



ALPHASHOT XL G2

Capture

Measure

Publish

AI where it matters



ONE NEW GENERATION: ALPHASHOT XL G2

Ten years ago, Orbitvu launched Alphashot XL - a single workstation for diverse visual output. Now, we are launching a new version that can measure and weigh.

Virtual Lamps with 170 individually controllable LED panels that allows for full light control around product. Motorized accessories that extend what one operator can capture without reconfiguring the studio. A refined workflow built for higher throughput and more efficiency.

For teams that need to go further, **Alphashot XL G2 MDC (Master Data Capture)** allows gathering dimensions and weight automatically alongside your photos and 360° spins, and exported as structured data ready for your PIM, ERP, or e-store.

Two Variants. One Platform.

Both variants share the same studio body, G2 Virtual Lamps, Canon EOS R camera system compatibility, and Orbitvu Station software.

Alphashot XL G2

For trusted visual content at scale.

Complex lighting, motorized accessories, and a refined capture workflow for images, 360° spins, and product video - at production pace.



Best for photo studios, content agencies, and e-commerce teams focused on visual product content.



Alphashot XL G2 MDC

For trusted content and complete master data.

Everything in the XL G2, plus laser measurement, and an integrated scale. One session, one operator, a publish-ready record.



Best for QC departments, digitalization teams, and e-commerce operations with logistics and marketplace compliance requirements.



ONLY ONE PROCESS



1 Place the product



Place your product in the center of the turntable.

The built-in positioning laser gives you consistent placement.

2 Measure & weight

MDC



The system captures exact dimensions and weight and writes them into your metadata automatically.

No separate station.
No manual entry.

Dimension(cm)		
Height		31.4 cm
Width		8.2 cm
Depth		8.2 cm
Weight(kg)		1.250 kg



3 Photograph



Apply a saved template or build your own. AI Photo Assistant sets up your lighting automatically. Adjust manually whenever you want - the final choice is yours.



ROSATO NERELLO MASCALESE
TERRE SICILIANE INDICAZIONE GEOGRAFICA PROTETTA

Intrigante vino rosato da uve Nerello Mascalese ricco di sentori freschi e fragranti di frutta rossa. Il Nerello Mascalese dimostra la sua eleganza al palato evidenziando buona acidità e suadente piacevolezza.

Interesting rosé wine from Nerello Mascalese grapes, it is fresh and rich of fragrant hints of red fruits. Nerello Mascalese demonstrates its elegance on the palate, showing good acidity and appealing pleasantness.

PRODOTTO IN ITALIA

Imbottigliato da Tenute Orestadi Soc. Coop. Agr. Santa Ninfa – ITALIA
750 ml e | 12,5% vol

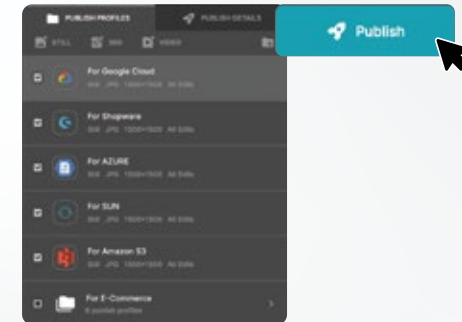
CONTIENE SOLFITI, CONTAINS SULPHITES, CONTIENT DES SULFITES,
ENTHÄLT SULFITE, INDEHOLDER SULFITTER, BEVAT SULFIETEN,
INNEHÄLLER SULFITER, SISÄLTÄÄ SULFIITTEJA, ZAWIERA SIARCZYNY

ANNATA 2023 L24057C 11:26 | Barcode: 8 033765 251815

4 Scan labels with AI OCR



AI OCR reads what is printed on the product label and saves it as structured, searchable data.



5 Publish content & data



Export and publish your assets and metadata to the cloud, your e-store, or local storage - in one go.

A COMPLETE PRODUCT RECORD

One session. One operator.
Publish-ready images, accurate
measurements, and structured
label data - captured in one
workflow.



1 Stills



Different formats of stills
and packshots available.



2 Video & 360°



Product videos and 360
spins.



3 Structured metadata



All data exported
as structured data files.



Your PIM or e-store
gets a **complete, publish-ready
record** the moment the session
ends.



Ready to batch publish



PIM/ERP



e-Store



Local

AI WHERE IT MATTERS

New AI features. Each one with a specific job - no more, no less. Improve photos while ensuring product fidelity. Keep your work more efficient.



AI Photo Assistant

Recognises the product type and sets lighting and camera parameters automatically. One click - your scene is ready. Adjust manually whenever you want. The final choice is yours.



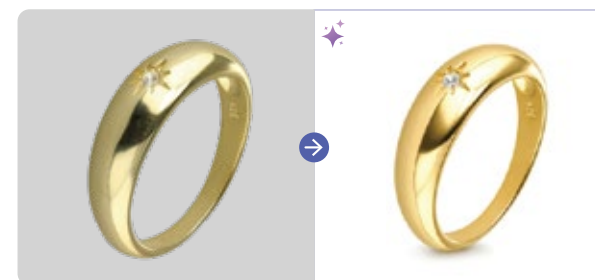
AI OCR

Reads printed label data in any language and saves it as structured output.



AI Retoucher

Removes scratches and blemishes, and refines lighting and colour while keeping the product real. Every retouched image is marked - so you always know what AI touched.



AI Retouch Applied

- ✓ Imperfections removed
- ✓ Polished surfaces
- ✓ Lighting balanced
- ✓ Colour refined

WHY ALPHASHOT XL G2?

Built for production

One system, end to end - from product placement to publishing. Any operator can run it. Consistent workflow.

Ease of use

Create professional images without having the knowledge of a photographer.

Efficiency

Photos, spins, and product video in one workflow. With the **MDC** variant, dimensions and weight come out of the same session. What used to take multiple people and separate stations runs with one operator.



Precision & repeatability

Sliding camera rail for flexible framing. Motorized turntable with consistent, calibrated positioning. Save your settings once - get identical results across thousands of products.

Studio-quality lighting, compact footprint

170 individually controllable LED panels. High-contrast, detailed results for every product type. The curved back wall increase shooting space without adding studio size.

ACCESSORIES

Adjust the studio to your products and your workflow.



1 Motorised Hanging Kit

Suspends bags and apparel for clean, centered capture.



2 Top Camera Mount + Motorized Zoom

Adds overhead angles and close-up shots without repositioning the product.



3 Bottle Support

Allows uniform lighting over the whole length of a product.



4 Smartphone Photography

Support handles phones and small electronics, with USB-C and Lightning connectors included.



For the full accessories list and help choosing the right setup, contact our sales team:

orbitvu.com/contact

TECHNICAL SPECIFICATIONS

Shared across both variants.

 Studio dimensions	88 x 140 x 197 cm (WxDxH)
 Studio weight	140 kg
 Max object size	60 × 40 × 70 cm
 Turntable diameter	75 cm
 Max load	25 kg
 Camera system	Canon EOS R Series
 Lighting	170 individually controllable LED panels (G2 Virtual Lamps)
 Camera rail	±30 cm depth, 5° step positioning
 External light-isolating panel	Included
 Built-in positioning laser	Included
 Motorized turntable	Included - with auto-calibration

 AI Photo Assistant	Available in Orbitvu Station
 IQ Masking 2.0	Local processing - no cloud, no resolution loss
 Export formats	For stills: JPG, PNG, WEBP, AVIF, TIFF, BMP, PSD For Video and 360 spins: MP4, MOV, GIF, HTML5

Exclusive Alphashot XL G2 **MDC** features

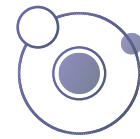
 Laser measurement	W × D × H
 Max measurable object size for regular-shaped items*	55 x 40 x 65 cm
 Max guaranteed measurable object size**	30 x 30 x 30 cm
 Minimal feature size to measure***	5 mm
 Minimal object size	5 x 5 x 5 mm
 Integrated scale	from 5 g to 25 kg

*this applies to items such as boxes, bottles, shoes, bags, laptops, and similar. Almost any typical object.
**this applies to a very small number of irregular items where the top part is significantly larger than the bottom part (mushroom-like), e. g., large bonsai tree, asymmetrical thin table lamps, etc.
Contact us if you're not sure your product can be measured accurately.
***this applies to features that go beyond the main body of the object - e. g., tiny leaves in a bonsai tree may not be captured.

The system has its limitations. Therefore, we cannot guarantee measurement of all items. Nonetheless, >99% of our tests were successfully completed. [Contact us](#) if you have any doubts.

SOFTWARE BUILT FOR YOUR WORKFLOW

From capture to publish - automate the work, keep control of the output.



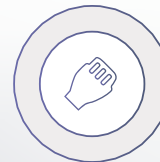
Orbitvu Station

Capture, process, and publish from one desktop application. Save templates, automate lighting with AI Photo Assistant, and integrate to your PIM, DAM, or any workflow tool via open API. Compatible with Windows/MacOS.



Orbitvu SUN Cloud

Manage, share, and distribute your product content. Build product tours that combine 360° spins with hotspots.



Integrations

Publish directly to your e-store, cloud storage, or any connected system. Open API and scripting support further integration.

Integrations



ABOUT US

Real products. Trusted content at scale

We help you turn real products into trusted content at scale. By automating the full workflow from capture to publish and using AI where it matters, we remove the technical barriers between your team and the content they need to produce.

Canon

 **broncolor**

SONY

Why Orbitvu?

Over the past 25 years, we have combined two fields to build automated photo solutions that deliver the best of both worlds: professional image quality and high-performance software.

Today, we are bringing AI into the imaging workflow - with purpose, where it matters - to make your content production faster, more reliable, and more trustworthy. AI is grounded in reality. Never disconnected from the product.



How can your business benefit from Alphashot XL G2?

Scan QR code and connect with one of our experts