Packshot*Alto*

Think big for your product communication
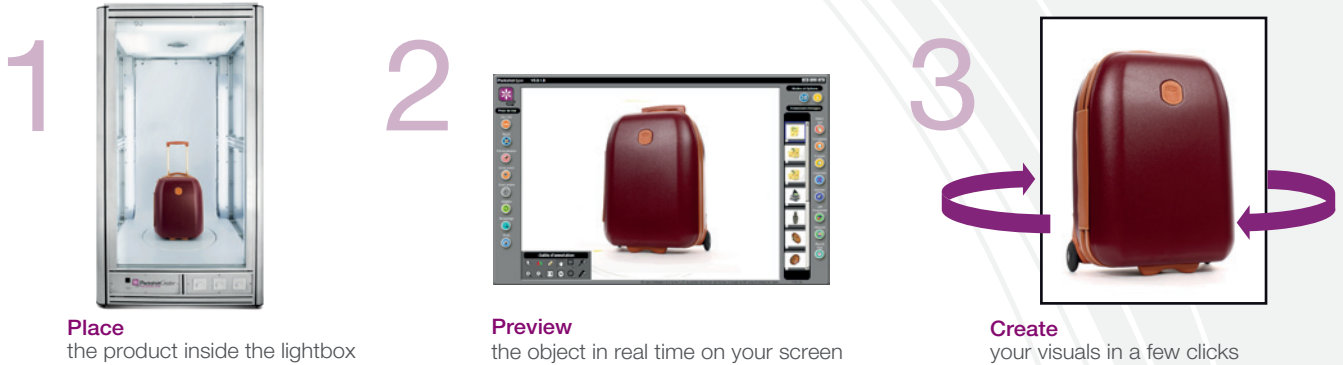
The grand sized studio

The Packshot*Alto* range is designed to support persons or large objects up to 100 kg, 55 cm wide and 1.80 meter tall. This studio is perfectly fitted to help you set up your shooting and animation criteria, with an unprecedented professional rendering.

Place, Preview, Create

With Packshot*Alto*, generate pictures and animations in only 3 steps:

1

Place
the product inside the lightbox

2

Preview
the object in real time on your screen

3

Create
your visuals in a few clicks

The Packshot*Alto* technology

Lightbox
• High-dimension lightbox
• Quality brushed aluminium structure
• Internal lighting system featuring a daylight type environment (6500 K)
• Integrated light dimmers

360° turntable
• Circular product background integrated to the lightbox
• Direct synchronisation with the camera
• 360° rotation controlled by the software

Digital camera
• High definition camera
• Special firmware dedicated to the Packshot*Alto* lighting environment

Packshot*Alto* software
• Remote control on the shooting process
• Real-time image preview on screen
• Batch editing and retouching
• Automated creation of 360° animations

Your visual advantage

E-commerce : produce more web traffic and convert your leads into quality prospects with an interaction-driven strategy

Webmarketing : generate enthusiasm through impressive and innovating images of your products

Quality control : instantly check all your products thanks to the quick web and network transmission features

Public relations : publish interactive animations of your products on specialized sites

R&D : share information on your latest innovations with very precise and realistic images

Archiving : dematerialize your products and create a complete database of your many references

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

Packshot*Alto*

Expand your creativity.
The Packshot*Alto* range is an all-in-one solution aiming for your success in terms of visual communication.

Packshot*Alto* L & Packshot*Alto* XL

For any kind of product, luggage, small furniture or even human beings, this grand sized studio will offer you a wide range of possibilities with an unmatched rendered image quality.

SLR Option
The Packshot*Alto* range is also available with a SLR option. Benefit from the must-have camera for improved creativity.

In the grand scale of things

Increase your creativity through an all-in-one solution with unrivaled abilities

Enhance the image of your products to capture the attention of your audience online

Break free of all size and weight constraints to support your largest items and increase your online visibility

Increase the rate of your online campaigns through animated images that are more realistic than ever

Give way to innovation by taking advantage of new marketing trends: Rich Media, social networks, etc.
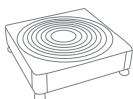
Discover as well our other ranges...

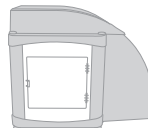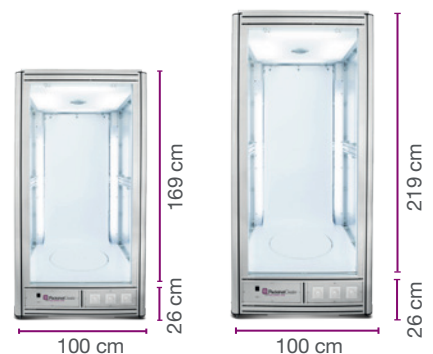| Packshot*Creator*	Packshot*Spin*	Packshot*Office*	Packshot*Creator* 3D
Solutions for pictures and 360° animations	360° animation creation solutions	The fully integrated touch workstation	The automated solution for 3D and 360° solutions

Packshot*Alto*

- Real-time image preview
- High Definition pictures
- Interactive 360° animations
- Integrated light dimmers
- Editing and retouching tools
- Max. image resolution 4000x3000 (300 dpi)
- Saving formats Jpg, Tiff, Flash, Gif, Html5

169 cm · 26 cm · 100 cm

219 cm · 26 cm · 100 cm

Technical specifications : Packshot*Alto* L / Packshot*Alto* XL

Product features	Real-time preview on screen High Definition 360° Flash, Gif and Html5 animation creation Custom animation sequence creation Cast shadow control Light dimming control Ceiling lighting Retouching tools Annotation tools FTP client Email transmission Watermark protection Original file saving
Lightbox lighting	Homogeneous daylight type lighting (6500 K, 4x36W)
Digital camera **Max. image resolution** **Saving formats** **PC connection** **Software version**	Ricoh GX200 (12 MPixels) 4000x3000 (300 dpi) Jpg, Tiff, Gif, Flash, Html5 USB 2.0 Packshot*Alto*
Lightbox dimensions (LxWxH) Packshot*Alto* L Packshot*Alto* XL **Lightbox weight**	 100x100x195,5 cm 100x100x245 cm n/a
Recommended product dimensions (LxWxH) Packshot*Alto* L Packshot*Alto* XL **Max. product weight**	 55x55x110 cm 55x55x180 cm 100 kg
Package composition	USB lightbox Dedicated digital camera Packshot*Alto* software Cables and cords Tripod White backdrop and circular background for the turntable
SLR Option **Software version** **Compatible cameras**	 Packshot*Alto* SLR* Canon EOS 1000D, 1100D, 450D, 500D, 550D, 600D, 40D, 50D, 60D, 1D Mark IV, 5D Mark II, 7D Nikon D5000, D7000, D90, D300, D300s * manual camera zoom control

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

Packshot*Creator*
Place, preview, create