

**ORBITVU**  
PRODUCT TELEPORTING

## 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.



### 20 seconds

3 professional packshots without background

### 2,5 minutes

360° product presentation + 36 shots without background

### 3 minutes

ORBITTOUR (Interactive Product Guide)

### RETURN ON INVESTMENT (ROI)

Depending on the ORBITVU solution chosen and the number of 2D packshot images or 360° presentations, investment in the automated photography may return after the very first photo session. Some smaller customers' return takes place up to 6-8 months. Logistics and technical costs or freed working time resources are not included.



#### 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.



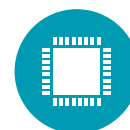
#### AUTO-CROPPING

Automatic cropping and positioning in the scene.



#### POWER LIGHTING

Advanced high-power lighting system (6 independent lighting panels controlled automatically or manually).



#### MULTI-CORE

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



#### GOST IMAGE

It provides 100% consistency of all the products displayed in the online store.

## 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. How can you achieve this?



### ORBITTOUR

The best form of online product presentation which provides the deepest possible virtual product experience known to man. An innovative interactive product guide or, in other words, a virtual seller. This service/tool was nominated to the 2013 EKOMERS award as the best service supporting online sales.

ORBITTOUR combines the 360° view with the description of the product details, active hot-spots on the key elements of the product, close-up views of details of the product, simple time-lapse animations of the use of the product and additional pictures, including accessories, package content, etc. It perfectly replaces human participation in the sale. It can accurately sell all advantages of the product, highlighting things that are important from the point of view of the user. The product viewed on a shop shelf will not trigger such emotions as those experienced while looking on a computer screen and even better... on a smartphone or a tablet screen.

### HQ PACKSHOTS

**? Did you know that almost 58% of the respondents want to watch high-quality products showing the smallest details? Adobe Survey 'What Shoppers Want'**

The highest quality product photography requires excellent lighting, perfect shot and perfect color match to prevent product returns and unnecessary logistics costs. However, professional photography which sells or requires the employment of a professional photographer, which involves costs, or using the automated product photography that guarantees the same quality and extremely short performance time as well as incomparably low costs.

### 360°/3D PRESENTATIONS

**? 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'**

Product visible from all sides in perfect photographic quality. Is there a better way to build confidence and belief of the online customer that they see the product exactly the way it is in reality? There is... See what ORBITTOUR is.

Did you know that as many as 7 out of 10 respondents who have a smartphone or tablet would like to make purchases on mobile devices? Customers Experience Study, 2013 comScore & UPS Report.

As much as 10-15% of the volume of online sales is generated by mobile devices? This amount will continue to grow along with the popularization of mobile payments.

Did you know that in the U.S. as much as 80% e-commerce sales is generated by the Apple devices (iPhones, iPads)?



360°

#### M-VIEW

The world's first technology completely abolishing the boundaries between the devices which will display the products. Therefore, it does not matter what technology the device uses. Thanks to M-View product presentations will be displayed at any times, without any problems. It works in advance recognizing technology of the device.



#### DEEP-ZOOM

Unique technology causing that 360° product presentation and ORBITTOURs 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.



#### MULTI-TOUCH

Natural and intuitive experience of the product thanks to full interaction with the screen of a smartphone, tablet or interactive totem. ORBITVU technology takes what is best of touch screens so that experiencing the product and resulting emotions are as close to natural as possible.



**ORBITVU**  
PRODUCT TELEPORTING

ORBITVU SP. Z O.O  
UL. SIENKIEWICZA 48  
42-600 TARNOWSKIE GÓRY, POLAND  
E-MAIL: INFO@ORBITVU.COM  
PHONE: + 48 32 3921060

[WWW.ORBITVU.COM](http://WWW.ORBITVU.COM)

PUBLISHED: 2014 01 27