Packshot*Macro*

Focus on your products

As a solution dedicated to close-ups and shots of small objects, Packshot*Macro* magnifies your products in a way you have never seen before. Photographing undersized items becomes effortless!

The photo studio designed for macrophotography

Put a new angle on shooting small items with Packshot*Macro*.
Take stunning close-ups with this dedicated all-in-one photo studio. Focus on the finest parts of your products and reveal hidden and amazing details that cannot be seen with the naked eye.

Place, Preview, Create

With Packshot*Macro*, generate product pictures in only three steps :

1

Place
the item inside the lightbox

2

Preview
the product in real time on screen

3

Create
all your pictures in a few clicks

The Packshot*Macro* technology

Lightbox
- Optimized brushed aluminium structure
- Symetrical lighting system
- Daylight type lighting (6500 K)
- USB connection to the PC

Digital camera
- High Definition camera
- Packshot*Macro* customized *firmware*
- Ricoh GX200 with advanced Macro mode

Packshot*Macro* software
- Picture shooting control
- Real-time preview
- Image editing and retouching tools

Macro shooting kit
- Mini tripod for close ups
- Articulated arm for multi-angle shoots
- Acrylic product stand, 2 side shot backgrounds (black/white)

All uses in details

Webmarketing: roll out an innovative visual communication strategy and publish eye-catching pictures of your smallest items

E-commerce: generate more traffic on your website and convert online visitors into qualified leads

Quality control: verify all your items with detailed and realistic photos of your products

Public relations: publish High Definition and attractive product pictures on specialized websites

R&D: share the information by sending all your latest innovations to your colleagues easily

Archiving: shoot, save and classify all your product references instantly

Effective visual communication for high performance

Speed up your image creation process and achieve better business results:
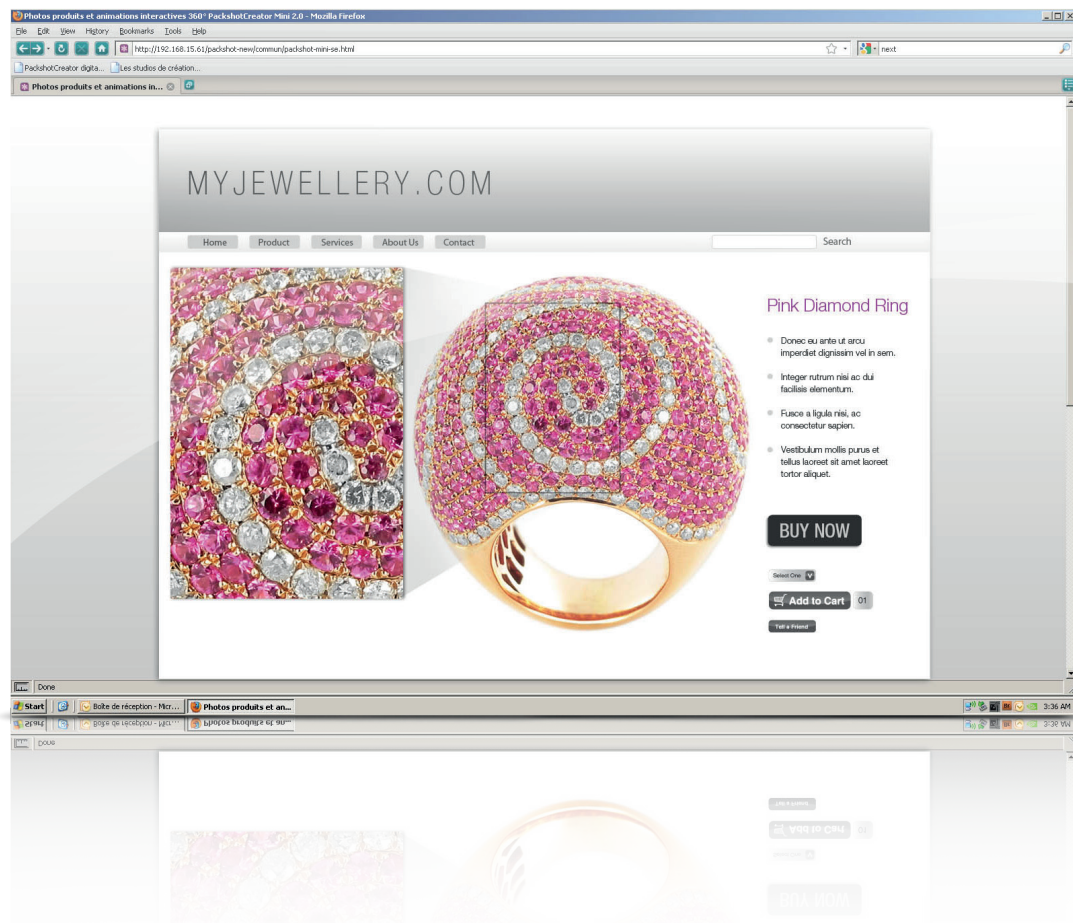
+ 30% sales conversions on e-commerce websites

Visual productivity improved **x 10**

- 20% abandoned shopping carts

Packshot*Macro*

Shoot all your products at the closest focus distance to capture the sharpest details.
Get more creative by playing with the limited depth of field and highlight your items' colors and textures as never before.

High performance through images

Product photography becomes much simpler with a multitask and comprehensive solution made for macrophotography
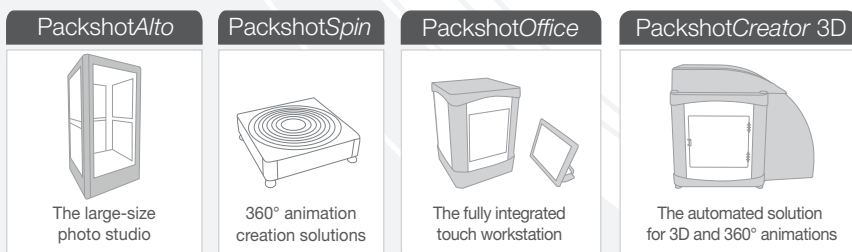
Develop your visual communication with professional quality product pictures

Overcome the constraints of shooting small products and close ups with an all-in-one dedicated system

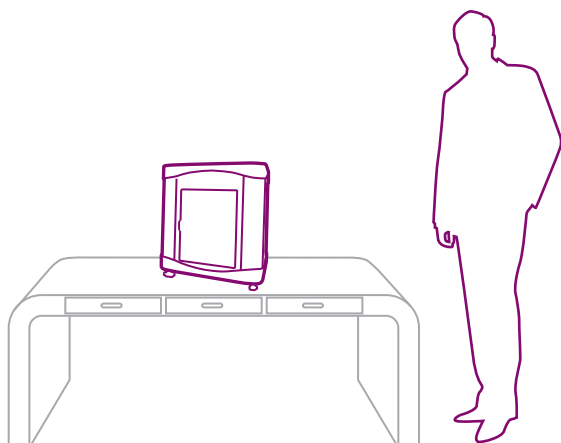**Increase your campaigns profitability** thanks to a turnkey system that offers immediate quality results

Go for an innovative solution by providing your clients with an enhanced user experience and multiple detailed views of your products

Discover our product ranges...

Packshot*Alto*	Packshot*Spin*	Packshot*Office*	Packshot*Creator* 3D
The large-size photo studio	360° animation creation solutions	The fully integrated touch workstation	The automated solution for 3D and 360° animations

Packshot*Macro*

- Configurated for macrophotography
- Minimum focusing distance < 1 cm
- Homogeneous daylight type lighting (6500 K)
- Integrated editing and retouching tools
- Max. image resolution 4000x3000 (300 dpi)
- Saving formats Jpg, Tiff

49 cm

44,5 cm

Technical specifications : Packshot*Macro*

Product features	Real-time preview on screen Cast shadow control Front and back lamp control Advanced Macro mode Retouching tools Annotation tools FTP client Email transmission Watermarking Original file saving
Lightbox lighting	Homogeneous daylight type lighting (6500 K, 4x18W)
Integrated digital camera **Max. image resolution** **Saving formats** **PC connection** **Software version**	Ricoh GX200 with dedicated firmware (12 MPixels) 4000x3000 (300 dpi) Jpg, Tiff USB 2.0 Packshot*Macro*
Lightbox dimensions (LxWxH) **Package weight** **Max. product size (LxWxH)** for top shots for side shots	44,5x44,5x49 cm 19,5 kg 30x43x20 cm 27x27x27 cm
Package composition	USB-connected lightbox Dedicated digital camera Packshot*Macro* software Cables and cords Mini tripod for camera Reflection control box Acrylic product stand White and black backgrounds for side shots Articulated arm 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

PackshotCreator
Place, preview, create