

The interactive “Panomax” 360° panoramic camera is far more than just some kind of web-cam. The camera paired with Panomax’s unique marketing tool transmits pure emotions thanks to live high-resolution images in HD quality while rotating through 360°. The marketing tool enables users to create a whole new level of interactivity with future guests. Already 186 destinations and businesses utilise Panomax as a way to communicate with their clients. The latest highlight: the recently upgraded hardware can now be fully configured remotely!



Photos: Panomax

used to leverage branding and marketing strategies. This can be done without any assistance from Panomax. “We wanted to create a tool which brings together the marketing and the IT department. It is extremely user friendly and intuitive to use.” CEO Mairinger says when being asked on what motivated Panomax to build the software. “We saw that there are many creative minds out there who want an easy to handle tool with many possibilities and creative freedom – so we created our software to suit all needs. We are still working closely with our clients and are constantly creating new features.”

Due to the fact that the panoramic image is the backdrop to the marketing tool, it is possible to create multiple instances. This enables a destination to purchase

the camera and then rent out instances to its partners, sponsors or special events. There are no limitations. Panomax simply delivers the possibility.

New: Videos and night images

Panomax offers a range of different hardware. Panoramic video for motion sequences (like playing on local TV) and the new “Panomax Light” a camera with a 110° swivel angle for night images. As a complement to the 360° Panomax, it can be used where a roundshot is not ideal and delivers night vision. This enables operators to show the movement of the snow groomers at night or the glittering lights of a city.

Panomax in a nutshell: Advertising the beauty of a destination is an emotional affair and should be treated as such. Panomax gives an unprecedented opportunity to its clients to showcase the very best of a destination and combine strategic marketing with emotions and individuality like never before.



The new roundshot camera.



The “Panomax Light” model for night images.



Example of a hotspot.