



## 360-degree Camera System Redefines Widescreen

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What would an NAB convention be without an unorthodox camera system that is paraded around the show floor to turn heads and get attention? This year that anomaly came in the form of a 360-degree “GeoImmersive” camera system from Immersive Media Corp. (IMC), which can be worn like a backpack or mounted to a tripod and creates high-resolution moving or still images that surround viewers. These panoramic views are captured with 11 video cameras and lenses arranged in a spherical geodesic geometric pattern inside the Dodeca 2360 housing.

Offering slow-motion, time-lapse record and playback and special low-light modes, the camera has obvious potential applications in sports, nature documentaries and entertainment venues.

The unique camera system provides omnidirectional digital video perspectives that allow viewers to look up, down and all around in an environment. With a capacity of three hours on a single removable hard drive, it records 30 frames per second at a resolution of 2400 x 1200 pixels to a 20 lb. base unit (hard disk recorder) that handles up to 12 video streams. Inside the unit is special IMC software that stitches the images together (for a complete panoramic view) into a Telemersive “Sphere” movie file, which can be viewed with a QuickTime or Windows media player.

Using special IMC player software for Windows, viewers can watch a complete spherical image—either live or recorded—with a head mounted display or in a dome. These images can be controlled via metadata and GPS for remote operation, and can be transmitted via a broadband connection. For shooters, there are no blind spots.

David McCutchen, who has a background in engineering but has also made some independent features, invented the so-called Telemmersion System. His company said the new system is the most efficient way to subdivide the complete spherical view of an environment for recording and transmission. It includes a number of proprietary and custom components developed by IMC.

For more information, visit <http://www.immersivemedia.com>