

Gigapixel Images Connect Sports Teams with Fans



Ames Research Center

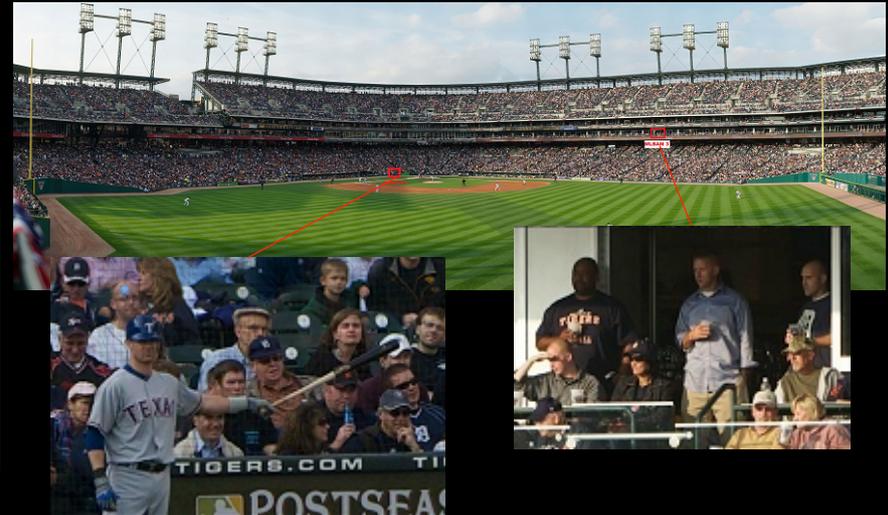
Major League Baseball Advanced Media LP (MLBAM)
New York, NY

NASA Technology

- ◆ NASA's twin Mars rovers, Spirit and Opportunity, use technology allowing them to take many photos of the planet's surface that are then stitched together into one zoom-friendly, high-resolution image.
- ◆ The GigaPan robotic platform was its first commercial offshoot.

Technology Transfer

- ◆ Major League Baseball Advanced Media (MLBAM) worked with GigaPan engineers to produce large scale in-game shots of players and fans.
- ◆ The imagery is so detailed that game-attending fans, when on a participating MLB team's site, can now zoom in to photos of themselves in the stands.



Benefits

- ◆ Fans can log into their Facebook accounts and tag themselves and their friends in the image.
- ◆ MLB teams use the technology to increase the number of hits on their websites.