

Gigapan Launches Social Tool to Engage Audiences

Gigapan Tag Offers a Unique Tool to Connect with Users and Fans Post Event

PORTLAND, Ore. - July, 24, 2013 - [Gigapan](#), a leader in gigapixel imaging, today announced Gigapan Tag, an innovative digital marketing product combining social media with HD images. Gigapan Tag allows people to zoom in, find themselves and friends, tag themselves on Facebook and take interesting snapshots of the image to share - all of which posts to their social timeline.

Gigapan Tag, formerly GigaTag, has been in beta use by major sports and media companies for over a year. Customers choose Gigapan Tag primarily for the ability to control the complete process. For the same cost of hiring a company that produces a single image for one game or event annually, Gigapan customers are empowered to take on the entire production, from shooting the HD image to embedding it on their website, and can set up Gigapan Tag for all their events throughout the entire year.

Users now have the ability to embed HD images on any website, including the ability to match their look and feel. Gigapan Tag supports all operating systems and mobile platforms, allowing widespread engagement and interaction on any device. Gigapan Tag customers now also have monetization opportunities, such as print revenue sharing and sponsorship contribution. This turns Gigapan HD images into revenue-generating content, in addition to providing fans with an entertaining and engaging experience.

Gigapan works with a number of high-profile customers, including Turner Broadcasting Systems, Major League Soccer, National Basketball Association, CNN, Showtime, [Sports Illustrated](#) and [Major League Baseball](#).

“As a post-game marketing tool, Gigapan Tag changes the way baseball fans interact with our website. Fans are engaged beyond the games with compelling content and increasing our brand exposure,” says Andrew Patterson, Director, New Media at MLB Advanced Media. “As an early adopter of Gigapan Tag, our [TagOramic](#) fans have spent more time on the site, and the user generated impressions, likes and shares create genuine fan engagement.”

As an early adopter of Gigapan Tag, MLB's TagOramic has generated 1.3 million page views annually and an average of 3,000+ tags and snapshots per image. Most recently, the [2013 Confederations Cup](#) received over 700 tags, since it was embedded as a Gigapan Tag in less than 30 days. With a stadium large enough to seat over 100,000 people, Ohio State University captured their [2013 Commencement Ceremony](#) of 10,143 graduates, including guest speaker President Barack Obama. Another recent adopter of Gigapan Tag is [Pokerlistings.com](#), who will be capturing the World Series of Poker in a completely new way.

A historic example of Gigapan Tag includes the Samsung [2012 Olympic Torch Relay](#), capturing

17,000 tags throughout the images, the highest number of tags to date. An early Gigapan Tag, and one of the most visited gigapans, is the Vancouver Canucks Fan Zone along Georgia St. for Game 7 of the [2011 Stanley Cup Final](#).

“Gigapan has combined photography, technology and marketing to allow our customers to create innovative, interactive HD images,” said Josh Friedman, CEO of Gigapan. “Our unique and complete solution provides a positive experience for fans and a powerful engagement tool for brands, teams and any organization. We work with many professional and collegiate sports teams, as well as concert promoters and others who have super engaged fans, providing them a compelling solution to connect post-event.”

Gigapan Tag has become a proven tool that captures audiences, drives traffic to websites and increases overall engagement with users and fans. With an average of over 3,000 tags per image, each user’s tag generates hundreds of deeper impressions. Gigapan Tag images increase users’ time spent on a webpage, with an average of five minutes exploring the image. Fans can also take interesting snapshots within the image to share, an average of 1,000 snapshots per image.

2013 Confederations Cup: <http://bit.ly/confederations2013>

2013 Ohio State Commencement: <http://bit.ly/ohio2013commencement>

2012 Olympic Torch Relay: <http://bit.ly/olympictorch21012>

2011 Stanley Cup Final: <http://bit.ly/canucksgigapan>

About Gigapan

Gigapan provides a unique, integrated system, which enables users to craft, share, store, monetize and experience HD imagery in a creative ecosystem of hardware, software, and viewers. Pioneered by NASA's Mars Rover Program in conjunction with Carnegie Mellon University and Google, the company commercially emerged in 2008 to bring gigapixel imagery to photographers, educators, and image creators. Gigapan offers a range of panoheads, a full suite of stitch software, flexible and customizable viewing portals and expansive sharing capabilities.

To learn more, visit gigapan.com and connect with us on [Facebook](#) and [Twitter](#).

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