



Spheron launch their latest 360° HDR Camera

Advanced digital imaging specialists, Spheron VR AG have this week announced the launch of their latest HDR (High Dynamic Range) Camera System. The SpheroCam HDR is able to capture a 360° panoramic HDR images, within a single scan operation. This latest camera incorporates a specially designed mounting unit which includes Spheron's three dimensional immersive measurement device. The camera comes complete with the latest, 4.2, software which now also provides enhanced controls for improved scan speeds.

The SpheroCam HDR records 26 f-stops of exposure data, providing a 360 x 180 degree image and clarity of up to 50 mega pixels. With its High Dynamic Range the SpheroCam records a much wider range of brightness and illumination level than that of regular image formats. The technology provides the optimum image quality for use with in 3D rendering / image based lighting.

“The SpheroCam HDR system helps bridge the gap between real world photography and computer graphics modelling,” said Peter Taylor, Spheron's CGI Business Manager, “It enables our clients to take 3d data and easily place it within a real world environment, whilst retaining all lighting and reflection information needed for a 3d system.”

The ability to place 3d objects in any location with all the lighting properties perfectly replicated means the SpheroCam HDR system is in high demand across a number of markets. The high performance technology can enhance the 3D rendering process used with in visualisation, advertising, film effects and games development markets to maximum effect.

The SpheroCamHDR supports Radiance formats such as .HDR and .EXR as well as Floating Point Tiff information, all of which may be used within leading 3D software packages: – 3ds Max™, Autodesk VIZ™, Autodesk MAYA™, ImageStudio (Autodesk® formerly Alias®), Autodesk Showcase, Opticore® Opus, LightWave 3D™ , BunkSpeed™,

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Cinema 4D™, FinalRender™ Form-Z™, MentalRay®, Maxwell Render™ RenderMan™
Softimage XSI®, Strata 3D, V-Ray and Brazil.

The SpheroCam HDR is available for purchase. For more information, or to request a demonstration, please visit Spheron's website: www.spheron.com. or email us at info@spheron.com

Release Ends

About Spheron VR AG

Spheron VR design and develop cameras and processing software enabling users to generate 360-degree HDR images for use in both the digital and print media. Spheron has patented camera technology which allows for HDR capture within a single scan operation. Spheron systems are used by some of the world's leading design and manufacturing companies, including Boeing, NASA and Toyota; digital post-production photography studios such as Peter Dudek Photography and Recom.de; and entertainment companies such as ILM (Industrial Light & Magic) and Sony Playstation Japan.

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