

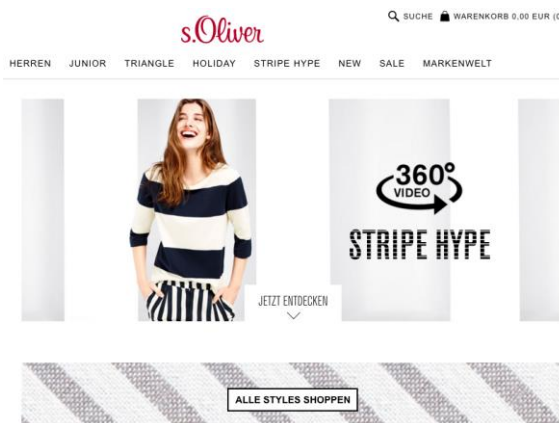
PRESS RELEASE

PRESS RELEASEMay 13, 2016 | Page 1

OmniCam-360 from Fraunhofer HHI creates panoramic images for s.Oliver

As part of its “s.Oliver STRIPE HYPE” product promotion, s.Oliver is the first-ever German fashion company to present an interactive clip with a 360-degree perspective. From May 12 to 29, the international fashion brand will be showing off its on-trend striped looks from an innovative video perspective. Via smartphone, tablet or PC, users can experience an outfit presentation with a spectacular, interactive 360-degree view. The panoramic images are made possible by the OmniCam-360 from the Fraunhofer Heinrich Hertz Institute HHI.

Internet users can now view s.Oliver’s stripe looks with a 360-degree panoramic view, in UHD resolution. Thanks to the imaging technology, customers are their own directors; they can interactively view the various angles of the photo studio by swiping, rotating or zooming. They can move in closer to the model or navigate right past it.



360-degree video on the homepage of s.Oliver, produced with Fraunhofer HHI’s OmniCam-360 – Screenshot.

“We see great potential for the OmniCam-360 technology when it comes to implementing our content marketing strategy. Our customers take part in the filmic action, and they can experience the collections in a completely new dimension,” says Godo Kraemer, Director Marketing at s.Oliver.

FRAUNHOFER HEINRICH HERTZ INSTITUTE

The interactive moving-image experience is made possible by the compact OmniCam-360 from the Fraunhofer HHI. The camera system consists of ten HD cameras mounted vertically underneath a mirror system. The individual images that are delivered are corrected in real time and combined into a parallax-free UHD video panorama with a resolution of approximately 10,000 x 2,000 pixels. The OmniCam-360 measures about 50 x 50 centimeters and weighs about 15 kilos. The images are made available for navigation on a browser-based 360-degree player.

Christian Weißig, Head of Capture & Display Systems Group at Fraunhofer HHI, also feels this partnership is special: “We are very pleased about our partnership with s.Oliver. The OmniCam-360 has never been used by a fashion company before. Our high-resolution panoramic images offer great potential for giving the viewer an experience that is as authentic and interactive as possible.”

The **Fraunhofer Heinrich Hertz Institute** is a world leader in the development of mobile and fixed broadband communication networks and multimedia systems. From photonic components and systems through fiber optic sensor systems to video coding and transmission, the Fraunhofer HHI works together with its international partners from research and industry. www.hhi.fraunhofer.de

PRESS RELEASEMay 13, 2016 | Page 2

The Fraunhofer-Gesellschaft is the leading organization for applied research in Europe. Its research activities are conducted by 67 institutes and research units at locations throughout Germany. The Fraunhofer-Gesellschaft employs a staff of 24,000, who work with an annual research budget totaling more than 2.1 billion euros. Of this sum, more than 1.8 billion euros is generated through contract research. More than 70 percent of the Fraunhofer-Gesellschaft's contract research revenue is derived from contracts with industry and from publicly financed research projects. International collaborations with excellent research partners and innovative companies around the world ensure direct access to regions of the greatest importance to present and future scientific progress and economic development.

Press Contact: **Anne Rommel** | anne.rommel@hhi.fraunhofer.de | phone +49 30 31002 353

Department Contact: **Christian Weißig** | christian.weissig@hhi.fraunhofer.de | phone +49 30 31002 571