

SYSTEM AND METHOD FOR PRODUCING PANORAMIC IMAGE

CONTENT

BACKGROUND OF THE DISCLOSURE

5 **Field of the Disclosure**

[0001] The present disclosure relates to a system and a method for producing panoramic image content.

Description of Related Art

[0002] With the spread of VR devices and 5G communication
10 technologies, environments have been provided, in which virtual content for places related to tourism, real estate, and the like can be experienced.

[0003] In general, there has been a method for producing virtual content through a separate image processing
15 procedure after regional images are shot by separate shooting personnel with a 360° imaging device and a vehicle.

[0004] However, the method for producing virtual content as described above has cumbersome problems of causing enormous cost and time to be put, being unable to provide data in a
20 place that the vehicle is unable to enter, and being able to produce the virtual content through performing of a separate image edition by an image expert.

SUMMARY OF THE DISCLOSURE

25 **[0005]** An aspect of the present disclosure is to provide a

system and a method for enabling a user to easily produce panoramic image content based on shot image information.

[0006] In one embodiment of the present disclosure, a system for producing panoramic image content includes a user device configured to generate first panoramic image data including a first panoramic image and imaging information and a first tag data set including new tag data for at least one object deployed on the first panoramic image; and a panoramic image server including a data receiving module configured to receive the first panoramic image data and the first tag data set from the user device, a tag search module configured to search for at least one pre-stored tag data with respect to the same object existing in a predetermined region based on the imaging information of the first panoramic image data, an object location determination module configured to generate united tag data by calculating a location of the object based on the pre-stored tag data searched for with respect to the same object and the new tag data, and a tag generation module configured to display tag information on the object on the panoramic image data based on the united tag data.

[0007] The pre-stored tag data and the new tag data may include imaging origin information on a location in which the panoramic image is shot and object location information on an individual object, an extension line may be formed to extend from a connection line connecting an imaging origin

based on one piece of the imaging origin information and an object location based on one piece of the object location information to each other, and the object location determination module may be configured to calculate the location of the object by an average value of intersection points among a plurality of extension lines being formed based on at least one piece of the pre-stored tag data and a location information set of the new tag data.

[0008] The object location determination module may be configured to determine a number of location information sets of the pre-stored tag data searched for with respect to the same object, the imaging origin information and the object location information may include a first parameter, a second parameter, and a third parameter for the location, the object location determination module may be configured to generate the united tag data using the average value of the intersection points of the extension lines with respect to the same object being formed based on the first to third parameters of the imaging origin information and the object location information in case that there are two or more location information sets of the pre-stored tag data searched for by the panoramic image server with respect to the same object, and the object location determination module may be configured to generate the united tag data using the average value of the intersection points of the extension lines with respect to the same object being

formed based on the first and second parameters of the imaging origin information and the object location information in case that there is one location information set of the pre-stored tag data searched for by the panoramic image server with respect to the same object.

[0009] In case that there are the two or more location information sets of the pre-stored tag data searched for with respect to the same object, the panoramic image server may be configured to generate an identification region surrounding the plurality of intersection points and an object average point based on the average value of the intersection points, and to generate 3D model data of the object being deployed on the panoramic image based on the identification region.

[0010] The object average point based on the average value may be deployed in a center of the identification region, and a size of the identification region may be in proportion to variances of the intersection points.

[0011] The intersection point being located in a distance that is larger than a predetermined distance from the object average point based on the average value may be excluded from the identification region.

[0012] The imaging origin information and the object location information may include the first parameter, the second parameter, and the third parameter for the location, and the object location determination module may be

configured to determine the number of location information sets of the pre-stored tag data searched for with respect to the same object, to generate the intersection points of the extension lines with respect to the same object being
5 formed based on the first parameter and the second parameter of the imaging origin information and the object location information in case that there are two or more location information sets of the pre-stored tag data searched for with respect to the same object, and to
10 generate the united tag data using the average value of values of the extension lines on which the intersection point meets a straight line of the third parameter vertically extending in a direction of the third parameter.

[0013] The user device may include an imaging unit
15 configured to generate the first panoramic image; an imaging information generation unit configured to generate the first panoramic image data including the first panoramic image and the imaging information; a communication unit configured to transmit the first
20 panoramic image data from the user device to the panoramic image server; and an input unit configured to receive tag information of the new tag data based on tag information of the pre-stored tag data or to directly receive the tag information of the new tag data from a user.

25 **[0014]** The panoramic image server may further include a reward module configured to generate reward reference data

in consideration of at least one of pre-stored panoramic image data existing in the predetermined region and the pre-stored tag data based on the first panoramic image data and the new tag data, and to provide imaging reward for the first panoramic image data and the new tag data based on the reward reference data.

[0015] The reward module may be configured to calculate an expected imaging reward based on user location information that is location information of the user device and the reward reference data, and to transmit the expected imaging reward to the user device, and the user device may include an output unit configured to display the expected imaging reward received by the user device.

[0016] The pre-stored tag data and the new tag data may include imaging origin information on a location in which the panoramic image is shot and object location information on an individual object, and the reward reference data may include at least one reference of imaging range information on the object pre-stored based on the pre-stored panoramic image data and the pre-stored tag data, a distance between an imaging origin based on the imaging origin information and the object location based on the object location information, a number of pieces of the pre-stored tag data with respect to the object, the imaging information, and user information of the user device.

[0017] The tag generation module may be configured to

display the united tag data on the first panoramic image data and pre-stored panoramic image data respectively linked to a plurality of pieces of object reference information including the same tag information.

5 **[0018]** The user device may further include a location correction module configured to correct the first tag data set based on an image processing result of the first panoramic image data.

10 **[0019]** In one embodiment of the present disclosure, a method for producing panoramic image content using a system for producing panoramic image content including a user device generating panoramic image data and tag data and a panoramic image server receiving the panoramic image data and the tag data from the user device includes generating a
15 panoramic image which generates, by the user device, first panoramic image data including a first panoramic image and imaging information and a first tag data set including new tag data for at least one object deployed on the first panoramic image; calculating an object location which
20 generates, by the panoramic image server, united tag data by receiving the first panoramic image data and the first tag data set from the user device, searching for at least one pre-stored tag data with respect to the same object existing in a predetermined region based on the imaging
25 information of the first panoramic image data, and calculating a location of the object based on the pre-

stored tag data searched for with respect to the same object and the new tag data; and displaying a panoramic image which displays, by the panoramic image server, tag information on the object on the panoramic image data based on the united tag data.

[0020] The pre-stored tag data and the new tag data may include imaging origin information on a location in which the panoramic image is shot and object location information on an individual object, an extension line may be formed to extend from a connection line connecting an imaging origin based on one piece of the imaging origin information and an object location based on one piece of the object location information to each other, and the calculating of the object location may include calculating, by the panoramic image server, the location of the object by an average value of intersection points among a plurality of extension lines being formed based on at least one piece of the pre-stored tag data and a location information set of the new tag data.

[0021] The imaging origin information and the object location information may include a first parameter, a second parameter, and a third parameter for the location, and the calculating of the object location may include: determining a tag data which determines, by the panoramic image server, a number of location information sets of the pre-stored tag data searched for with respect to the same

object; calculating a 3D tag coordinate which generates, by the panoramic image server, the united tag data using the average value of the intersection points of the extension lines with respect to the same object being formed based on the first to third parameters of the imaging origin information and the object location information in case that there are two or more location information sets of the pre-stored tag data searched for with respect to the same object; and calculating a 2D tag coordinate which generates, by the panoramic image server, the united tag data using the average value of the intersection points of the extension lines with respect to the same object being formed based on the first and second parameters of the imaging origin information and the object location information in case that there is one location information set of the pre-stored tag data searched for with respect to the same object.

[0022] The calculating of the object location may further include: generating a 3D object modeling data which generates, by the panoramic image server, an identification region surrounding the plurality of intersection points and an object average point based on the average value of the intersection points in case that there are the two or more location information sets of the pre-stored tag data searched for with respect to the same object; and generates 3D model data of the object being deployed on the panoramic

image based on the identification region.

[0023] The object average point based on the average value may be deployed in a center of the identification region, and a size of the identification region may be in proportion to variances of the intersection points.

[0024] The intersection point being located in a distance that is larger than a predetermined distance from the object average point based on the average value may be excluded from the identification region.

[0025] The calculating of the object location may include: generating the intersection points of the extension lines with respect to the same object being formed based on the first parameter and the second parameter of the imaging origin information and the object location information in case that there are two or more location information sets of the pre-stored tag data searched for with respect to the same object; and generating the united tag data using the average value of values of the extension lines on which the intersection point meets a straight line of the third parameter vertically extending in a direction of the third parameter.

[0026] The generating of the panoramic image may include: imaging a panoramic image which generates, by the user device, the first panoramic image and the first panoramic image data including the first panoramic image and the imaging information; transmitting an image and imaging data

which transmits, by the user device, the first panoramic image data to the panoramic image server; determining an existing image data existence which determines existence/nonexistence of the pre-stored panoramic image data existing in the predetermined region based on the first panoramic image data; determining a tag information input which inputs, by the user device, tag information of the new tag data based on tag information of the pre-stored tag data in case that the pre-stored panoramic image data exists in the predetermined region based on the first panoramic image data; and inputting an initial tag data which directly receives the tag information of the new tag data from a user in case that the pre-stored panoramic image data does not exist in the predetermined region based on the first panoramic image data or the user device does not input the tag information of the new tag data based on the tag information of the pre-stored tag data.

[0027] The generating of the panoramic image may include: providing rewards which generates reward reference data in consideration of at least one of pre-stored panoramic image data existing in the predetermined region and the pre-stored tag data based on the first panoramic image data and the new tag data; and provides imaging reward for the first panoramic image data and the new tag data based on the reward reference data.

[0028] The method may further include: identifying a reward

which calculates, by the panoramic image server, an expected imaging reward based on user location information that is location information of the user device and the reward reference data; transmits the expected imaging
5 reward to the user device; and displays the expected imaging reward received by the user device.

[0029] The pre-stored tag data and the new tag data may include imaging origin information on a location in which the panoramic image is shot and object location information
10 on an individual object, and the reward reference data may include at least one reference of imaging range information on the object pre-stored based on the pre-stored panoramic image data and the pre-stored tag data, a distance between an imaging origin based on the imaging origin information
15 and the object location based on the object location information, a number of pieces of the pre-stored tag data with respect to the object, the imaging information, and user information of the user device.

[0030] The displaying of the panoramic image may include
20 displaying, by the panoramic image server, the united tag data on the first panoramic image data and pre-stored panoramic image data respectively linked to a plurality of pieces of object reference information including the same tag information.

25 **[0031]** The generating of the panoramic image may further include correcting a tag location which corrects, by the

user device, the first tag data set based on an image processing result of the first panoramic image data.

[0032] The proposed embodiment has an effect that the user can easily produce the panoramic image content based on the
5 imaging information shot by a user.

BRIEF DESCRIPTION OF THE DRAWINGS

[0033] FIG. 1 is a diagram schematically illustrating the configuration of a system for producing panoramic image
10 content according to an embodiment of the present disclosure.

[0034] FIG. 2 is a block diagram schematically illustrating the configuration of a user device of a system for producing panoramic image content of FIG. 1.

15 **[0035]** FIG. 3 is a block diagram schematically illustrating the configuration of a panoramic image server of a system for producing panoramic image content of FIG. 1.

[0036] FIG. 4 is a flowchart illustrating a method for producing panoramic image content performed by a system for
20 producing panoramic image content of FIG. 1.

[0037] FIG. 5 is a flowchart illustrating in detail a panoramic image generation operation in a method for producing panoramic image content of FIG. 4.

[0038] FIG. 6 is a flowchart illustrating in detail an
25 object location calculation operation in a method for producing panoramic image content of FIG. 4.

[0039] FIG. 7 is an exemplary diagram illustrating a panoramic image generation operation by a user device of FIG. 2.

5 [0040] FIG. 8 is an exemplary diagram illustrating an object location calculation operation of a panoramic image server of FIG. 3.

[0041] FIG. 9 is an exemplary diagram of a user interface for displaying tag information based on united tag data for an object in a user device of FIG. 2.

10 [0042] FIG. 10 is an exemplary diagram illustrating tag data stored in a panoramic image server of FIG. 3.

DESCRIPTION OF SPECIFIC EMBODIMENTS

15 [0043] The aspects and features of the present disclosure and methods for achieving the aspects and features will be apparent by referring to the embodiments to be described in detail with reference to the accompanying drawings. However, the present disclosure is not limited to the embodiments disclosed hereinafter, and it can be implemented in diverse
20 forms. The embodiments are only specific details provided to assist those of ordinary skill in the art in a comprehensive understanding of the disclosure, and the present disclosure is only defined within the scope of the appended claims.

25 [0044] Although such terms as "1st" and "2nd," or "first" and "second" are used to describe various constituent

elements, it is apparent that such constituent elements are not limited by the terms. The terms are used to simply distinguish a corresponding constituent element from another. Of course, a first constituent element, as
5 mentioned herein, may also be a second constituent element within the technical idea of the present disclosure.

[0045] In the entire description of the present disclosure, the same drawing reference numerals are used for the same elements across various figures.

10 **[0046]** Respective features of several embodiments of the present disclosure can be partially or entirely coupled to or combined with each other, and as those skilled in the art can fully understand, various types of interlocking and driving are possible in technology, and the respective
15 embodiments can be implemented independently or in association with each other.

[0047] Meanwhile, tentative effects that can be expected by the technical features of the present disclosure, which have not been specifically mentioned in the specification
20 of the present disclosure, are treated as described in the specification of the present disclosure, and the present embodiment is provided to explain the present disclosure more completely to those having average knowledge in the art to which the present disclosure pertains. Accordingly,
25 the contents illustrated in the drawings may be expressed to be exaggerated as compared with the actual

implementation shape of the present disclosure, and the detailed explanation of the configuration, which may be determined to unnecessarily obscure the gist of the present disclosure, will be omitted or simplified.

5 **[0048]** Hereinafter, with reference to the accompanying drawings, embodiments of the present disclosure will be described in detail so that those of ordinary skill in the art to which the present disclosure pertains can easily embody the same. The present disclosure may be implemented
10 in various different forms, and thus is not limited to the embodiments disclosed hereinafter. In the drawings, for clear explanation of the present disclosure, technical contents that are not directly related to the explanation will be omitted, and in the entire description of the
15 present disclosure, the same drawing reference numerals are used for the same or similar elements across various figures. Further, sizes and thicknesses of respective constituent elements illustrated in the drawings may be randomly illustrated for convenience in explanation, and
20 thus they are not limited to those as illustrated.

[0049] In the present disclosure, the term "on" means a location on or below a target member, but does not necessarily mean a location on an upper part of the target member based on a gravity direction. Further, in the entire
25 description, when a certain portion is referred to as "including" a certain constituent element, it means that

other constituent elements are not excluded, but other constituent elements can be further included unless specially described on the contrary. Further, in the specification, the term "unit" includes a unit realized by hardware, a unit realized by software, or a unit realized using both hardware and software. Further, one unit may be realized using two or more pieces of hardware, or two or more units may be realized by one piece of hardware.

[0050] First, referring to FIG. 1, a system 1 for producing panoramic image content according to an embodiment of the present disclosure includes a user device 100, a panoramic image server 200, and a network 300.

[0051] The user device 100 may be an electronic device that generates a panoramic image by imaging an image. For example, the user device may be an electronic device that generates a panoramic image using a VR camera, a 360° camera, an omnidirectional camera, a plurality of cameras, and so forth, or an electronic device including a panoramic generation application which shoots a plurality of images and generates a panoramic image based on the plurality of the shot images. Further, the user device may be a smart phone having a camera function capable of including imaging information, a tablet PC, a personal digital assistant (PDA), a computing device including a handheld device having other radio access functions, or an imaging device capable of including location information, such as a

processing device connected to other wireless modems. The present disclosure is not limited thereto.

[0052] The panoramic image server 200 may generate united tag data (UT) with respect to the same object based on the panoramic image I shot by user devices 100 and imaging information I_D .

[0053] Here, the panoramic image I includes a first panoramic image I_1 received from the user device 100 and a pre-stored panoramic image I_s shot prior to the first panoramic image and stored in the panoramic image server 200.

[0054] Further, the tag data TD includes new tag data TD_1 for an object deployed on the first panoramic image I_1 shot by the user device 100 and pre-stored tag data TD_s for an object deployed on the pre-stored panoramic image shot prior to the first panoramic image and stored in the panoramic image server 200.

[0055] Further, the panoramic image server 200 may generate the united tag data UT including imaging origin information SI and object location information OI of the pre-stored tag data TD_s and imaging origin information SI and object location information OI of the new tag data TD_1 with respect to the same object.

[0056] In this case, if the panoramic image server 200 receives newly new tag data TD_N with respect to the same object, the united tag data UT may be the pre-stored tag

data TD_s that was first stored, and it is possible to update the united tag data UT including the imaging origin information SI and the object location information OI of the newly new tag data TD_N.

5 **[0057]** Further, the panoramic image server 200 may receive, from an external server, weather information and specific situation information in accordance with time or location information of the panoramic image I, and may store the received information therein.

10 **[0058]** The panoramic image server 200 may provide a general search service and other various services for promoting user's convenience in addition to the service for producing the panoramic image content. That is, the panoramic image server 200 may provide various services, such as search, e-
15 mail, blog, social network service, news, and shopping information providing. Although FIG. 1 illustrates one server, a plurality of servers may exist to be mutually connected by wired/wireless communication in accordance with the amount of access or the amount of data.

20 **[0059]** In the system 1 for producing the panoramic image content as described above, the user device 100 and the panoramic image server 200 may be connected to each other via a network 300.

25 **[0060]** The network 300 may be a communication path enabling the user device and the panoramic image server to perform wired/wireless communication with each other. For example,

the network 300 may cover a wired network, such as local area network (LAN), wide area network (WAN), metropolitan area network (MAN), or integrated service digital network (ISDN), or a wireless network, such as wireless LAN, 5 cellular communication network, CDMA, Bluetooth, or satellite communication, but the scope of the present disclosure is not limited thereto.

[0061] FIG. 2 is a block diagram schematically illustrating the configuration of a user device 100 of a system for 10 producing panoramic image content of FIG. 1.

[0062] Referring to FIG. 2, the user device 100 according to an embodiment of the present disclosure may include an imaging unit 110, an input unit 120, an output unit 130, an imaging information generation unit 140, a communication 15 unit 150, and a location correction module 160.

[0063] The user device 100 may generate first panoramic image data ID_1 including a first panoramic image I_1 and imaging information and a first tag data set DS_1 including new tag data TD_1 with respect to at least one object 20 deployed on the first panoramic image I_1 .

[0064] Further, the first panoramic image I_1 may be a still image or a moving image shot through the user device 100 at 360° or in a panoramic form.

[0065] In this case, the imaging information may include 25 information on an imaging environment in which the first panoramic image I_1 is shot, such as location information

where the first panoramic image I_1 is shot, imaging time, and imaging camera information, or may include external information on weather information and specific situation information searched for by an external server based on the location information or the imaging time.

[0066] The imaging unit 110 may generate the first panoramic image I_1 .

[0067] Specifically, the imaging unit 110 may be a single camera module or a plurality of camera modules, but this is merely an exemplary configuration, and the imaging unit may be an imaging module included in various electronic devices for shot images or moving images.

[0068] The input unit 120 may receive the tag information of the new tag data TD_1 based on the tag information of the pre-stored tag data TD_s , or may directly receive the tag information of the new tag data TD_1 from a user.

[0069] The output unit 130 may output data received by the user device 100 from the panoramic image server 200, or the first panoramic image I_1 shot by the user device 100.

[0070] Further, the output unit 130 may display the tag information on the object deployed on the panoramic image I .

[0071] Further, the output unit 130 may display the pre-stored panoramic image data ID_s , the pre-stored tag data TD_s of the pre-stored panoramic image data ID_s , or the united tag data UT on a geographic information image.

[0072] In this case, the geographic information image may be

a 2D or 3D image capable of exemplarily displaying a map and topography.

[0073] More specifically, the output unit 130 may display, on the geographic information image, a tag deployment direction MV (refer to FIG. 8) that is a deployment direction of the pre-stored tag data TD_s deployed on the pre-stored panoramic image I_s using the imaging origin information SI and the object location information OI of the pre-stored tag data TD_s.

[0074] Because the output unit 130 displays, on the geometric information image, the deployment direction of the tag information deployed on the pre-stored panoramic image I_s, the user can easily grasp the location in which favorable imaging reward IR or expected imaging reward PR can be provided.

[0075] Exemplarily, the output unit 130 displays a location marker M, which is location information where the pre-stored panoramic image data ID_s is shot, on the geometric information image in the form of an icon, a marker, and a tag. In this case, the output unit may display the tag deployment direction MV (refer to FIG. 8) in a specific region of the location marker M, and the tag deployment direction MV may be displayed with various signs indicating segments and directions.

[0076] Further, the output unit 130 may display the tag information of the united tag data UT on the geometric

information image based on the location information sets of the united tag data UT.

[0077] Because the output unit 130 displays the tag information of the united tag data UT on the geometric information image, the user can grasp the panoramic image
5 obtained by imaging the object corresponding to the tag information and information of the object corresponding to the tag information.

[0078] The output unit 130 may display the expected imaging
10 reward PR received by the user device 100 from the panoramic image server 200.

[0079] The output unit 130 may be formed of a liquid crystal display (LCD), organic light emitting diodes (OLED), and active matrix organic light emitting diodes (AMOLED).
15 However, this is merely an exemplary configuration, and the output unit may be composed of various display devices for displaying images using other methods.

[0080] The imaging information generation unit 140 may generate the first panoramic image data ID_1 including the
20 first panoramic image I_1 and imaging information I_D .

[0081] In this case, the imaging information I_D includes information on the imaging environment in which the first panoramic image I_1 is shot, such as location information in which the first panoramic image I_1 is shot, imaging time,
25 and camera information.

[0082] Further, the imaging information I_D may include

external information on the location information or time information received from an external server.

[0083] The communication unit 150 may transmit the first panoramic image data ID₁ from the user device 100 to the
5 panoramic image server 200.

[0084] The communication unit 150 may communicate with panoramic image servers 200 in a wired/wireless communication method through the network 300.

[0085] For example, the communication unit 150 may implement
10 a certain one of plural wireless standards or protocols including not only IEEE 802.11, IEEE 702.20, GPRS (General Packet Radio Service), Ev-DO (Evolution Data Optimized), HSPA+ (Evolved High Speed Packet Access), HSDPA+ (Evolved High Speed Downlink Packet Access), HSUPA+ (Evolved High
15 Speed Uplink Packet Access), GSM (Global System for Mobile Communications), EDGE (Enhanced Data rates for GSM Evolution), CDMA (Code Division Multiple Access), TDMA (Time Division Multiple Access), DECT (Digital Enhanced Cordless Telecommunications), LTE (Long Term Evolution),
20 Zigbee, NFC (Near field Communication), RF (Radio Frequency), Bluetooth, and their derivatives, but also certain other radio protocols (but is not limited thereto) designated as 3G, 4G, 5G, or more.

[0086] The location correction module 160 may correct the
25 first tag data set DS₁ based on the image processing result of the first panoramic image data ID₁.

[0087] In this case, the location correction module 160 may guide or correct to properly deploy the object on the first panoramic image I_1 using at least one of object recognition methods, such as colors of the first panoramic image I_1 and complexity of an object shape. However, the object recognition methods included in the panoramic image I are not limited thereto, and any one of known object recognition methods may be used.

[0088] Exemplarily, the location correction module 160 may perform object recognition of the first panoramic image I_1 , and may determine the center of gravity of an object recognition region corresponding to the object deployed on the first panoramic image I_1 to correct the deployed object.

[0089] FIG. 3 is a block diagram schematically illustrating the configuration of a panoramic image server of a system for producing panoramic image content of FIG. 1.

[0090] Referring to FIG. 3, a panoramic image server 200 includes a data receiving module 210, a tag search module 220, an object location determination module 230, a tag generation module 240, a reward module 250, a 3D modeling module 260, and a storage module 270.

[0091] The data receiving module 210 may receive the first panoramic image data ID_1 and the first tag data set DS_1 from the user device 100.

[0092] The tag search module 220 may search for at least one piece of pre-stored tag data TD_s with respect to the same

object existing in a predetermined region R_1 based on the imaging information of the first panoramic image data ID_1 .

[0093] In this case, the predetermined region R_1 may be a region in accordance with a distance predetermined by the user based on the imaging information included in the first panoramic image data ID_1 , and may be a specific region for a point or a place having the same alias included in the imaging information I_b .

[0094] For example, the predetermined region R_1 may be a spaced radius distance based on the imaging location included in the first panoramic image data ID_1 or an administrative area having the same alias, a landmark, or a specific area based on a building name.

[0095] The tag search module 220 may search for the pre-stored tag data TD_s included in the storage unit of the panoramic image server 200 based on the imaging information included in the first panoramic image data ID_1 or the pre-stored tag data TD_s from an external server.

[0096] The object location determination module 230 may generate the united tag data UT by calculating the location of the object based on the pre-stored tag data TD_s searched for with respect to the same object and new tag data TD_1 .

[0097] Specifically, the object location determination module 230 may calculate the location of the object by an average value of intersection points P among a plurality of extension lines being formed based on at least one piece of

the pre-stored tag data TD_s and a location information set of the new tag data TD₁.

[0098] In this case, the pre-stored tag data TD_s and the new tag data TD₁ may include imaging origin information SI on the location in which the panoramic image I is shot and object location information OI on an individual object, and an extension line V may be formed to extend from a connection line connecting an imaging origin based on one piece of the imaging origin information SI and an object location based on one piece of the object location information OI to each other.

[0099] Here, the imaging origin information SI may be generated, for example, based on the imaging location information provided from a satellite navigation system or various methods capable of measuring the imaging location of the user device 100.

[00100] Further, the object location information OI may be generated as location information of the object deployed on the panoramic image I based on, for example, yaw, pitch, and roll values, but is not limited thereto, and may be expressed by various coordinate systems implemented on the panoramic image I.

[00101] The object location determination module 230 may determine the number of location information sets of the pre-stored tag data TD_s searched for with respect to the same object.

[00102] In this case, the imaging origin information SI and the object location information OI may include a first parameter, a second parameter, and a third parameter for the location.

5 **[00103]** Specifically, the first parameter, the second parameter, and the third parameter may be respective parameters corresponding to a 3D rectangular coordinate system composed of three axes.

[00104] The object location determination module 230 may
10 generate the united tag data UT using the average value of the intersection points P of the extension lines V with respect to the same object being formed based on the first to third parameters of the imaging origin information SI and the object location information OI in case that there
15 are two or more location information sets of the pre-stored tag data TD_s searched for by the panoramic image server 200 with respect to the same object.

[00105] Further, the object location determination module 230 may correct the united tag data UT by applying
20 weight factors W to the respective intersection points P.

[00106] The weight factor W may be calculated based on at least one of imaging information of the panoramic image data ID linked to the tag data TD for generating the respective intersection points P and user information of
25 the user device 100 imaging the panoramic image data ID.

[00107] Accordingly, the first parameter X and the

second parameter Y of the united tag data UT may be expressed as in mathematical expression 1.

[00108] [Mathematical expression 1]

$$\left(\frac{\sum [w_n \{x_n - \text{means}(x)\}]}{n} + \text{means}(x), \quad \frac{\sum [w_n \{y_n - \text{means}(y)\}]}{n} + \text{means}(y) \right) \\ = UT(X, Y)$$

[00109]

5 **[00110]** By correcting the united tag data UT through application of the weight factors W based on at least one of the imaging information and the user information, it is possible to correct the location of the object of the united tag data UT calculated from the tag data TD that may
10 be incorrect depending on the user reliability of the user device 100, weather information, and time information. Further, in case that the object location determination module 230 performs correction of the third parameter Z of the united tag data, although the third parameter Z is not
15 illustrated, the third parameter Z may be applied together with the first parameter X and the second parameter Y, and the corrected united tag data may be generated.

[00111] The object location determination module 230 may generate the united tag data UT using the average value of
20 the intersection points P of the extension lines V with respect to the same object being formed based on the first and second parameters of the imaging origin information SI and the object location information OI in case that there is one location information set of the pre-stored tag data
25 TDs searched for by the panoramic image server 200 with

respect to the same object.

[00112] Further, in case that there are two or more location information sets of the pre-stored tag data TD_s searched for with respect to the same object, the object
5 location determination module 230 may generate the intersection points P of the extension lines V with respect to the same object being formed based on the first and second parameters of the imaging origin information SI and the object location information OI, and may generate the
10 united tag data UT using the average value of the values of the extension lines V on which the intersection point P meets a straight line of the third parameter vertically extending in a direction of the third parameter.

[00113] By considering the third parameter after
15 generating the intersection points P by first forming the extension lines V being formed based on the first and second parameters of the imaging origin information SI and the object location information OI, the intersection points P with respect to the same object are essentially generated,
20 and the tag information of the united tag data UT with respect to the same object can be accurately displayed on a plurality of panoramic images I.

[00114] Further, as the pre-stored tag data TD_s generated by a plurality of user devices 100 is accumulated,
25 more extension lines V and intersection points P are formed, and thus it is advantageous that the location of the tag

information with respect to the object can be accurately deployed or displayed on the plurality of panoramic images.

[00115] In case of using N pieces of pre-stored tag data TD_s, the number n of extension lines being generated and
5 the number P of the maximum extension line intersection points may be expressed as in mathematical expression 2.

[00116] [Mathematical expression 2]

[00117]
$$N = n, \quad P = 1 + 2 + \dots + (n - 1) = \frac{n(n - 1)}{2}, (n \geq 2)$$

[00118] The tag generation module 240 may display the
10 tag information with respect to the object on the panoramic image I based on the united tag data UT.

[00119] Specifically, the tag generation module 240 may display the tag information of the united tag data UT on the first panoramic image data ID₁ and the pre-stored
15 panoramic image data ID_s respectively related to plural pieces of object reference information RI including the same tag information.

[00120] The object reference information RI may include a storage location of the panoramic image data ID linked to
20 the tag information and file information of the panoramic image data ID.

[00121] The reward module 250 may generate reward reference data CD in consideration of at least one of pre-stored panoramic image data ID_s existing in the
25 predetermined region and the pre-stored tag data TD_s based

on the first panoramic image data ID_1 and the new tag data TD_1 , and may provide imaging reward IR for the first panoramic image data ID_1 and the new tag data TD_1 to the user device 100 based on the reward reference data CD .

5 **[00122]** Further, the reward module 250 may calculate an expected imaging reward PR based on user location information that is location information of the user device 100 and the reward reference data CD , and may provide the expected imaging reward PR to the user device 100.

10 **[00123]** The user location information may be the current location measured by the user device 100 or a location for imaging the first panoramic image I_1 .

[00124] In this case, the reward reference data CD may include at least one reference of imaging composition information of the object pre-stored based on the pre-stored panoramic image data ID_s and the pre-stored tag data TD_s , a distance between the imaging origin based on the imaging origin information SI and the object location based on the object location information OI , the number of pieces
15 of pre-stored tag data TD_s with respect to the object, imaging information ID , and user information of the user device 100.

[00125] The imaging composition information of the object may be generated based on the location information
25 of the user device 100 and the object imaging range information for imaging the object deployed on the first

panoramic image I_1 .

[00126] The object imaging range information may be an object area range being displayed on the panoramic image I or object composition information being shown on the panoramic image I.

[00127] Further, the imaging composition information of the object makes it possible to generate a viewing angle region having a radius corresponding to a distance between the imaging origin based on the imaging origin information SI and the object location based on the object location information OI, and to calculate a ratio of the viewing angle region to a circumference overlapping the object.

[00128] In this case, the object location may be GPS information of the object received from an external server and object location information OI where the tag information generated as the united tag data UT is deployed.

[00129] Further, the reward module 250 may give reward weights of the imaging reward IR and the expected imaging reward PR to the user device 100 through comparison of viewing angles with respect to the same object on the pre-stored panoramic image I_s searched for by the tag search module 220.

[00130] Further, the reward module 250 may identify the user information of the user device 100, and may give the reward weights of the imaging reward IR and the expected imaging reward PR to the user device 100 through evaluation

of qualities of the first panoramic image data ID_1 shot by the user based on the user information, the pre-stored panoramic image data ID_s , the new tag data TD_1 , and the pre-stored tag data TD_s .

5 **[00131]** The reward module 250 may provide block chain based virtual currency and points to the user device 100 based on the reward weights and reward reference data CD.

[00132] In case that there are two or more location information sets of the pre-stored tag data TD_s searched
10 for with respect to the same object, the 3D modeling module 260 may generate an identification region surrounding the plurality of intersection points P and an object average point based on the average value of the intersection points P , and may generate 3D model data of the object being
15 deployed on the panoramic image I based on the identification region.

[00133] In this case, the object average point based on the average value may be deployed in a center of the identification region, and the size of the identification
20 region may be in proportion to variances of the intersection points P . Through this, the size of the object can be appropriately determined in more realistic manner.

[00134] Further, the intersection point being located in a distance that is larger than a predetermined distance
25 from the object average point based on the average value may be excluded from the identification region.

[00135] In this case, by excluding the intersection point located in the distance that is larger than the predetermined distance, an error can be reduced in the process of generating the 3D model data.

5 **[00136]** The predetermined distance from the object average point may be a distance of the recognized object or a specific distance set by the user.

[00137] The storage module 270 may store the pre-stored panoramic image data IDs, the tag for the pre-stored
10 panoramic image data IDs, and the pre-stored tag data TDs that is the tag location information.

[00138] Further, the storage module 270 may store the united tag data UT generated by the object location determination module 230.

15 **[00139]** In this case, in case that the panoramic image server 200 receives the first tag data set DS₁ and the tag search module 220 searches for the pre-stored tag data TDs, the storage module 270 may transmit the united tag data UT that is the pre-stored tag data TDs with respect to the
20 same object existing in the predetermined region to the object location determination module 230 based on the result of the search, regenerate the united tag data UT by calculating the location of the object based on the pre-stored tag data TDs and the new tag data TD₁ transmitted to
25 the object location determination module 230, and store the regenerated data in the storage module 270.

[00140] FIG. 4 is a flowchart illustrating a method for producing panoramic image content performed by a system for producing panoramic image content of FIG. 1.

[00141] Referring to FIG. 4, a method for producing panoramic image content includes a reward identification operation S100, a panoramic image generation operation S200, an object location calculation operation S300, and a panoramic image display operation S400.

[00142] First, at the reward identification operation S100, the panoramic image server 200 calculates an expected imaging reward PR based on user location information that is location information of the user device 100 and reward reference data CD, transmits the expected imaging reward PR to the user device 100, and displays the expected imaging reward PR received by the user device 100.

[00143] In this case, pre-stored tag data TD_s and new tag data TD₁ include imaging origin information SI on a location in which the panoramic image I is shot and object location information OI on an individual object.

[00144] Further, the reward reference data CD includes at least one reference of imaging viewing angle information on the object pre-stored based on the pre-stored panoramic image data ID_s and the pre-stored tag data TD_s, a distance between an imaging origin based on the imaging origin information SI and the object location based on the object location information OI, the number of pieces of the pre-

stored tag data TD_s with respect to the object, imaging information I_D, and user information of the user device 100.

[00145] Next, at the panoramic image generation operation S200, the user device 100 generates a first panoramic image data ID₁ including a first panoramic image I₁ and imaging information and a first tag data set DS₁ including the new tag data TD₁ with respect to at least one object being deployed on the first panoramic image I₁.

[00146] Referring to FIG. 5, the panoramic image generation operation S200 includes a panoramic imaging operation S210, an image and imaging data transmission operation S220, an existing image data existence determination operation S230, a tag information input determination operation S240, an initial tag data input operation S250, a tag location correction operation S260, and an imaging reward operation S270.

[00147] First, at the panoramic imaging operation S210, the user device 100 shoots the first panoramic image I₁, and generates the first panoramic image data ID₁ including the first panoramic image I₁ and the imaging information.

[00148] Next, at the image and imaging data transmission operation S220, the user device 100 transmits the first panoramic image data ID₁ to the panoramic image server 200.

[00149] Next, at the existing image data existence determination operation S230, the user device 100 determines existence/nonexistence of the pre-stored

panoramic image data ID_s existing in the predetermined region based on the first panoramic image data ID₁.

[00150] Next, if the pre-stored panoramic image data ID_s exists in the predetermined region based on the first panoramic image data ID₁, the user device 100, at the tag information input determination operation S240, inputs the tag information of the new tag data TD₁ based on the tag information of the pre-stored tag data TD_s.

[00151] If the pre-stored panoramic image data ID_s does not exist in the predetermined region based on the first panoramic image data ID₁, or the user device 100 does not input the tag information of the new tag data TD₁ based on the tag information of the pre-stored tag data TD_s, the user device 100, at the initial tag data input operation S250, directly receives an input of the tag information of the new tag data TD₁ from a user.

[00152] At the tag location correction operation S260, the user device 100 corrects the first tag data set DS₁ based on the image processing result of the first panoramic image data ID₁.

[00153] At the imaging reward operation S270, the user device 100 generates reward reference data CD in consideration of at least one of the pre-stored panoramic image data ID_s existing in the predetermined region and the pre-stored tag data TD_s based on the first panoramic image data ID₁ and the new tag data TD₁, and provides imaging

reward IR for the first panoramic image data ID₁ and the new tag data TD₁ based on the reward reference data CD.

[00154] At the object location calculation operation S300, the panoramic image server 200 generates the united tag data UT by receiving the first panoramic image data ID₁ and the first tag data set DS₁ from the user device 100, searching for at least one pre-stored tag data TD_s with respect to the same object existing in the predetermined region based on the imaging information of the first panoramic image data ID₁, and calculating the location of the object based on the pre-stored tag data TD_s searched for with respect to the same object and the new tag data TD₁.

[00155] At the object location calculation operation S300, the panoramic image server 200 may calculate the location of the object by an average value of intersection points among a plurality of extension lines V being formed based on at least one piece of the pre-stored tag data TD_s and the location information set of the new tag data TD₁.

[00156] In this case, the pre-stored tag data TD_s and the new tag data TD₁ include imaging origin information SI on the location where the panoramic image is shot and object location information OI on an individual object. In this case, an extension line V is formed to extend from a connection line connecting an imaging origin based on one piece of the imaging origin information SI and an object

location based on one piece of the object location information OI to each other.

[00157] At the object location calculation operation S300, if there are two or more location information sets of the pre-stored tag data TD_s searched for with respect to the same object, the panoramic image server 200 generates the intersection points P of the extension lines with respect to the same object being formed based on the first and second parameters of the imaging origin information SI and the object location information OI, and generates the united tag data UT using the average value of values of the extension lines on which the intersection point meets a straight line of the third parameter vertically extending in a direction of the third parameter.

[00158] Referring to FIG. 6, the object location calculation operation S300 includes a tag data determination operation S310, a 3D tag coordinate calculation operation S320, and a 2D tag coordinate calculation operation S330.

[00159] At the tag data determination operation S310, the panoramic image server 200 determines the number of location information sets of the pre-stored tag data TD_s searched for with respect to the same object.

[00160] At the 3D tag coordinate calculation operation S320, if there are the two or more location information sets of the pre-stored tag data TD_s searched for with

respect to the same object, the panoramic image server 200 generates the united tag data UT using the average value of the intersection points P of the extension lines V with respect to the same object being formed based on the first to third parameters of the imaging origin information SI and the object location information OI.

[00161] At the 2D tag coordinate calculation operation S330, if there is one location information set of the pre-stored tag data TD_s searched for with respect to the same object, the panoramic image server 200 generates the united tag data UT using the average value of the intersection points P of the extension lines V with respect to the same object being formed based on the first and second parameters of the imaging origin information SI and the object location information OI.

[00162] At 3D object modeling data generation operation S340, if there are the two or more location information sets of the pre-stored tag data TD_s searched for with respect to the same object, the panoramic image server 200 generates an identification region surrounding the plurality of intersection points P and an object average point based on the average value of the intersection points P, and generates 3D model data of the object being deployed on the panoramic image I based on the identification region.

[00163] In this case, the object average point based on the average value is deployed in the center of the

identification region, the size of the identification region may be in proportion to variances of the intersection points P, and the intersection point being located in a distance that is larger than a predetermined distance from the object average point based on the average value may be excluded from the identification region.

[00164] At the panoramic image display operation S400, the panoramic image server 200 displays the tag information on the object on the panoramic image data I based on the united tag data UT.

[00165] At the panoramic image display operation S400, the panoramic image server 200 displays the tag information of the united tag data UT on the first panoramic image data ID₁ and the pre-stored panoramic image data ID_s respectively linked to a plurality of pieces of object reference information including the same tag information.

[00166] In this case, at the panoramic image display operation S400, the panoramic image server 200 may display the united tag data UT on the plurality of pieces of panoramic image data ID including the location information received by the panoramic image server 200 based on not only the first panoramic image data ID₁ and the pre-stored panoramic image data ID_s but also the united tag data UT calculated from the first panoramic image data ID₁ and the pre-stored panoramic image data ID_s.

[00167] FIG. 7 is an exemplary diagram illustrating a

panoramic image generation operation by a user device of FIG. 2.

[00168] Referring to FIG. 7, at operation (A), a user can shoot a first panoramic image 605 using the user device
5 100.

[00169] In this case, the user performs an imaging operation for imaging the first panoramic image 605 using a shooting button 400 included on a displayed interface of the user device 100.

10 **[00170]** The user device 100 may shoot the first panoramic image 605 by performing all operations capable of generating not only a single image but also 360° and panoramic images and an application operation.

[00171] The user device 100 performs imaging of the
15 first panoramic image 605, generates imaging information for imaging the first panoramic image 605, and generates the first panoramic image data ID₁ including the generated first panoramic image 605 and the imaging information.

[00172] At operation (B), the user device 100 may
20 include an output unit 130 that displays the first panoramic image 605 of the first panoramic image data ID₁, and the user may deploy tag information 600 with respect to at least one object on the first panoramic image 605 through the input unit 120 of the user device 100.

25 **[00173]** If the user performs deployment of the tag information 600 with respect to the object on the first

panoramic image 605, the user device 100 generates new tag data TD₁ with respect to the object.

[00174] In this case, the new tag data TD₁ includes the imaging origin information SI on the location in which the first panoramic image 605 is shot and the object location information OI on the object.

[00175] The user device 100 determines existence/nonexistence of the pre-stored panoramic image data ID_s existing in the predetermined region based on the imaging information of the first panoramic image data ID₁ deployed and generated by the user.

[00176] If the pre-stored panoramic image data ID_s exists, the user device 100 may display the pre-stored panoramic image data ID_s and the tag information of the referred pre-stored tag data TD_s through the output unit 130.

[00177] Exemplarily, names of the object that is the tag information included in the pre-stored tag data TD_s may be displayed, and the user may select a reliable name from the tag information using the input unit 120 of the user device 100.

[00178] The user device 100 may preferentially display plural pieces of tag information with respect to the same object among the tag information of the plural pieces of the pre-stored tag data TD_s.

[00179] Exemplarily, in case that "Statue of Admiral Yi

Sun-sin", "Image of Yi Sun-sin", and "Statue of Yi Sun-sin" exist as the tag information of the pre-stored tag data TD_s, and the tag information multiply input from other user devices 100 is "Statue of Yi Sun-sin", the tag information
5 601 on the "Statue of Yi Sun-sin" is preferentially displayed on the panoramic image I, and thus the user who uses the user device 100 can select a reliable name.

[00180] Further, in case that the pre-stored panoramic image data ID_s does not exist in the predetermined region
10 based on the first panoramic image data ID₁, or the user device 100 does not input the tag information of the new tag data TD₁ based on the tag information of the pre-stored tag data TD_s, the user device 100 may directly receive the tag information of the new tag data TD₁ from the user.

15 **[00181]** Exemplarily, the user device 100 may perform deployment of the object on the first panoramic image I₁ from the user, and thus the user can directly input the tag information of the deployed object to generate the initial new tag data in the predetermined region.

20 **[00182]** Thereafter, the user device 100 may generate newly the new tag data through receiving of the tag information of the pre-stored tag data TD_s that is the initial new tag data from the panoramic image server 200.

[00183] FIG. 8 is an exemplary diagram illustrating an
25 object location calculation operation of a panoramic image server of FIG. 3.

[00184] Referring to FIG. 8, pre-stored tag data TD_2 and TD_3 searched for with respect to the same object in the predetermined region R_1 is searched for based on the imaging information I_D of the first panoramic image data ID_1 ,
5 and three extension lines V_1 , V_2 , and V_3 are formed to extend from the connection line connecting imaging origins SP_1 , SP_2 , and SP_3 based on imaging origin information SI on the location in which the first panoramic image I_1 , the second panoramic image I_2 that is a pre-stored panoramic
10 image I_s , and the third panoramic image I_3 are shot and object locations OP_1 , OP_2 , and OP_3 that correspond to object location information OI on an individual object to each other.

[00185] In this case, united tag data 750 may be
15 generated by generating intersection points P_1 , P_2 , and P_3 among a plurality of extension lines V_1 , V_2 , and V_3 and calculating the location of the object with an average value of the generated intersection points P_1 , P_2 , and P_3 , and the user device 100 may receive the united tag data UT
20 including the location information calculated by the panoramic image server 200 and the tag information, and may display the tag information on the object on the plurality of panoramic images I .

[00186] Further, referring to FIG. 8, the panoramic
25 image server 200 may generate location markers M_1 , M_2 , and M_3 on a geometric information image based on the location

information in which the plurality of panoramic image data ID₁, ID₂, and ID₃ are shot.

[00187] The panoramic image server 200 may provide the geometric information image on which the location markers M₁, M₂, and M₃ are created to the user device 100, and the output unit 130 of the user device 100 may display the geometric information image on which the location markers M₁, M₂, and M₃ are displayed to the user.

[00188] Further, the panoramic image server 200 may generate tag deployment directions MV₁, MV₂, and MV₃ in a specific region of the location markers M₁, M₂, and M₃ based on the tag data TD₁, TD₂, and TD₃ of the plurality of panoramic image data ID₁, ID₂, and ID₃.

[00189] Exemplarily, on the third marker M₃ corresponding to the third panoramic image data ID₃, the tag deployment direction MV₃ in a direction of 11 o'clock, which is the direction from the imaging origin SP₃ based on the imaging origin information SI of the third tag data TD₃ to the object location OP₃ that is the object location information OI, may be formed in a specific region of the third location marker M₃.

[00190] Further, the panoramic image server 200 may create united tag data 750 generated through calculation of the location of the object with the average value of the intersection points P₁, P₂, and P₃ on the geometric information image.

[00191] In this embodiment, the configuration, in which the panoramic image server 200 generates the location marker M and the united tag data UT on the geometric information image, and the user device 100 receives and displays the geometric information image, has been described, but in another embodiment, the user device 100 may receive the location marker M and the united tag data UT, and may generate the location marker and the united tag data on the geometric information image.

[00192] By displaying the geometric information image on which the location marker M and the united tag data UT are created through the output unit 130, the user can easily grasp, from a plurality of users, the location in which the panoramic image I is shot and the location and the direction in which the tag information of the united tag data UT is deployed.

[00193] FIG. 9 is an exemplary diagram of a user interface for displaying tag information based on united tag data for an object in a user device of FIG. 2.

[00194] Referring to FIG. 9, the user device 100 may display tag information 710, 720, 730, 740, and 750 of united tag data UT with respect to a plurality of objects being deployed on a plurality of panoramic images I from the panoramic image server 200.

[00195] The united tag data UT is generated based on new tag data TD₁ received with respect to the same object from

the user devices 100, imaging origin information SI included in pre-stored tag data TDs, and object location information OI.

5 **[00196]** If the user of the user device 100 selects the tag information 710, 720, 730, 740, and 750 of the united tag data UT with respect to the objects, the user device 100 may display a deployed name 751 of the tag information corresponding to the united tag data UT, regional information corresponding to the object location information OI, object information, and object environment information, and the tag information 710, 720, 730, 740, and 750 of the united tag data UT may be linked to the object information or the panoramic image adjacent to the object to be provided to the user.

15 **[00197]** The user device 100 may display the tag information 710, 720, 730, 740, and 750 of the united tag data UT on the panoramic image in the form of selectable icons, markers, and tags, and the tag information of the united tag data UT may be displayed to the user in the form of an outline and 3D-modeled 3D object generated based on the object location information OI and the result of recognizing the object of the panoramic image I.

25 **[00198]** Because the user device 100 deploys the tag information using the recognized object and the object location information OI, accurate object location information OI of the shot object included in the panoramic

image I can be obtained, and the deployment of the tag information 710, 720, 730, 740, and 750 on the panoramic image I can also be precisely performed based on the object location information OI.

5 **[00199]** Further, because the shot object related to the united tag data UT is displayed by an outline to be provided to the user, the user can grasp the shot object included in the image more intuitively.

10 **[00200]** According to the united tag data UT, as the new tag data TD₁ with respect to the same object from a plurality of user devices 100 is accumulated, the locations of the tag information 710, 720, 730, 740, and 750 with respect to the corresponding object can be accurately displayed on the panoramic image I.

15 **[00201]** Further, as the distance from the imaging origin to the object location becomes longer, the sizes of the tag information 710, 720, 730, 740, and 750 of the united tag data UT on the panoramic image I become smaller.

20 **[00202]** FIG. 10 is an exemplary diagram illustrating tag data stored in a panoramic image server of FIG. 3.

[00203] Referring to FIG. 10, the panoramic image server 200 may store pre-stored tag data TD_s and new tag data TD₁ of a plurality of objects different from one another.

25 **[00204]** Here, the pre-stored tag data TD_s is illustrated, which includes plural pieces of tag information 611, 621, 631, and 641 and location information sets 615, 625, 635,

and 645 shot from the imaging origin of first imaging origin information 616, 626, 636, and 646.

[00205] Further, the new tag data TD_1 is illustrated, which includes the first tag information 611 and the second
5 imaging origin information 616 shot from the location that is different from the location of the pre-stored tag data TD_s .

[00206] In this case, the panoramic image server 200 may generate the united tag data 610 including the plurality of
10 location information sets 615 and 655 obtained by imaging the objects having the same first tag information 611 from different locations, respectively.

[00207] That is, the united tag data UT includes the tag information with respect to one object and two or more
15 location information sets deployed on the panoramic image I.

[00208] The location information set includes imaging origin information SI that is the location in which the panoramic image is shot, one piece of object location information OI for deploying the user device 100 on the
20 panoramic image, first panoramic image data ID_1 for imaging the location information set and the corresponding object, and object reference information RI including link information with the pre-stored panoramic image data ID_s .

[00209] Exemplarily, the panoramic image server 200 may
25 generate the united tag data 610 by calculating the location of the object based on first and second imaging

origin information 616 and 656 of the first tag information 611 and first and second object location information 617 and 657 of the first tag information 611, and may display the first tag information 611 with respect to the object on the pre-stored panoramic image data TD_s and the new panoramic image data TD_1 linked to the first and second object reference information 618 and 658 of the first tag information based on the generated united tag data 610.

[00210] Further, the panoramic image server 200 may display the second to n-th tag information 621, 631, and 641 on the pre-stored panoramic image I_s based on the location information sets 625, 635, and 645 on the pre-stored panoramic image I_s .

[00211] In this case, the first tag information 611 may be displayed on the pre-stored panoramic image I_s and the first panoramic image I_1 using the imaging origin information 616 and 656 and the object location information 617 and 657 included in the plurality of location information sets 615 and 655, or may be selectively displayed on the panoramic image I using any one of the location information sets 615 and 655 that is the location information in which each of the user device 100 deploys the object.

[00212] Although the embodiments have been described in the limited description and drawings, it should be understood by those of ordinary skill in the art to which

the present disclosure pertains that various corrections and modifications can be made from the above description. For example, proper results can be achieved even if the described technologies are performed in a different order
5 from the order of the described method, and/or constituent elements, such as the described system, structure, device, and circuit, are coupled or combined in a different form from the form of the described method, or the constituent elements are replaced by or substituted for other
10 constituent elements or equivalents. Accordingly, other implementations, other embodiments, and equivalents of appended claims belong to the scope of the claims, which will be described later.

[00213] The forms for embodying the present disclosure
15 have been described together with the best form for embodying the present disclosure as described above.

[00214] The present disclosure relates to a system and a method for producing panoramic image content, and thus the present disclosure is applicable to various apparatuses and
20 methods for producing the panoramic image content, and has industrial applicability with repeatability.

WHAT IS CLAIMED IS:

1. A system for producing panoramic image content, comprising:

a user device configured to generate first panoramic
5 image data including a first panoramic image and imaging
information and a first tag data set including new tag data
for at least one object deployed on the first panoramic
image; and

a panoramic image server including a data receiving
10 module configured to receive the first panoramic image data
and the first tag data set from the user device, a tag
search module configured to search for at least one pre-
stored tag data with respect to the same object existing in
a predetermined region based on the imaging information of
15 the first panoramic image data, an object location
determination module configured to generate united tag data
by calculating a location of the object based on the pre-
stored tag data searched for with respect to the same
object and the new tag data, and a tag generation module
20 configured to display tag information on the object on the
panoramic image data based on the united tag data.

2. The system of claim 1, wherein the pre-stored
tag data and the new tag data comprise imaging origin

information on a location in which the panoramic image is shot and object location information on an individual object,

an extension line is formed to extend from a
5 connection line connecting an imaging origin based on one piece of the imaging origin information and an object location based on one piece of the object location information to each other, and

the object location determination module is
10 configured to calculate the location of the object by an average value of intersection points among a plurality of extension lines being formed based on at least one piece of the pre-stored tag data and a location information set of the new tag data.

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3. The system of claim 2, wherein the object location determination module is configured to determine a number of location information sets of the pre-stored tag data searched for with respect to the same object,

20 the imaging origin information and the object location information comprise a first parameter, a second parameter, and a third parameter for the location,

the object location determination module is configured to generate the united tag data using the
25 average value of the intersection points of the extension

lines with respect to the same object being formed based on the first to third parameters of the imaging origin information and the object location information in case that there are two or more location information sets of the pre-stored tag data searched for by the panoramic image server with respect to the same object, and

the object location determination module is configured to generate the united tag data using the average value of the intersection points of the extension lines with respect to the same object being formed based on the first and second parameters of the imaging origin information and the object location information in case that there is one location information set of the pre-stored tag data searched for by the panoramic image server with respect to the same object.

4. The system of claim 3, wherein in case that there are the two or more location information sets of the pre-stored tag data searched for with respect to the same object, the panoramic image server is configured to generate an identification region surrounding the plurality of intersection points and an object average point based on the average value of the intersection points, and to generate 3D model data of the object being deployed on the panoramic image based on the identification region.

5. The system of claim 4, wherein the object average point based on the average value is deployed in a center of the identification region, and a size of the identification region is in proportion to variances of the intersection points.

6. The system of claim 4, wherein the intersection point being located in a distance that is larger than a predetermined distance from the object average point based on the average value is excluded from the identification region.

7. The system of claim 3, wherein the imaging origin information and the object location information comprise the first parameter, the second parameter, and the third parameter for the location, and

the object location determination module is configured to determine the number of location information sets of the pre-stored tag data searched for with respect to the same object, to generate the intersection points of the extension lines with respect to the same object being formed based on the first parameter and the second parameter of the imaging origin information and the object location information in case that there are two or more

location information sets of the pre-stored tag data searched for with respect to the same object, and to generate the united tag data using the average value of values of the extension lines on which the intersection
5 point meets a straight line of the third parameter vertically extending in a direction of the third parameter.

8. The system of claim 1, wherein the user device comprises:

10 an imaging unit configured to generate the first panoramic image;

an imaging information generation unit configured to generate the first panoramic image data including the first panoramic image and the imaging information;

15 a communication unit configured to transmit the first panoramic image data from the user device to the panoramic image server; and

an input unit configured to receive tag information of the new tag data based on tag information of the pre-stored tag data or to directly receive the tag information
20 of the new tag data from a user.

9. The system of claim 1, wherein the panoramic image server further comprises a reward module configured
25 to generate reward reference data in consideration of at

least one of pre-stored panoramic image data existing in the predetermined region and the pre-stored tag data based on the first panoramic image data and the new tag data, and to provide imaging reward for the first panoramic image data and the new tag data based on the reward reference data.

10. The system of claim 9, wherein the reward module is configured to calculate an expected imaging reward based on user location information that is location information of the user device and the reward reference data, and to transmit the expected imaging reward to the user device, and

the user device comprises an output unit configured to display the expected imaging reward received by the user device.

11. The system of claim 9, wherein the pre-stored tag data and the new tag data include imaging origin information on a location in which the panoramic image is shot and object location information on an individual object, and

the reward reference data includes at least one reference of imaging range information on the object pre-stored based on the pre-stored panoramic image data and the

pre-stored tag data, a distance between an imaging origin based on the imaging origin information and the object location based on the object location information, a number of pieces of the pre-stored tag data with respect to the
5 object, the imaging information, and user information of the user device.

12. The system of claim 1, wherein the tag generation module is configured to display the united tag
10 data on the first panoramic image data and pre-stored panoramic image data respectively linked to a plurality of pieces of object reference information including the same tag information.

15 13. The system of claim 1, wherein the user device further comprises a location correction module configured to correct the first tag data set based on an image processing result of the first panoramic image data.

20 14. A method for producing panoramic image content using a system for producing panoramic image content including a user device generating panoramic image data and tag data and a panoramic image server receiving the panoramic image data and the tag data from the user device,
25 the method comprising:

generating a panoramic image which generates, by the user device, first panoramic image data including a first panoramic image and imaging information and a first tag data set including new tag data for at least one object
5 deployed on the first panoramic image;

calculating an object location which generates, by the panoramic image server, united tag data by receiving the first panoramic image data and the first tag data set from the user device, searching for at least one pre-stored
10 tag data with respect to the same object existing in a predetermined region based on the imaging information of the first panoramic image data, and calculating a location of the object based on the pre-stored tag data searched for with respect to the same object and the new tag data; and

15 displaying a panoramic image which displays, by the panoramic image server, tag information on the object on the panoramic image data based on the united tag data.

15. The method of claim 14, wherein the pre-stored
20 tag data and the new tag data include imaging origin information on a location in which the panoramic image is shot and object location information on an individual object,

an extension line is formed to extend from a
25 connection line connecting an imaging origin based on one

piece of the imaging origin information and an object location based on one piece of the object location information to each other, and

the calculating of the object location comprises
5 calculating, by the panoramic image server, the location of the object by an average value of intersection points among a plurality of extension lines being formed based on at least one piece of the pre-stored tag data and a location information set of the new tag data.

10

16. The method of claim 15, wherein the imaging origin information and the object location information include a first parameter, a second parameter, and a third parameter for the location, and

15 the calculating of the object location comprises:

determining a tag data which determines, by the panoramic image server, a number of location information sets of the pre-stored tag data searched for with respect to the same object;

20 calculating a 3D tag coordinate which generates, by the panoramic image server, the united tag data using the average value of the intersection points of the extension lines with respect to the same object being formed based on the first to third parameters of the imaging origin
25 information and the object location information in case

that there are two or more location information sets of the pre-stored tag data searched for with respect to the same object; and

calculating a 2D tag coordinate which generates, by
5 the panoramic image server, the united tag data using the average value of the intersection points of the extension lines with respect to the same object being formed based on the first and second parameters of the imaging origin information and the object location information in case
10 that there is one location information set of the pre-stored tag data searched for with respect to the same object.

17. The method of claim 16, wherein the calculating
15 of the object location further comprises:

generating a 3D object modeling data which generates, by the panoramic image server, an identification region surrounding the plurality of intersection points and an object average point based on the average value of the
20 intersection points in case that there are the two or more location information sets of the pre-stored tag data searched for with respect to the same object; and

generates 3D model data of the object being deployed on the panoramic image based on the identification region.

25

18. The method of claim 17, wherein the object average point based on the average value is deployed in a center of the identification region, and a size of the identification region is in proportion to variances of the intersection points.

19. The method of claim 17, wherein the intersection point being located in a distance that is larger than a predetermined distance from the object average point based on the average value is excluded from the identification region.

20. The method of claim 16, wherein the calculating of the object location comprises:

generating the intersection points of the extension lines with respect to the same object being formed based on the first parameter and the second parameter of the imaging origin information and the object location information in case that there are two or more location information sets of the pre-stored tag data searched for with respect to the same object; and

generating the united tag data using the average value of values of the extension lines on which the intersection point meets a straight line of the third parameter vertically extending in a direction of the third

parameter.

21. The method of claim 14, wherein the generating of the panoramic image comprises:

5 imaging a panoramic image which generates, by the user device, the first panoramic image and the first panoramic image data including the first panoramic image and the imaging information;

10 transmitting an image and imaging data which transmits, by the user device, the first panoramic image data to the panoramic image server;

15 determining an existing image data existence which determines existence/nonexistence of the pre-stored panoramic image data existing in the predetermined region based on the first panoramic image data;

20 determining a tag information input which inputs, by the user device, tag information of the new tag data based on tag information of the pre-stored tag data in case that the pre-stored panoramic image data exists in the predetermined region based on the first panoramic image data; and

25 inputting an initial tag data which directly receives the tag information of the new tag data from a user in case that the pre-stored panoramic image data does not exist in the predetermined region based on the first panoramic image

data or the user device does not input the tag information of the new tag data based on the tag information of the pre-stored tag data.

5 22. The method of claim 14, wherein the generating of the panoramic image comprises:

 providing rewards which generates reward reference data in consideration of at least one of pre-stored panoramic image data existing in the predetermined region
10 and the pre-stored tag data based on the first panoramic image data and the new tag data, and provides imaging reward for the first panoramic image data and the new tag data based on the reward reference data.

15 23. The method of claim 22, further comprising:

 identifying a reward which calculates, by the panoramic image server, an expected imaging reward based on user location information that is location information of the user device and the reward reference data,

20 transmits the expected imaging reward to the user device, and

 displays the expected imaging reward received by the user device.

25 24. The method of claim 23, wherein the pre-stored

tag data and the new tag data include imaging origin information on a location in which the panoramic image is shot and object location information on an individual object, and

5 the reward reference data comprises at least one reference of imaging range information on the object pre-stored based on the pre-stored panoramic image data and the pre-stored tag data, a distance between an imaging origin based on the imaging origin information and the object
10 location based on the object location information, a number of pieces of the pre-stored tag data with respect to the object, the imaging information, and user information of the user device.

15 25. The method of claim 14, wherein the displaying of the panoramic image comprises displaying, by the panoramic image server, the united tag data on the first panoramic image data and pre-stored panoramic image data respectively linked to a plurality of pieces of object
20 reference information including the same tag information.

 26. The method of claim 14, wherein the generating of the panoramic image further comprises correcting a tag location which corrects, by the user device, the first tag
25 data set based on an image processing result of the first

panoramic image data.