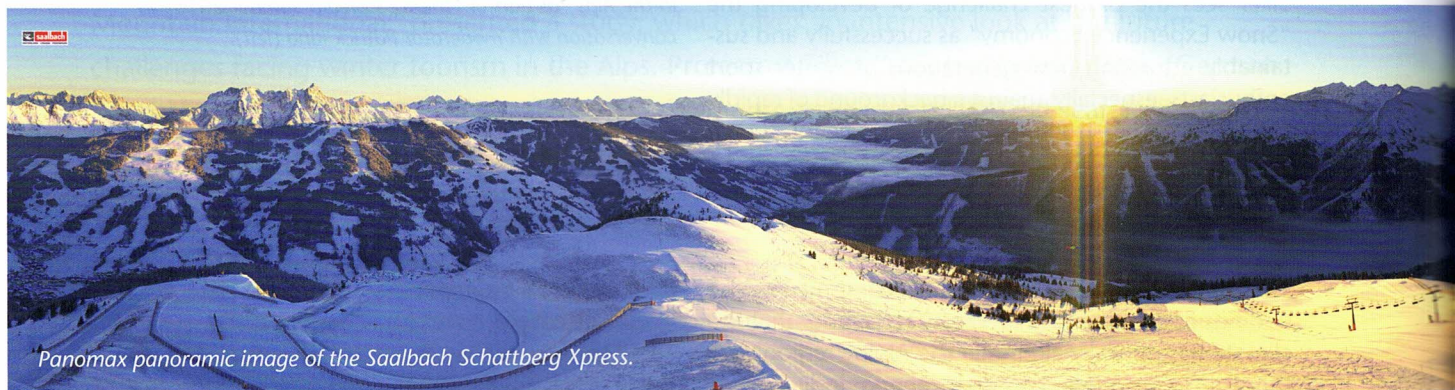Interactive 360°-HD panoramic images with great added value

Panomax Webcam starts where the others give up

Panomax panoramic image of the Saalbach Schattberg Xpress.

Panomax is unique, not just because of the unbeaten quality of images but especially in combination with the Panomax marketing software which was specifically designed for tourism. Go to www.panomax.com to check out all 186 Panomax Cameras which are located all around the globe. The images delivered by Panomax say more than a thousand words and capture every user's attention.

Panomax is not just innovative when it comes to software tools. The camera itself can be fully controlled remotely and all settings can be changed online. Simply connect the camera to a power outlet and a network and the camera is up and running within minutes.

The CEO of Panomax, Mr. Klaus Mairinger, sees the hardware as one of the main USPs of Panomax: "Our hardware is top of the line. Now we don't even have to go on location to install the camera. With the new generation of devices we can access the camera remotely – no matter where we are in the world."

Cloud to access the Saalbach panoramic image via mobile.

An unbelievable range of advantages

The camera itself delivers a range of advantages, which impress both ordinary users and social media freaks. The most important feature of a Panomax camera is the interactivity. Individually controlled zooming and panning enables users to get involved within the panorama like never before. Utilising the function "Archive" a user can get an all year round impression of a location as all images are saved and available online 24/7. As a camera administrator you can select your favourite shots and tag them as "Best Shots". With these tools the user can research the typical weather within a certain month, show the family a particularly beautiful day after returning home from a holiday or simply keep updated on what is happening.

These interactive tools result in extended user viewing times. Google Analytics reveals that Panomax users interact much longer with the website and the images than with any other competitor. Panomax viewing time averages at around three minutes compared to 5 to 8 seconds. Clients experience this first hand in customer feedback. A Panomax is the first step of users identifying themselves increasingly with a destination.

Using the live image as a screensaver

With Panomax's marketing software users can set the live image as a screensaver for their PC, send e-cards or download the panoramic images. Clearly, there are no limits with a Panomax webcam.

Panomax distinguishes itself through its high quality, 4k resolution, 360° panoramic image. The images in this unprecedented quality paired with the marketing software have created a lot of buzz within the last years.

The marketing software creates a whole new platform on which businesses and guests can interact online. Panomax enables clients to highlight hotspots within the panorama. This can be utilised to share unique, local perspectives or highlight partners, hotels, sponsors or even make a small promotion game. All with the backdrop of a magnificent scenery. The Panomax marketing software gives its users the freedom to create their own content. Colours, fonts, images, links and many more items can all be individualised and