WHAT IS CLAIMED IS:

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

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,

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 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 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.

2. The system of claim 1, 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,

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 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.

3. The system of claim 2, 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.

4. The system of claim 3, 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.

5. The system of claim 3, 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.

6. The system of claim 2, 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 point meets a straight line of the third parameter vertically extending in a direction of the third parameter.

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

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;

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 of the new tag data from a user.

8. The system of claim 1, wherein the panoramic image server further comprises 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.

9. The system of claim 8, 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.

10. The system of claim 8, 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 object, the imaging information, and user information of the user device.

11. The system of claim 1, wherein the tag generation module is 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.

12. 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.

13. 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, 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 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 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

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,

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,

an extension line is 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 comprises 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.

14. The method of claim 13, 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

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;

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.

15. The method of claim 14, wherein the calculating 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 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.

16. The method of claim 15, 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.

17. The method of claim 15, 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.

18. The method of claim 14, 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.

19. The method of claim 13, wherein the generating

of the panoramic image comprises:

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.

20. The method of claim 13, 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 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.

21. The method of claim 20, 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,

transmits the expected imaging reward to the user device, and

displays the expected imaging reward received by the user device.

22. The method of claim 21, 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 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 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.

23. The method of claim 13, 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 reference information including the same tag information.

24. The method of claim 13, wherein the generating of the panoramic image further comprises 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.