Packshot*Creator*

The essential digital photography solution dedicated to your products

Packshot*Creator*

The PC-connected studios

The Packshot*Creator* photo studio range enables companies to create in-house all pictures and animations of their products. These innovative systems are to be simply plugged into a computer to meet all the company's needs in product communication.

Place, Preview, Create

With Packshot*Creator*, generate product pictures and animations in only three steps:

1
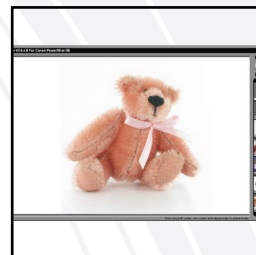
Place
the product inside of the lightbox

2

Preview
the item in real time on your screen
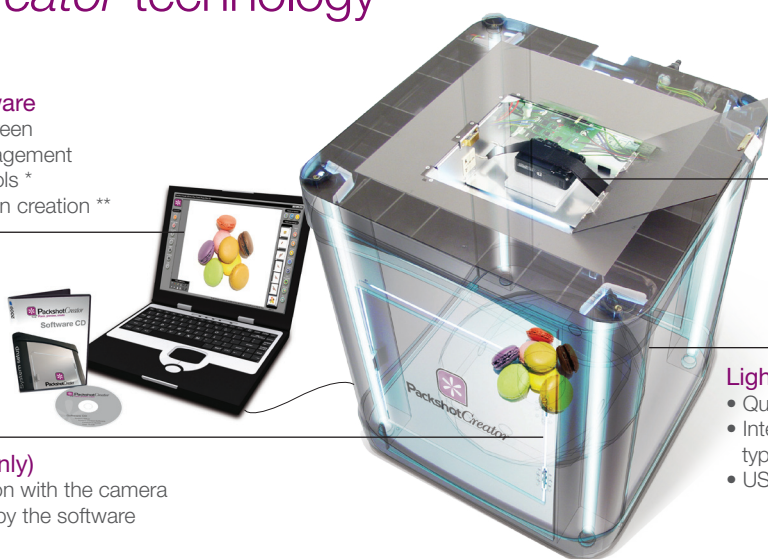
3

Create
your photos in a few clicks

Packshot*Creator* technology

Packshot*Creator* software
• Real-time preview on screen
• Image capture and management
• Integrated retouching tools *
• Automatic 360° animation creation **

Digital camera
• Integrated to the lightbox
• Customized firmware dedicated to the Packshot*Creator* technology

Lightbox
• Quality brushed aluminium structure
• Internal lighting system featuring a daylight type environment (4 fluorescent lamps - 6 500 K)
• USB connection to the computer

Turntable (360 range only)
• Automatic synchronization with the camera
• 360° rotation controlled by the software
• White neutral base

* except Classic range
** 360 range only

Hundreds of uses

E-commerce: attract visitors to your website and convert your contacts into sales

Marketing: roll out a Rich Media strategy and benefit from a modern and innovative brand image

Quality control: verify all your products in detail with High Definition pictures

Public relations: combine quality pictures with persuasive speeches for improved communication

R&D: make your inventions come true by quickly sharing the work of your engineers

Archiving: save and classify all your product references in a few clicks

Effective visual communication for high performance

Speed up your image creation process and achieve better business results:

+ 30% sales conversions on e-commerce websites

Visual productivity improved **x10**

- 20% abandonned shopping carts

Classic Range

Capture easily all your products with the Packshot*Creator* photo studio range.
The Classic range offers the state-of-the-art technologies in profesionnal object photography. Give the best shots of your items and offer eye-catching photos that will leave no doubt on the quality of your products.

Packshot*Creator* Business 2.0

The all-in-one creative solution made for all your products.
Enter the world of profesionnal quality photography made in-house with the Packshot*Creator* Business 2.0 studio.
Guaranteed results with no specific skills required.

Packshot*Creator* Mini 2.0

The solution for small-size products.
Its optimized lighting environment ensures the best visual results for your smallest items.

Make the focus on your products

Make your product pictures more attractive on all digital supports (website, newsletters, screen displays, etc.)

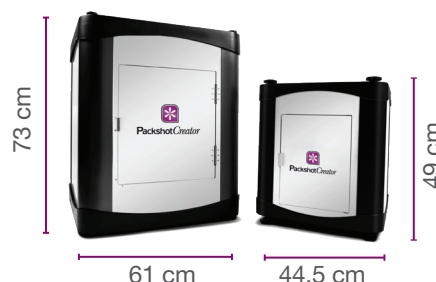Increase your commercial impact with color- and texture-accurate photos to trigger buying

Improve your visual creation processes by chosing an effective ready-to-use system

Make the creation of your photos easier thanks to a user-friendly solution accessible to all the employees of a company

Optimize your visual communication budget with a creative multi-tasking tool

Packshot*Creator* Classic Range

· Real-time preview

· Automatic image capture

· Max. resolution 3456x2592 (300 dpi)

· Saving formats Jpg and Tiff

· Homogeneous lighting (6500 K)

73 cm — 61 cm — 49 cm — 44,5 cm

Discover our product ranges...

Packshot*Alto*	Packshot*Spin*	Packshot*Office*	Packshot*Creator* 3D
Large-size photo studios	360° animation creation solutions	The fully integrated touch workstation	The automated solution for 3D and 360° animations
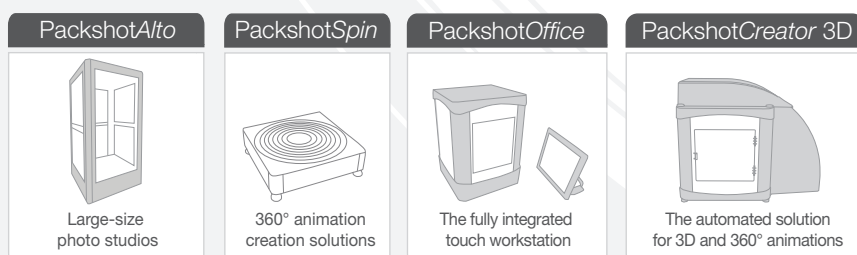
Technical specifications: Packshot*Creator* Business 2.0 / Mini 2.0

Product features	Real-time preview on screen Cast shadows control Automated image capture Automatic original file saving
Lightbox lighting	Homogeneous daylight type lighting (6500 K, 4x18W)
Integrated digital camera **Max. image resolution** **Saving formats** **PC connection** **Software version**	Canon PowerShot SX110 IS (9 Mpixels) 3456x2592 (300 dpi) Jpg, Tiff USB 2.0 Packshot*Creator* SE Edition
Lightbox dimensions (LxWxH) **Business model** **Mini model** **Package weight** **Business model** **Mini model**	 61x61x73 cm 44,5x44,5x49 cm 38 kg 15 kg
Max. product size (LxWxH) **Business model** **Mini model**	 Top shot: 40x58x30 cm Side shot: 40x40x40 cm Top shot: 30x43x20 cm Side shot: 27x27x27 cm
Package composition	USB lightbox Optimized digital camera Packshot*Creator* software Cables and cords Tripod Acrylic product stand White background for side shots Reflective door cover Foam supports for digital camera Fluorescent lamps

System requirements
OS: Windows® ME / 2000 / XP or Windows 7
(Administrator Account for 2000 and XP)
CPU: Pentium® or equiv. (1 GHz or higher preferred)
RAM: Min. 1 GB (2 GB preferred)
VGA: Min. 1024x768, True color
Monitor Type: CRT or LCD monitor
3 USB ports min., CD ROM Drive
Internet connection with active email account (optional)

Voltage
AC 220-240V

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