



**ORBITVU**  
PRODUCT TELEPORTING

# ALPHASHOT

STUDIOS FOR AUTOMATIC PRODUCT PHOTOGRAPHY  
2D • 360° • 3D



**CUT OPERATIONAL COSTS**

**ACCELERATE YOUR WORK**

**INCREASE ONLINE SALES**

1 packshot in 5 seconds

360 degree product presentation in 2,5 minutes

easy in use - without knowledge and photographic skills

change the style of work with product photography

return on investment (ROI) even after 1 photo session

### How to improve the online product experience?

The only thing that separates retail from e-commerce is the way and the depth of experiencing the product. The challenge of modern e-commerce is to blur or exceed these boundaries, providing e-customers with the experience similar to or even better than the real one. If you want to achieve this first ask yourself: What is your product e-merchandising?



### What is automated product photography?

This all-in-one solution is very easy to use but at the same time technologically advanced. It replaces knowledge and skills of a professional product photographer or complicated studio equipment giving you visual content of the highest quality amazingly fast.

increase sales conversion

reduction in the number of product returns

reduction in the number of cart abandonments



#### PROFILE MANAGER

Ready profiles of settings of lightning, camera and software or possibility to create and save your own profiles.



#### IQ MASK

The world's only technology of automatic product background removal.



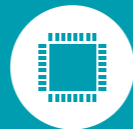
#### AUTO-CROPPING

Automatic cropping and positioning in the scene. Ensures the full coherence whole web visual content.



#### POWER LIGHTING

Advanced high-power lighting system (6 independent lighting panels controlled automatically or manually). As the world's only replaces professional studio lighting.



#### MULTI-CORE

The world's only technology using the full power of computer processors for fast image processing.



#### GHOST IMAGE

Nothing could be more convenient for positioning the product before shooting and ensure consistency of products view.



#### DEEP ZOOM

Unique technology causing that products can be seen in the smallest details in highest resolution without any delays or slowdowns. Dynamic zooming in and out becomes as smooth as ever.



#### M-VIEW

The world's first 360 degree technology which works great with HTML5 and Flash technology.



#### MULTI-TOUCH

ORBITVU technology takes what is best of touch screens so that experiencing the product are as close to natural as possible.



#### HQ PACKSHOTS

Did you know that almost 58% of the respondents want to see the product in full view of 360° before buying it online? Adobe Study "What Shoppers Want"



#### TECHNOLOGY 360

Did you know that up to 91% of the respondents want to see the product in full view of 360° before buying it online? Adobe Study "What Shoppers Want"

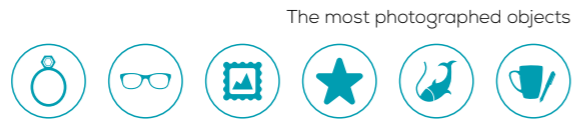


#### ORBITTOUR

The best form of product presentation. An innovative interactive product guide and virtual seller. This tool was nominated to the 2013 EKOMERSY award as the best service supporting online sales.

# New dimension in online product experiencing

Scan QR code and watch the video of Alphashots.  
[www.vimeo.com/orbitvu](http://www.vimeo.com/orbitvu)



Scan QR code and check the effects of Alphashots.

# Accessories

# Alphashot family

ALPHA SHOT XL 2D  
ALPHA SHOT XL 360



**ALPHA MICRO**

for Alphashot MICRO

- Exchangeable wall coverings - white and black velour
- Spot Lamp - for photography of precious stones
- Exchangeable turntables - glossy black, white opalescent, transparent
- Exchangeable backgrounds - white and black velour

**ALPHA 2D ALPHA 360**

- Reflection set for alphashot 2D/360
- The outer cover for alphashot 2D/360
- Unstable object photography kit for Alphashot 360/XL
- Motorized product hanging kit for ALPHASHOT 360
- Laser positioning kit for ALPHASHOT 360

**ALPHA XL 2D ALPHA XL 360**

for Alphashot XL 2D and 360

- Additional camera holder - top photography
- Unstable object photography kit for Alphashot 360/XL
- Laser positioning kit for ALPHASHOT XL
- Manual hanging kit for ALPHASHOT XL

only for Alphashot XL 360

## Technical data

	ALPHA SHOT MICRO	ALPHA SHOT 2D	ALPHA SHOT 360	ALPHA SHOT XL 2D	ALPHA SHOT XL 360
Product code	235H1	232H1	232H2	234H2	234H1
Total weigh	35 kg	43 kg	49 kg	80 kg	80 kg
Size WxHxD	56x70x75cm	65x63x88cm	65x63x88cm	120x135x87cm	120x135x87cm
Max. size of the photographed object WxHxD	18x16x15 cm	35x35x30 cm	30x30x25 cm	50x70x30cm	50x70x30cm
Max. weight of the photographed object	1 kg	5 kg	3 kg	40 kg	40 kg
Camera angle regulation	0-90°	0-90°	0-90°	Depth: 0-100cm Height: 0-100cm	Depth: 0-100cm Height: 0-100cm
Power Lighting Technology	YES (20 600 lumen)	YES (47 000 lumen)	YES (47 000 lumen)	YES (107 600 lumen)	YES (107 600 lumen)
Lighting technology	LED (>350)/6 indepndent panels	LED (>4000)	LED (>4000)	Fluorescent high CRI	Fluorescent high CRI
Color Rendering Index	>83	>85	>85	>92	>92
External power supply	110-230VAC	110-230VAC	110-230VAC	230VAC	230VAC
Max. power consumption.	250W	650W	650W	1000W	1000W
PC control	USB type B				
Camera compatibility	NIKON and CANON DSLR with Live View				
Software compatilitiy	MAC OS X 10.6 and newer, WINDOWS 7 and 8				
360 object view technology	M-VIEW HTML5/FLASH with DEEP ZOOM	NO	M-VIEW HTML5/FLASH with DEEP ZOOM	NO	M-VIEW HTML5/FLASH with DEEP ZOOM
Maximal image resolution	Unlimited				
Automatic background removal	YES				
Custom profiles	YES				
2D Export	JPG, PNG, BMP				
Direct upload to SUN server	YES	NO	YES	YES	NO
User defined image capture and export in .xml file	YES				
Multi camera control	YES				
Live View preview in software	YES				
Predefined profiles	For dark, bright, colored, transparent and shiny objects				
Alphashot editor included	YES				
Sun hosting package	YES - 1 year for 100 Products				

# ABOUT ORBITVU



**3**

awards for  
innovation

**15**

on the  
market

**28**

sales  
countries

**100%**

designed and  
made in EU

**100 000**

solutions sold

We are the global leader of innovations in the field of automated 2D, 3D and 360° product photography and technologies of online product experience. Our solutions support the optimization of business processes and help to build an effective product communication.

Our team members come from various industry disciplines and sectors, from product research and design through software development and photography to marketing and strategic consulting. Each of us brings in a unique experience and perspective on the future of product trade and communication at a distance.

What inextricably connects and constantly motivates us is passion... the passion to create... to design new and innovative things which are both functional and effective.

Our Client are: e-shops and e-commerce providers, marketing or R&D departments, advertising agencies, photographers and photographic agencies, museums and auction houses, other corporate units (purchase, distribution).



VENEZIA



CCC



ROSSMANN

Bershka

vision express



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