

## **GigaPan, MLB Advanced Media Partner for Interactive Panoramas; Increasing Fan Engagement and Introducing New Advertising Opportunities**

### ***Fans Can Enjoy Exploration, Facebook Tagging and Games Through HD Images***

**PORTLAND, Ore. – April 4, 2013 –** [GigaPan](#) and [MLB Advanced Media](#), the interactive media and Internet company of Major League Baseball, have collaborated on using high-definition, interactive panoramas to further enhance the online experience for baseball fans. Available on MLB.com's [TagOramic™](#) website, the multi-dimensional, [gigapixel images](#) enable fans to zoom in on the game photographs to tag themselves, find their friends and share snapshots via Facebook Connect.

GigaPan also has incorporated a new digital service with MLB.com, creating interactive scavenger hunt games where fans can search for a hidden person or object and enter a sweepstakes. The first game – Scotts Ultimate Home Field Advantage Sweepstakes – was introduced on March 25, and offers fans the opportunity to #FindScott and tag him in the GigaPan for a chance to win a \$25K backyard makeover.

“GigaPan technology creates exciting new opportunities and great to see how MLB.com uses the images to help fans get up close and personal for each game,” said famous action photographer, [David Bergman](#). “GigaPan is not only opening up an entirely new world for photographers but also giving brands a new way to deliver content to their audience.”

“GigaPan allows people to view, zoom and share incredible details in the images our technology allows photographers to create,” said Josh Friedman, CEO of GigaPan. “With MLB.com being a thought leader on how to engage fans, they are using our technology to enable unique online fan experiences and create new advertising opportunities. Our technology has been used at major events including the London Olympics and President Obama’s inauguration, and MLB games are another great example of how we are able to expand the limits of traditional photography.”

MLB.com has used GigaPan technology for dozens of games since 2010, including the All-Star Game and Postseason, incorporating Facebook tagging, games and unique sponsorship opportunities. Tag links will be viewable only by people who have connected via Facebook Connect to the TagOramic. The visibility of tags will be determined by Facebook’s terms and individual settings.

“What GigaPan makes possible is impressive and convenient, simple and crystal clear,”

said Dinn Mann, EVP, Content at MLB Advanced Media. "Fans get quick access to breathtaking overall images and can zoom in, discover and share 'I was there' evidence in an authentic, socially compelling way. The technology is best of breed. Every big event -- from those in attendance to sponsors and rights owners -- benefits greatly from this interactive record of the experience as well as the game options that take it to the next level."

### **About GigaPan**

Founded in 2008, GigaPan offers an innovative technology system, spanning hardware, software and cloud-based viewing, tagging and sharing solutions. The company's solutions allow photographers, digital content designers and promoters to expand the limits of traditional photography. These interactive images and 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. Connect with GigaPan on [Facebook](#) and [Twitter](#).

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