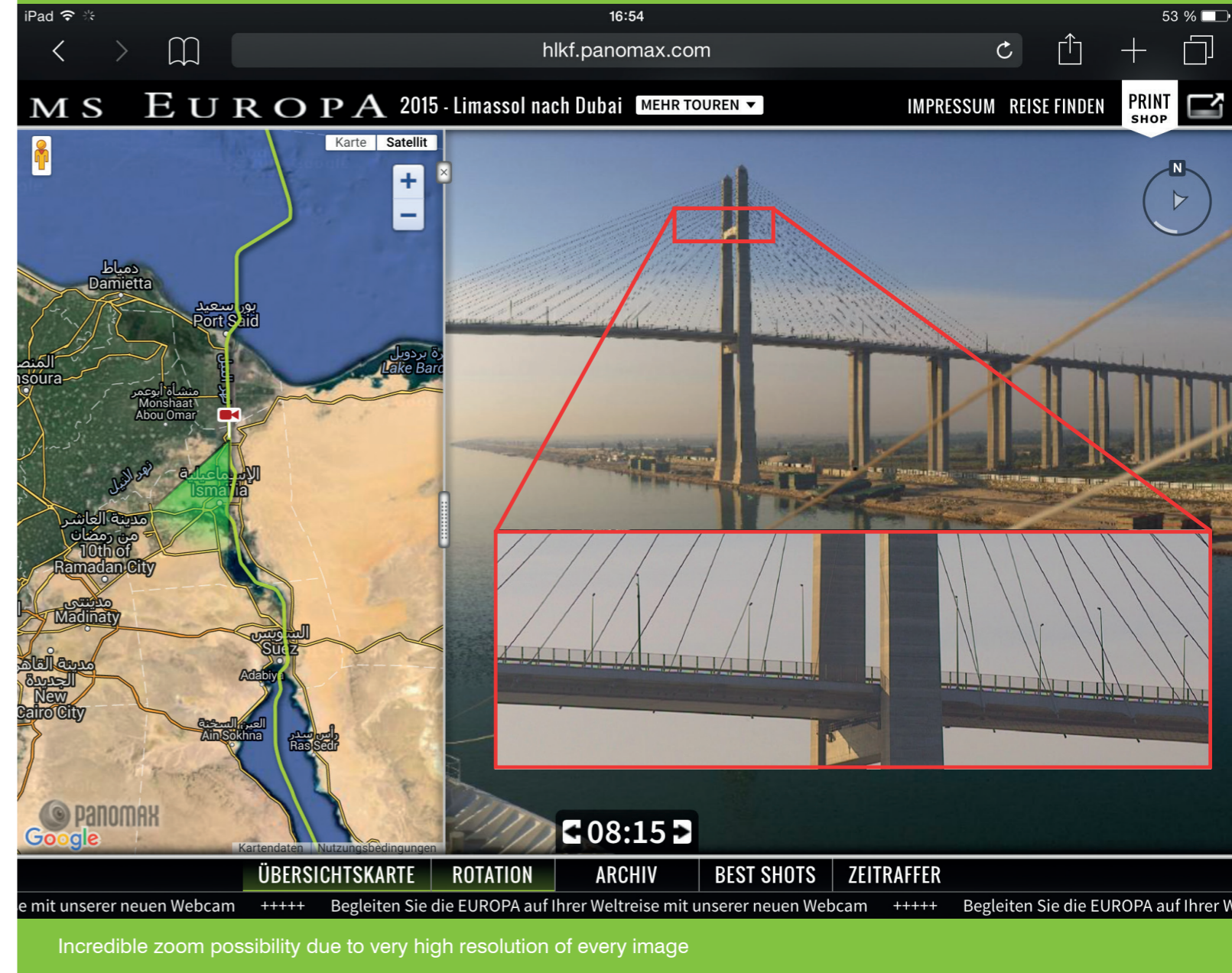
Capturing a whole screen in fullHD, 4K and more, it is now possible to return to your trip at any time. With this feature Panomax becomes a companion in the office, at family gatherings or a night out with friends. Anywhere you have access to the Internet you'll be able to tell the story of your trip supported by those breathtaking

pictures. The zoom activity allows you to experience every little detail all over again. Your guest will be looking forward to having more pictures, more stories and above all more trips!

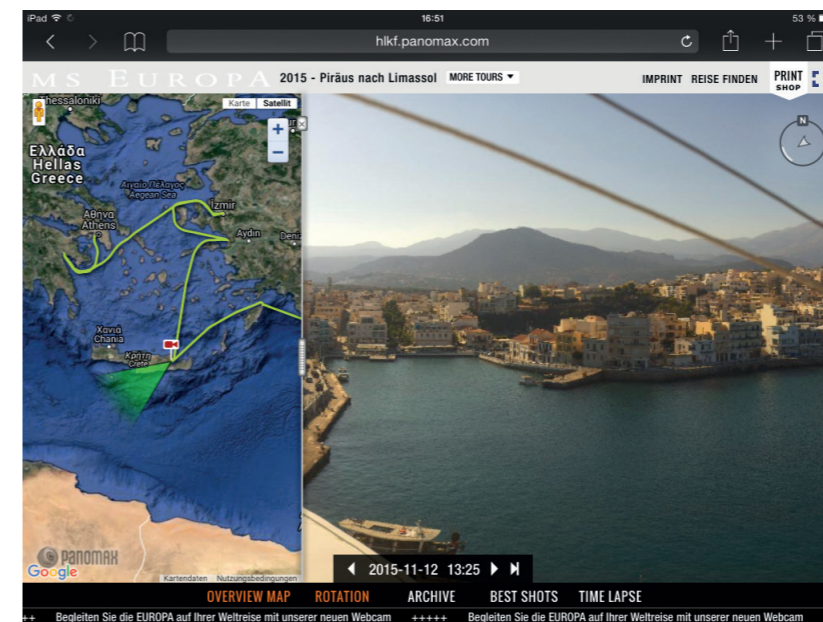
Panomax offers more than just photos in an online archive:

- 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!)

PANOMAX is at **Seatrade Cruise Global** in Fort Lauderdale: Booth: GB3700



Incredible zoom possibility due to very high resolution of every image



Tablet version showing overview map for a whole trip



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