ORBITVU
PRODUCT TELEPORTING

ALPHASHOT 360

AUTOMATED PHOTO STUDIO FOR SMALL-SIZED PRODUCTS

2D   **360°**   ▷

CUT COSTS

INCREASE SALES

SPEED UP WORKFLOW

360°   **360° VIEW**

See me spinning! **360°**

Put your products in the spotlight!

IN-HOUSE AUTOMATED PHOTO STUDIO FOR SMALL-SIZED PRODUCTS

2D PACKSHOT

TOP VIEW

MULTI-VIEW IMAGES

ALPHASHOT 360

IMAGING SOLUTION FOR SMALL-SIZED ITEMS

Compact automated photographic studio that features automatic background removal. The system can take still and multi-view images, 360° spins, and product videos. It can be used for small- to medium-sized objects ranging from cosmetics to small electronics, eyewear, and shoes.

FAST & EASY CONTENT PRODUCTION

2D   360°   ▶

FAST CAMERA POSITION ADJUSTMENT

DOORS ON TWO SIDES

CUSTOMIZABLE FUNCTION BUTTON

BUILT-IN USB HUB

Efficient

‣ Automatic background removal

‣ Batch image capture and processing

‣ Direct image upload to your e-shop

‣ Web-ready photos in just a few seconds

‣ Multi-view image capture with multiple cameras at a time

Easy to use

‣ Fast and easy camera position adjustment

‣ Integrated camera and lighting control

‣ Automatic 360° image capture

‣ Predefined shooting profiles

‣ Live View image preview before shooting

Flexible

‣ Well-suited for fashion accessories, small electronics, and cosmetics

‣ For still images, 360° and Video

‣ Compatible with Canon and Nikon DSLRs

‣ Produces images for the web, print, and marketing

‣ Integrated online marketing tools

AUTOMATED IMAGING PROCESS

Automated image capture and processing workflow removes the background on the fly, reduces post-processing, and provides consistent pictures.

5s

Lights & camera control
The software automatically activates camera and LED-light parameters, either via predefined or individual template settings.

IQ Mask & Natural Shadow
The background is removed instantly while taking a photo. Software can also detect the natural shadow and keep in the final image.

Post-processing
Individual post-production settings can be activated, e.g. contrast, saturation, color beautifier, sharpness, and more.

Auto-cropping & positioning
The object inside the image is automatically cropped. Extra margins are added and product is positioned in the picture according to your style guidelines.

Multi-export
Still images, 360° view, and video can be scaled and exported in one or more formats and pixel sizes. Background can even be replaced with your choice of image or color.

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optional add-on

ORBITVUSUN
powered by **amazon** web services

ORBITVU SUN is a digital content-to-e-commerce acceleration platform as well as a set of tools to help you market your product online

E-COMMERCE ACCELERATION CLOUD

▶ Easy integration & flexible hosting plans
▶ E-commerce plugins included
▶ Daily data backup of your images
▶ High availability (dual data replication)
▶ CDN - high-speed image delivery worldwide
▶ Always up-to-date software and plugins

PNG JPG 360°

ONLINE MARKETING TOOLS

▶ **Social media integrations**
▶ 360° Orbittour - interactive product tours & hotspots
▶ Built in QR-code generator
▶ Easy Copy & Paste embed codes

GIF 360° QR Code OrbitTour facebook Twitter Linkedin

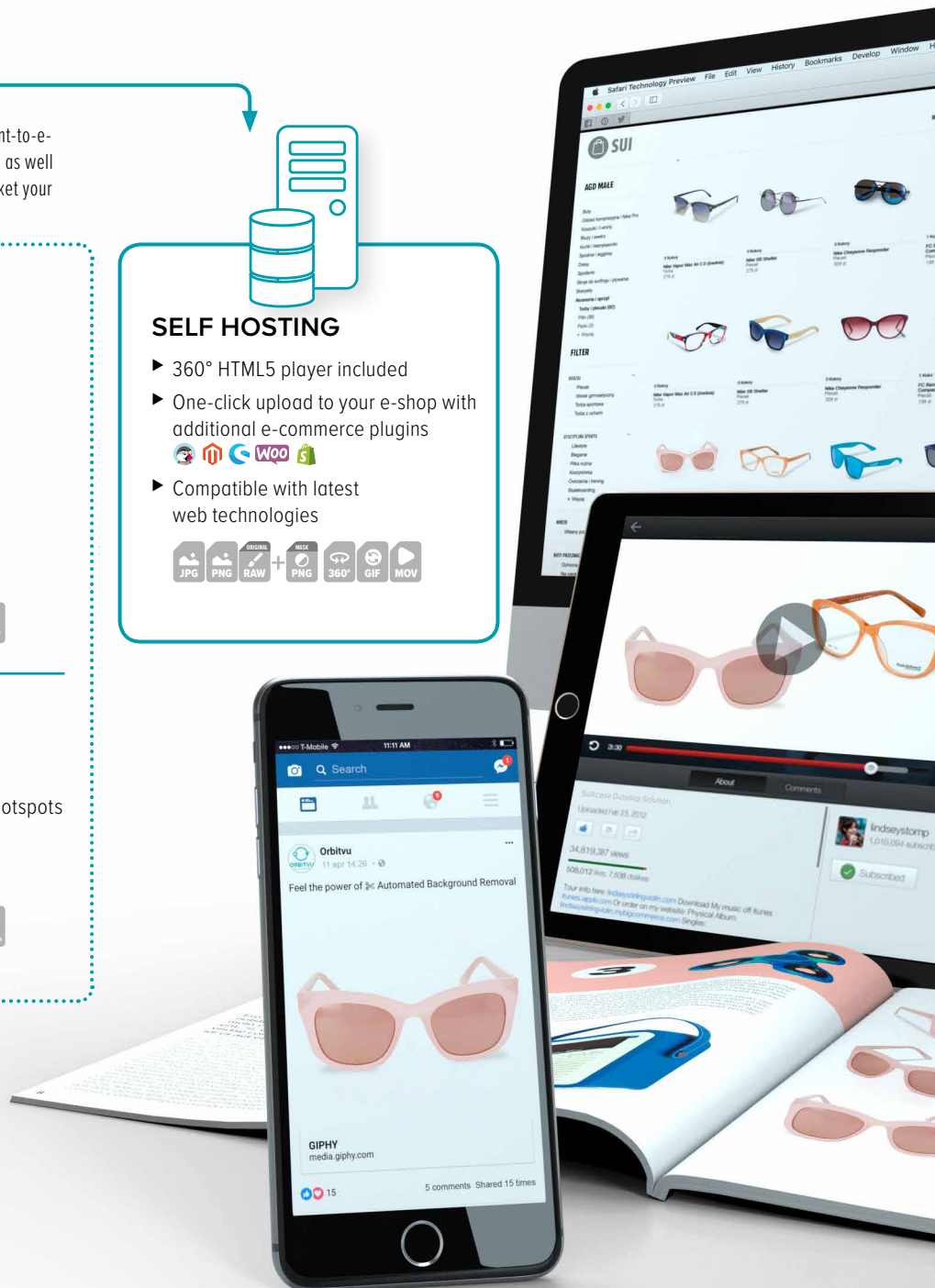## SELF HOSTING

▶ 360° HTML5 player included
▶ One-click upload to your e-shop with additional e-commerce plugins
▶ Compatible with latest web technologies

JPG PNG ORIGINAL RAW + MASK PNG 360° GIF MOV

Technical specifications

ALPHASHOT 360
[order code 232H2]

WHAT'S INCLUDED

Hardware
2× front lights
2× top light
1 × semi transparent turntable
1 × backlit background
1 × set of USB cables

Software
‣ ALPHASHOT EDITOR
  software license
‣ ORBITVU VIEWER
  (HTML5 player license)

ALPHASHOT EDITOR SPECIFICATIONS

Camera compatibility	Canon and Nikon DSLR
Multiple camera control	yes, up to 5 cameras (Canon only)
Software compatibility	Mac OS X or Windows
Custom advanced export	via XML script
Post-production	possible via software
Background removal	automatic with IQ-Mask
Output 360° format	HTML5, Flash, animated GIF, MP4
Output video format	MOV, MP4, direct upload to YouTube
Output image format	png, jpeg, RAW + png mask, other output formats via XML script

ORBITVU VIEWER SPECIFICATIONS

360° technology	HTML5 player
Deep zoom	unlimited zoom technology
Mobile ready	multi-touch gestures and responsive design
Instant spin technology	no wait time for 360° view to load
Compatibility	any web browser with HTML5 support

64 cm (25")

88 cm (35")

115 cm (45")

69 cm (27")

Weight net	60 kg (132.3 lb)	
Max load	3 kg (6.7 lb)	
Power supply	100-230VAC, max. 770W	
Max. size of photographed object [W×H×D]	30×30×30 cm	

Specifications are subject to change without notice.

PC and camera are not included

Additional accessories

1. LASER POINTER [order code 232A1]

Laser pointer for easy object positioning. Displays two crossed lines in the middle of the turntable. Allows fast and easy product positioning. Recommended especially when shooting 360° images.

2. ANTI-REFLECTION SET [order code 232A13]

A plastic insert that helps to achive soft, diffused light and control reflections.

3. VERTICAL CAMERA SUPPORT [order code 232A17]

Camera attachment that enables placing the camera in the vertical position for shooting an object which is taller than it is wide.

ORBITVU

Our photography adventure started more than 20 years ago. The birth of digital photography and e-commerce created new needs and possibilities to showcase products online.

Digital content production requires consistent, good-quality images produced in a short time and at a reasonable cost. Traditional photography and manual post-production processes can yield high-quality results but are slow, complicated, and expensive.

Orbitvu takes the best from traditional photography and combines this with advanced software and hardware innovations. Our goal is to automate and optimize digital content production, delivery, and usage in our customers sales and marketing activities.

Our solutions will help you:

▸ Save time and shorten time-to-market
▸ Cut costs with automated content workflow
▸ Improve your online product experience
▸ Create content for e-commerce and offline/online marketing

With Orbitvu, your products are teleported to your customers

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www.orbitvu.com/360