



GigaPan's Interactive, High-Resolution Gigapixel Images Expand Turner Broadcasting's Coverage of the 2012 Republican National Convention

PORTLAND, Ore. - August 30, 2012 – [GigaPan](#) partners with major brand owners to deliver highly zoomable images of major events in sports, news and entertainment. Turner Broadcasting System, Inc. (TBS, Inc.) has created their first panorama at the 2012 Republican National Convention using the GigaPan technology, which allows audiences to explore and zoom into the incredible detail of their high-resolution content. Within the storytelling image, viewers can explore the event through the zoomable GigaPan Viewer and discover interesting shots or faces in the crowd. The GigaPan Viewer extends the photographed event by allowing audiences to experience it even if they were not in attendance.

The first GigaPan image by Turner Broadcasting was captured and created during Governor Chris Christie's keynote address at the 2012 Republican National Convention in Tampa, Florida on August 28. Photographer Edward (Ted) Pio Roda shot the panorama at the 2012 Republican National Convention with the GigaPan EPIC Pro robotic camera mount. The shot combines 180 individual images with GigaPan Stitch.Efx™ software to create one zoomable, high-resolution, 1.42-gigapixel image. The image was made over the course of roughly an hour, and is not representative of a single moment in time. It is currently available to view on CNN.com at: <http://www.cnn.com/interactive/2012/08/politics/rnc.gigapan/>

"Using the GigaPan EPIC Pro, GigaPan Stitch.Efx software, and GigaPan Viewer, TBS is able to create and deliver interactive and novel imagery to enhance our coverage of major events like the 2012 Republican National Convention," said Christopher Grakal, Vice President, Photography and Digital Asset Management, Turner Broadcasting System, Inc.

"We are pleased to be working with a major media company like Turner Broadcasting to expand the experience of the Republican National Convention for their audience," said Henry Hillman, CEO and Chairman of GigaPan. "The GigaPan Viewer is a key foundation of our technology, and it serves as a platform on which we offer advanced social media tools that extend the in-person experience online, broadening the viral reach of the event."

About GigaPan

Founded in 2008, GigaPan Systems offers a complete innovative technology system, spanning hardware, software and cloud based solutions, to allow photographers, digital content designers and promoters the opportunity to expand the limits of traditional photography. These interactive panoramas bring zoomable, multi-dimensional stories to

life through a system of dynamic tools which drive exploration and engagement for brands, events, research and education. [Find GigaPan on Facebook.](#)

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