



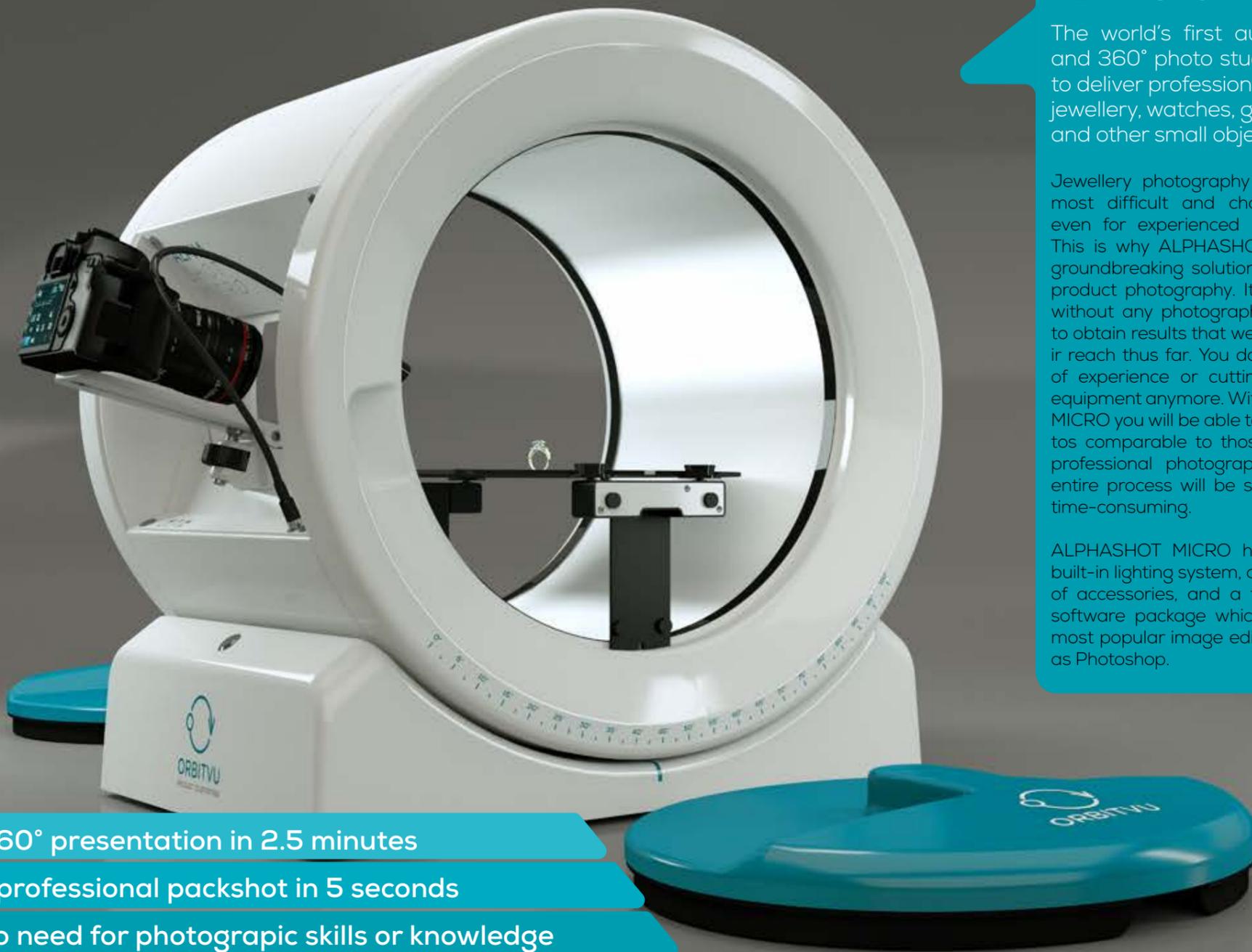
ORBITVU
PRODUCT TELEPORTING

ALPHA SHOT MICRO

Capture the brilliance



**THE WORLD'S FIRST STUDIO FOR AUTOMATED
JEWELLERY PHOTOGRAPHY**



ALPHASHOT MICRO

The world's first automatic 2D and 360° photo studio designed to deliver professional pictures of jewellery, watches, glasses, gems and other small objects.

Jewellery photography is one of the most difficult and challenging tasks even for experienced photographers. This is why ALPHASHOT MICRO is a groundbreaking solution in the field of product photography. It allows people without any photographic background to obtain results that were beyond their reach thus far. You don't need years of experience or cutting-edge studio equipment anymore. With ALPHASHOT MICRO you will be able to produce photos comparable to those delivered by professional photographers, and the entire process will be significantly less time-consuming.

ALPHASHOT MICRO has a powerful built-in lighting system, an extensive set of accessories, and a fully integrated software package which replaces the most popular image editing tools, such as Photoshop.



360° presentation in 2.5 minutes

1 professional packshot in 5 seconds

no need for photographic skills or knowledge

completely new approach to jewellery photography

return on investment even after just one photo session

higher sales conversion rate

higher perception of product quality

lower number of post-purchase returns

increased confidence in the online store

lower shopping cart abandonment rate



IQ MASK

Automatic cropping and positioning of the image. The work can be done even up to 150 times faster compared to the conventional method involving a professional photographer.



AUTO-CROPPING

Automatic cropping and positioning of the image.



LED POWER LIGHTING

20,600 lumens hidden in a small device. Powerful integrated lighting which does the job of a well-equipped photographic studio. Six independent LED panels controlled by advanced electronics or - if you want to adjust the settings manually - by yourself.



MULTI-CORE

A globally unique technology that allows for utilizing the full computing power of CPUs on the connected computer for rapid image processing.



GHOST IMAGE

Ensures 100% consistency between the main views of all the products displayed in an online store.



DEEP ZOOM

A unique technology that enables the customer to view product presentations in smallest details without slowing down the operation of the device.



M-VIEW

Finally, it does not matter what device is used to view the products online. M-View immediately recognizes the technology on which a particular device is based, automatically switching between the HTML5 and Flash mode.



MULTITOUCH

Natural and intuitive product experience through full interaction with a smartphone or tablet screen.



HQ PACKSHOTS

Some 58% of e-customers want to view the tiniest details of the product before making a purchase. Packshots of the highest quality can be made without any photographic knowledge or skills in less than 5 seconds!



360° TECHNOLOGY

Did you know that as much as 91% of e-customers want to be able to see products in a full 360° view before clicking the „Buy“ button? This data comes from Adobe's „What Shoppers Want“ survey.



ORBITOUR

A Virtual Shop Assistant. The most advanced form of product presentation, nominated to the EKOMERSY award as one of the most effective online sales-supporting solutions.

background gets removed automatically and can be swapped easily

photography with/without light reflection, with/without shadow

special effects accompanying gem photography

artistic and advertisement photography

photos with black or white background

INTERCHANGEABLE BACKGROUNDS

White and black velour backgrounds mounted magnetically inside the studio allow for flexible switching between white-background and black-background photography.

INTERCHANGEABLE REFLECTORS

White and black velour reflectors mounted magnetically on removable covers allow for enhancing the desired effect, and provide full control over light reflections.

INTEGRATED CAMERA RACK

High-quality built-in camera rack with an additional camera angle adjustment.

SPOT LAMP

When taking photos of diamonds or jewellery with precious stones, you must ensure an accurate light source. The special adjustable Spot lamp illuminates exactly the area you want, providing exactly as much light as you desire. The result? Stunning e-commerce photos.

PROTRACTOR

No more problems with obtaining the consistency of photos or setting the desired camera angle. A precise protractor is at your disposal, providing the exact position of your camera within the scope of 0-95°.

INTERCHANGEABLE ROTATING PLATES

Some products look better when displayed on the black background, while others are more attractive when surrounded by whiteness. Transparent, glossy black or opalescent white plates allow for taking any kinds of photos of whatever jewellery one might desire.

PATENT PENDING

ALPHASHOT MICRO is a combination of high-end technology, expertise in photography, and globally innovative mechatronic solutions that represent a milestone in the history of product photography. For these reasons, the device is currently going through a global patent protection procedure.



CYLINDRICAL LIGHTING SYSTEM

The world's first moving lighting system that rotates within the scope of 300°, following the position of the camera. Designed based on a circular outline, it thoroughly lights up the product from each side.



FULL CONTRAST CONTROL

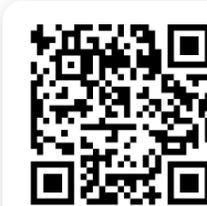
The only solution in the world which provides the total control over contrast. Six independently controlled LED panels, 3 types of plates (glossy black, satin and transparent), adjustable LED lamp, interchangeable white/black backgrounds and walls - this all allows you to obtain any effect you might desire.

A new dimension of remote product experience

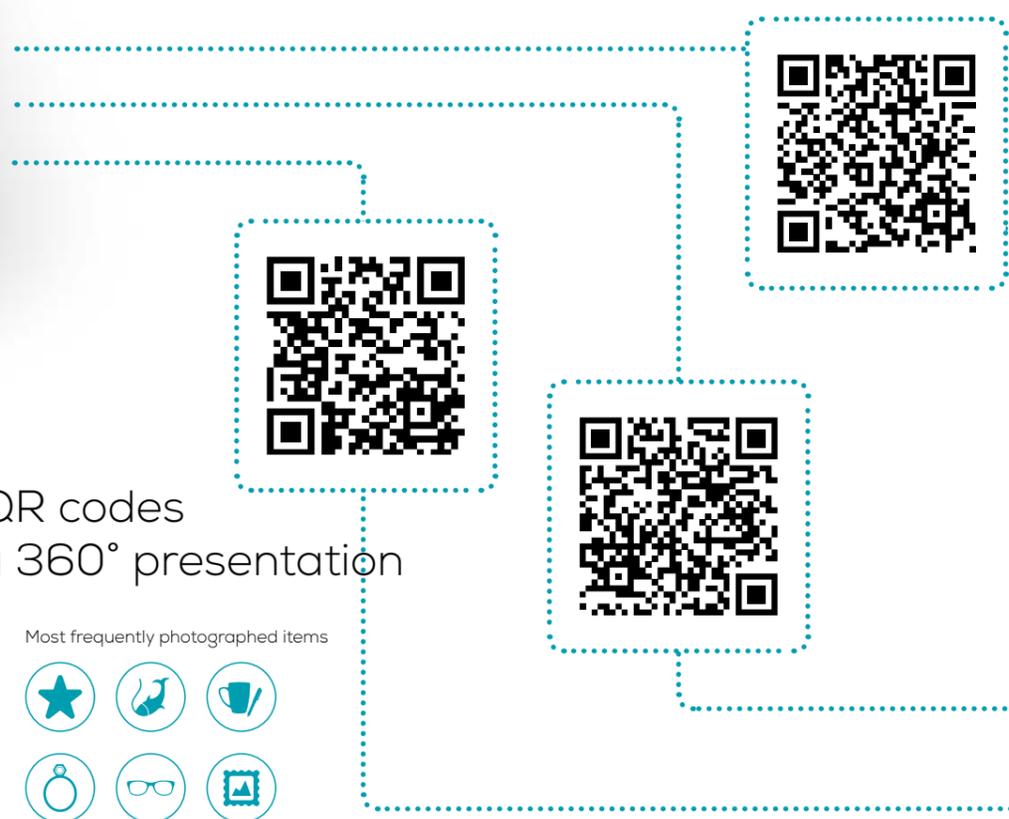
ALPHA SHOT MICRO

Scan the QR code and watch the video on your smartphone

www.vimeo.com/orbitvu

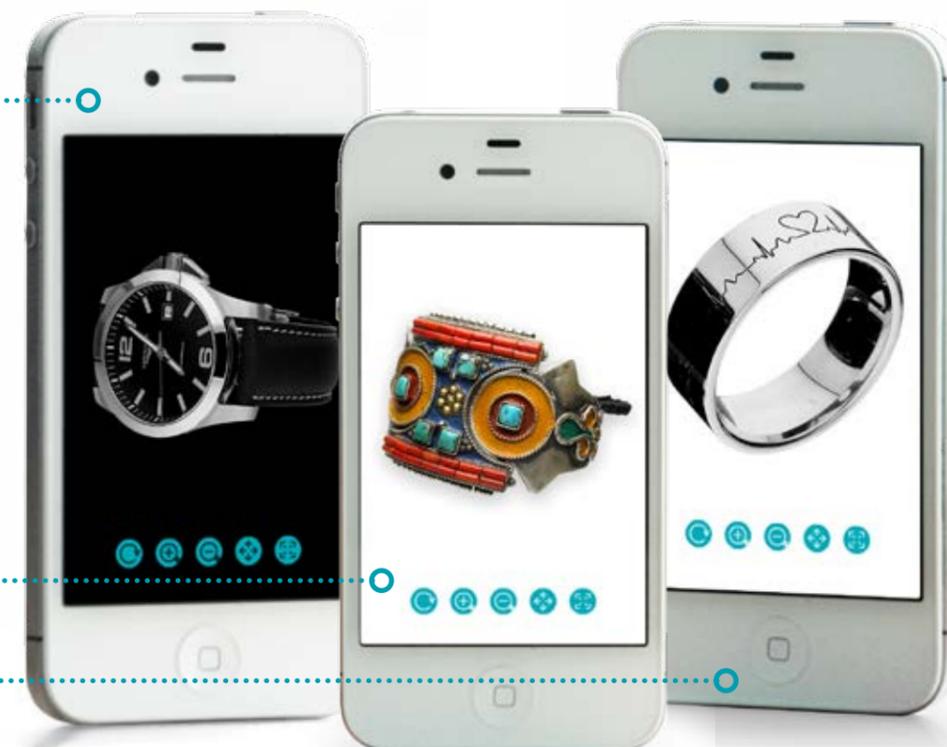


Technical specification	ALPHA SHOT MICRO
Product code	235H1
Total weight	35 kg
Dimensions (WxHxD)	56x70x75cm
Maximum size of photographed objects (WxHxD)	18x16x15 cm
Maximum weight of photographed objects	1 kg
Camera angle adjustment	0-90°
Power Lighting Technology	YES (20,600 lumens)
Lighting technology	LED (>350) 6 independent panels
Color Rendering Index	>83
External power supply	110-230VAC
Maximum power consumption	250W
Control from PC	USB type B
Compatible cameras	NIKON AND CANON DSLRs with Live View feature
Compatible operating systems	Mac OS X 10.6 or later, Windows 7 and 8
360 view technology	M-VIEW HTML5/FLASH with DEEP ZOOM
Maximum image resolution	Unlimited
Automatic background removal	YES
Custom profiles	YES
2D export	JPG, PNG, BMP
Direct upload into Sun server	YES
User image capture and .xml file export	YES
Multiple camera control	YES
Life View camera preview visible in the software	YES
Predefined colour profiles	YES
Alphashot Editor included in the package	YES
SUN server hosting plan	YES (100 product presentations)



Scan the QR codes to watch a 360° presentation

Most frequently photographed items



ORBITVU GROUP



3

innovation
awards

15

years
on the market

28

countries in
sales network

100%

production
in Europe

100 000

sold
solutions

We are the world innovation leader in the field of automated 2D, 3D and 360° product photography and the „online product experience” technology. Our solutions help in optimizing business processes and allow building effective product communication.

As a team, we come from various industries and sectors: starting from research and design of the product, through software development and photography, to marketing and consulting. Each one of us contributes their unique experience and perspective on the future of commerce and remote product communication. The thing that inextricably binds us and provides constant motivation is a passion... a passion for creating... creating new, innovative, effective and functional things.

The addressees of ORBITVU solutions are mainly businesses from the field of e-commerce, as well as marketing, R&D, PR and purchasing departments and advertising or photo agencies.



VENEZIA



CCC



ROSSMANN

Bershka

vision express



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