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Tamaggo Inc. Previews First Consumer Device with Integrated, Built-in, Panomorph Technology that Captures 360° High-resolution, Navigable Images with Just One Click

The Tamaggo 360-imager, with patented optics, makes affordable advanced technology that has not been readily available to consumers

LAS VEGAS, CES 2012, Jan. 10, 2012 — [Tamaggo](#) Inc., a consumer technology company based in Montreal, Canada, previews here today what will be the first consumer picture-taking device with fully integrated, built-in panomorph technology that lets users capture 360° high-resolution, navigable images with just one click.

The device, called the Tamaggo 360-imager, is expected to be available through retailers and e-tailers for under US\$200 in Q2 2012.

“The [Tamaggo experience](#) is so new that it goes beyond what consumers conceive of as photography today,” said Tamaggo CEO James Ionson, a former senior executive at Polaroid Corporation who has authored various imaging patents. “It’s so new that we came up with a term to describe the process of producing images with the Tamaggo, and that’s Tamaggraphy,” he continued, adding that the device also redefines how we think of a camera.

“With patented [ImmerVision Enables](#) panomorph technology, the ergonomically designed, 14-megapixel Tamaggo 360-imager goes well beyond the 360° options in today’s consumer marketplace,” said Tamaggo Founder and President Jean-Claude Artonne, who also is founder of ImmerVision – which advanced optical and software panoramic technologies and is becoming the leading standard for high-end commercial and government security applications.

“Think about the images that you have been able to see in virtual tours,” he explained. “Virtual-tour technology has been the province of professionals using expensive equipment; but the Tamaggo will finally put this capability into the palms of consumers.”

“When viewing a Tamaggraph on a computer, tablet, smartphone or other compatible device,” said Artonne, “you can move around and look at different details within the image – seeing what was above, below or even behind you as the shot was taken.

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“One of the unique [features](#),” he continued, “is that the Tamaggo can freeze the action taking place within the entire 360°-imaging environment, unlike a standard stitching solution that needs multiple snapshots taken over a few seconds, such as required by Microsoft Photosynth and other stitching applications.”

Artonne, also the author of many imaging patents, noted that Tamaggraphs can be taken from distances between 0 (zero) and infinity, no focus required. He also noted that the Tamaggo captures images in four automatic orientations: Sky 360°, Ground 360°, horizontal panoramic and vertical panoramic.

The Tamaggo, said Artonne, “knows” if it’s being held to capture 360° or to capture panoramic images, an “intuitive” feature that is patent pending.

“In addition,” he said, “Not only can you navigate through your Tamaggraphs and easily share them via social networking platforms, but you can also crop scenes into high-quality pictures that can be printed.

“We believe that the Tamaggo 360-imager has the potential to set a new milestone in the history of imaging,” declared CEO Ionson, who has been most recently at the forefront of 360° intelligent-video technology in the business-to-business arena.

“The market, of course, will decide,” said Ionson.

The Tamaggo 360-imager is a 2012 CES Innovations Design and Engineering [Awards](#) honoree in the digital imaging category.

For more information, go to www.tamaggo.com

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