



# Packshot*Creator*

Bring your products to  
life in High Definition  
and 360 degree

PackshotCreator 360 HD+  
PackshotCreator Mini 360 HD+

360 HD 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:

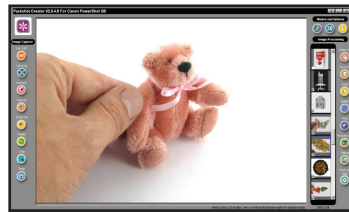
1



### 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 HD Range

Combining interactive 360° animations with High Definition pictures for high performance.

The PackshotCreator 360 HD photo studios offer the ultimate experience in digital photography by providing groundbreaking product views for enhanced communication.

## PackshotCreator 360 HD+

This photo studio allows you to generate 360° animations of all your products in recordbreaking times. It provides high quality photos for a multiple-angle visualization of the entire product.



## PackshotCreator Mini 360 HD+

The greatest creative solution for small-size items. With the PackshotCreator Mini 360 HD+, take the best out of interactive animations and detailed pictures for professional quality results.



### SLR Option

The PackshotCreator 360 HD range is also available with a SLR Option. Benefit from an essential tool in professional photography for improved visual results.

## Make your product more dynamic

**Stand out on the market** by offering 360° animations and unseen quality pictures

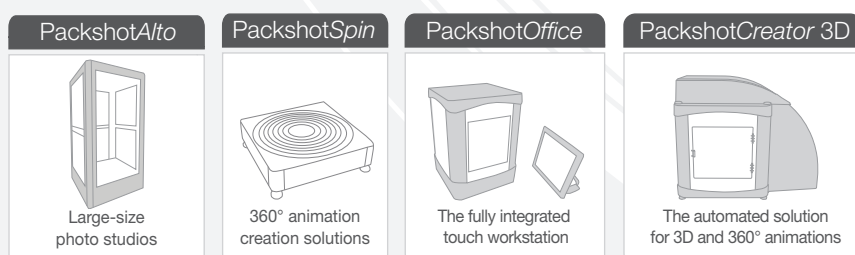
**Increase your web traffic** and get more sales conversions thanks to a renewed user experience

**Innovate on the Internet** with Rich Media contents featuring eye-catching photos with unseen realism

**Optimize your marketing supports** through a multi-purpose creative system that meets all your visual needs

**Create easily and rapidly** all your product pictures and get better responsiveness in communication

## Discover our product ranges...




## PackshotCreator 360 HD Range

- Real-time preview
- High Definition pictures
- Interactive 360° animations
- Integrated retouching tools
- Max. resolution 4416x3312 (300 dpi)
- Saving formats Jpg, Tiff, Flash, Gif and Html5
- Homogeneous lighting



# Technical specifications: PackshotCreator 360 HD+/ Mini 360 HD+

Product features	Real-time preview on screen Cast shadows control High Definition image capture 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 G10 (14,7 Mpixels) 4416x3312 (300 dpi) Jpg, Tiff, Gif, Flash, Html5 USB 2.0 PackshotCreator 360 HD 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 39x8,13 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 stands White background for side shots Reflective door cover Foam supports for digital camera Fluorescent lamps
SLR Option Software version Compatible cameras	PackshotCreator SLR Canon EOS 1000D, 450D, 500D, 550D, 40D, 50D, 60D, 1D Mark IV, 5D Mark II, 7D Nikon D5000, D7000, D90, D300, D300s
	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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