

# technology TODAY

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## The Egg Lens

**T**HE Egg 360 lens looks like a photoflood lamp, without an opening for a light bulb (see illustration at right). The lens' optics are mounted in an aspherical position rather than at the end of a lens cylinder. This means that the Egg 360 actually views the world through the upper circumference of the lens' cylindrical housing.

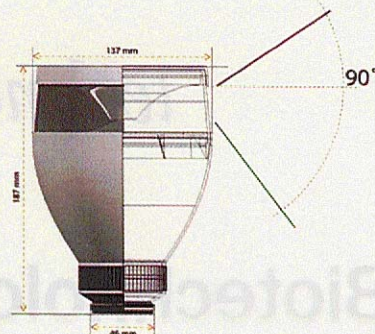
A circular glass shield in the housing provides the aluminum optical mirror with a 360-degree view of the world. This mirror bends and transmits the light through the standard lens of the digital camera.

To understand this principal of light transmission, think of a submarine periscope that could provide a 360-degree view of the ocean without the observer needing to rotate the periscope's optics. To snap my picture, and everyone and everything that surrounded me, the photographer held his camera over his head so that the Egg 360 lens was parallel to the ceiling. The photographer's main concern was to ensure that the camera was shooting straight up at the ceiling, and that his head wouldn't end up in the picture.

A few minutes later Jon Witsell, Product Development Manager for Egg Solution, showed me the results of the photograph on a computer screen. Before digital processing, the raw camera data looked like an image of a large crowded room seen through a fun-house donut-shaped mirror.

The donut photo of the Louvre in France shows you what the raw "donut" camera data looks like. The software processes this data into a computer image that shows a 360-degree street scene view of the Louvre and its surrounding area. This image includes everything as if a series of photographs were stitched together to create a 360-degree panoramic. The photo below shows that same image "unwrapped."

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straight up when taking a picture with this new lens?

2. Why isn't the camera viewfinder used to plan the composition of the photograph?

3. How is this camera lens system similar to a periscope?

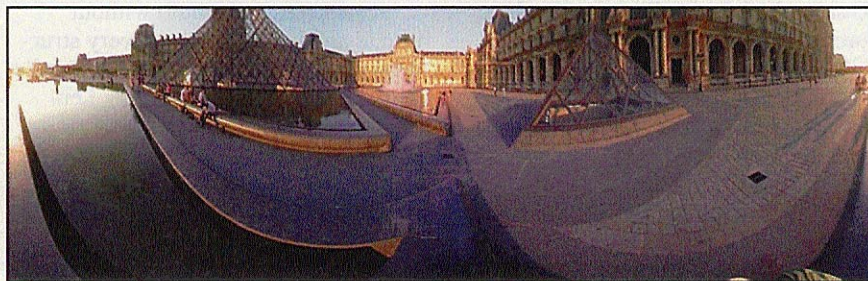


Illustration and photos courtesy of Egg Solution Inc.

the French company Egg Optronics. From its 1998 founding in Paris the company has now expanded, so its design, R & D, manufacturing, marketing, and sales are now international. Egg Solution aims to create an entire line of Egg Lenses and software solutions for digital and video photography.

These lenses are now being used in real estate, security, entertainment, travel, and news photography to create amazing pictures and video for all wave communication media outputs, including DVDs, CD-ROMS, and the internet. You can experience this form of total emersion photography at [www.egg-solution.com](http://www.egg-solution.com).

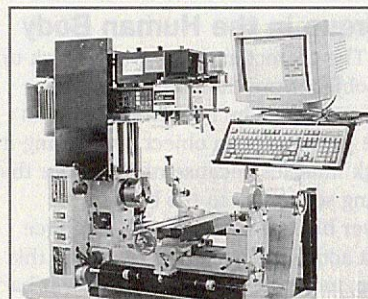
### Recalling the Facts

1. Why does a photographer aim the camera

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