



7 Things about Ricoh Theta 360° Camera

1 - What is it?

The Ricoh Theta 360° Camera is an experiential camera that allows for the capture of a 360° degree environment. The Theta captures the footage and then stores it for easy viewing in-app, or allows you to export the video and share it.

2 - How does it work?

With two comprehensive cameras, the footage is then taken through an app, and allows for the user to set a timer, or press a button in the app to take a photo instantaneously. The two cameras are positioned on both sides of the camera, and they are made especially for panorama photos and for fisheye photography.

3 - Who's doing it?

With 360° photography options, the theta has a good product, but GoPro is well known for its 360° options, so Go Pro is one of the main competitors. GoPro makes more rugged cameras meant for harsher conditions, while the Theta focuses on a more socially-oriented setting.

4 - Why is it significant?

The Ricoh Theta is significant for its use of dual cameras and an app based interface. Because of the app, it allows for the videos to be stored in the cloud, preventing the videos from being lost. The camera also allows for users and photographers alike to have a different perception of photography and have an encompassing view of an environment

5 - What are the downsides?

One of the main downsides is the factor of exporting the footage, because it can't properly export since it's 360°. Since the theta also relies on the use of an app, it can make it difficult to capture footage, or to export or import videos to the Theta.

6 - Where is it going?

The Ricoh Theta line is starting to expand to different models of 360° photography, and they're partnering with Facebook and Youtube to provide a better experience for viewing 360° videos and uploading them from the Theta to Youtube to allow for the video capability of being 3 dimensional.

7 - What are the implications for higher education?

The main implication that the Theta has is the concept of infusing this practice into modern photography. While most photos are able to be viewed in a sense of 2 dimensional planes and very limited viewing, the Theta allows for the borders of the 2 dimensional plane to be stretched and bend to the perception of panoramic views and even 360° views of different photographed icons, places, and people. With that different perception, it allows for the art of photography to gain another perception and skill in recreating the setting and emotion they're trying to capture.

