



PackshotCreator

Make your products
spring to life at 360°

PackshotCreator e360
PackshotCreator Mini 360

360 Range

The PC-connected studios

The PackshotCreator 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 PackshotCreator, 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

PackshotCreator technology

PackshotCreator 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 PackshotCreator technology

Turntable (360 range only)

- Automatic synchronization with the camera
- 360° rotation controlled by the software
- White neutral base

Lightbox

- Quality brushed aluminium structure
- Internal lighting system featuring a daylight type environment (4 fluorescent lamps - 6500 K)
- USB connection to the computer

* 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 **x 10**

- 20% abandoned shopping carts

360 Range

Interactive animations made easily accessible with the PackshotCreator 360.

As a system designed exclusively for web use, this product range allows you to capture every angle of your product to offer a 360-degree view to your visitors. In just a few minutes, your products come to life on your e-commerce websites, in your emailings or interactive catalogs, blogs and more.

PackshotCreator e360

Create interactive 360° Flash animations in recordbreaking times. The synchronized turntable allows you to capture multiple angles of your product for an attractive in-depth visualization.



PackshotCreator Mini 360

The creative solution dedicated to the 360° capture of small-size products. PackshotCreator Mini 360 provides you with a greater view of your products from all angles.



Interactivity for a greater representation of your products

Improve the user experience of your visitors with attractive views of your products to stand out on the market

Raise your company profile by providing fluid and striking product animations

Increase your conversion rates with an accurate representation of your products

Boost the 360° animation creation process thanks to a user-friendly solution available to all

Make the best use of your marketing campaigns and workflows focusing on your products

PackshotCreator 360 Range

- Real-time preview
- Automatic image capture
- Quality pictures and 360° animations
- Max. resolution 3456x2592 (300 dpi)
- Saving formats Jpg, Tiff, Flash, Gif, Html5
- Homogeneous lighting

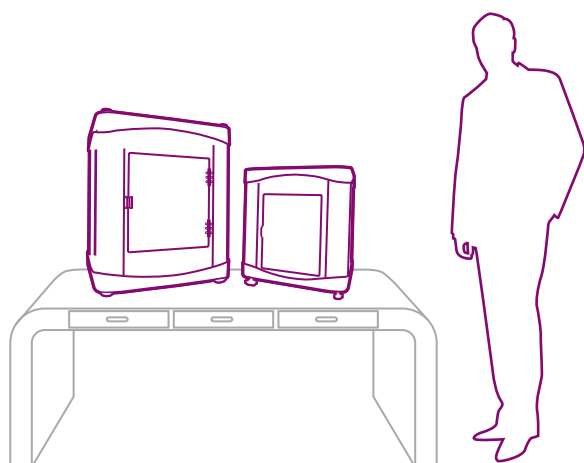


Discover our product ranges...

PackshotAto	PackshotSpin	PackshotOffice	PackshotCreator 3D
Large-size photo studios	360° animation creation solutions	The creative workstation	The automated solution for 3D and 360° animations

Technical specifications: PackshotCreator e360 / Mini 360

Product features	Real-time preview on screen Cast shadows control 360° animation creation in Flash, Gif and Html5 formats Custom animation sequence creation Retouching tools Annotation tools FTP client Email transmission Watermarking 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, Gif, Flash, Html5 USB 2.0 PackshotCreator 360 Edition
Lightbox dimensions (LxWxH) Business model Mini model Turntable dimensions (ØxH) Turntable weight Package weight Business model Mini model	61x61x73 cm 44,5x44,5x49 cm 39x 8,13 cm and 29x8,13 cm 2,5 kg 42,5 kg 19,5 kg
Max. product size (LxWxH) Business model Mini model Max. product weight	Top shot: 40x58x30 cm Side shot: 40x40x40 cm Top shot: 30x43x20 cm Side shot: 27x27x27 cm 11 kg
Package composition	USB lightbox USB turntable Optimized digital camera PackshotCreator 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) Mac OS X 10.6 and above 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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