ORBITVU
PRODUCT TELEPORTING

ALPHASHOT XL v2

IN-HOUSE AUTOMATED PRODUCT PHOTOGRAPHY STUDIO

2D 360°



CUT COSTS

INCREASE SALES

SPEED UP WORKFLOW





See me spinning! 360°

orbitvu.com/goldboot

Be image independent

COMPLETE AUTOMATED SOLUTION FOR IN-HOUSE PRODUCT PHOTOGRAPHY.



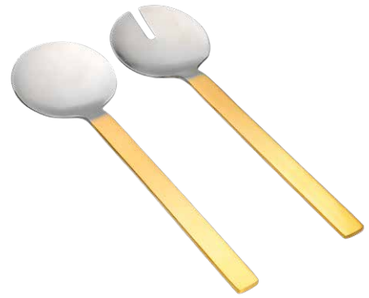
TOYS



SPARE PARTS / INDUSTRIAL



COSMETICS



HOUSEWARES



GLASSWARE



FASHION



CONSUMER PACKAGED GOODS

Get perfect image of any product type.

From shelf to online store in minutes.

IMAGING SOLUTIONS FOR VISUAL CONTENT PRODUCTION.

A line of all-in-one photo studios that feature an automatic background removal. The product line is available in various models to serve specific product photography needs, and can take static 2D product shots, animated 360° presentations, and video.



FAST & EASY CONTENT PRODUCTION

2D 360°

AUTOMATED IMAGING PROCESS

5s

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

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.



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

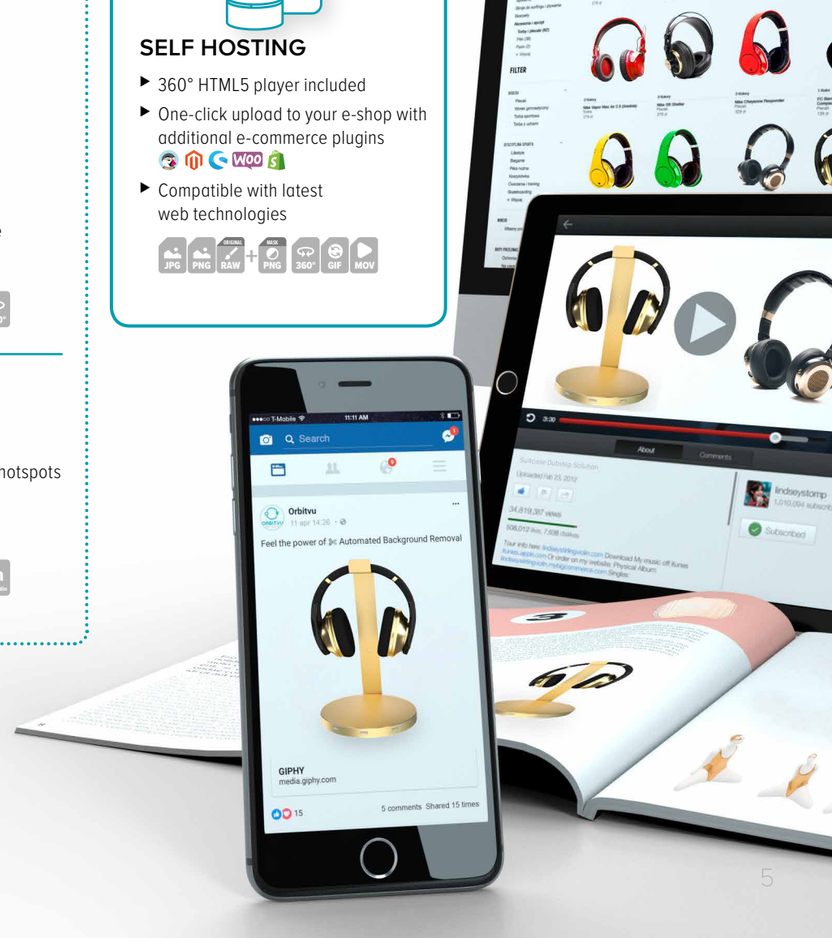
- Easy integration & flexible hosting plans
- E-commerce plugins included
- Daily data backup of your images
- High availability (dual data replication)
- CDN - high-speed image delivery worldwide
- Always up-to-date software and plugins

ONLINE MARKETING TOOLS

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

SELF HOSTING

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



Efficient

- Automatic background removal
- Batch image capture and processing
- Multi-view image capture with multiple cameras at a time
- Direct image upload to your e-shop
- Web-ready photo in just a few seconds

Easy to use

- Can be used by non-professionals
- Integrated camera and lighting control
- Automatic 360° image capture
- Predefined shooting profiles
- Live View image preview before shooting
- Multi-camera support

Flexible

- Bags, bottles, fashion accessories, toys, electronic devices, housewares, tools and packaging are extremely well suited for Alphashot XL.
- For still images, 360°, and Video
- Compatible with Canon and Nikon DSLRs
- Produces images for the web, print, and marketing
- Integrated online marketing tools

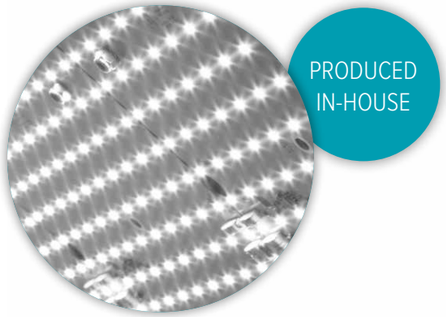
ALPHASHOT XL v2

Alphashot XL v2 is a fully equipped photo studio at 1.3 m^2 footprint; cameras, lights, background and rotating platform. Everything controlled by one software, every single setting stored for repeatable results achieved effortlessly.

Packed with supreme features at the base set-up yet ready for customization and extension through many optional accessories.

OUTSTANDING IMAGES WITH LED LIGHT

We know what the perfect light needs - high power, true colors, long lifespan, low operation cost, high density panels rather then LED strips. At your service.

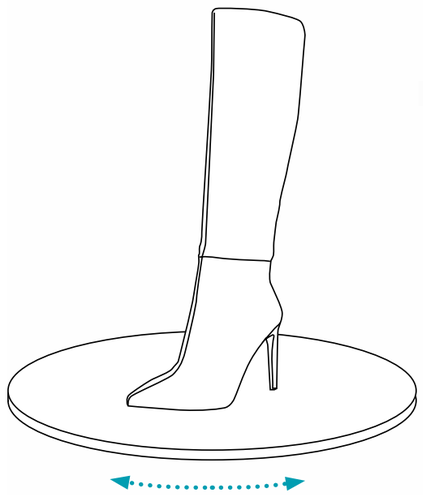


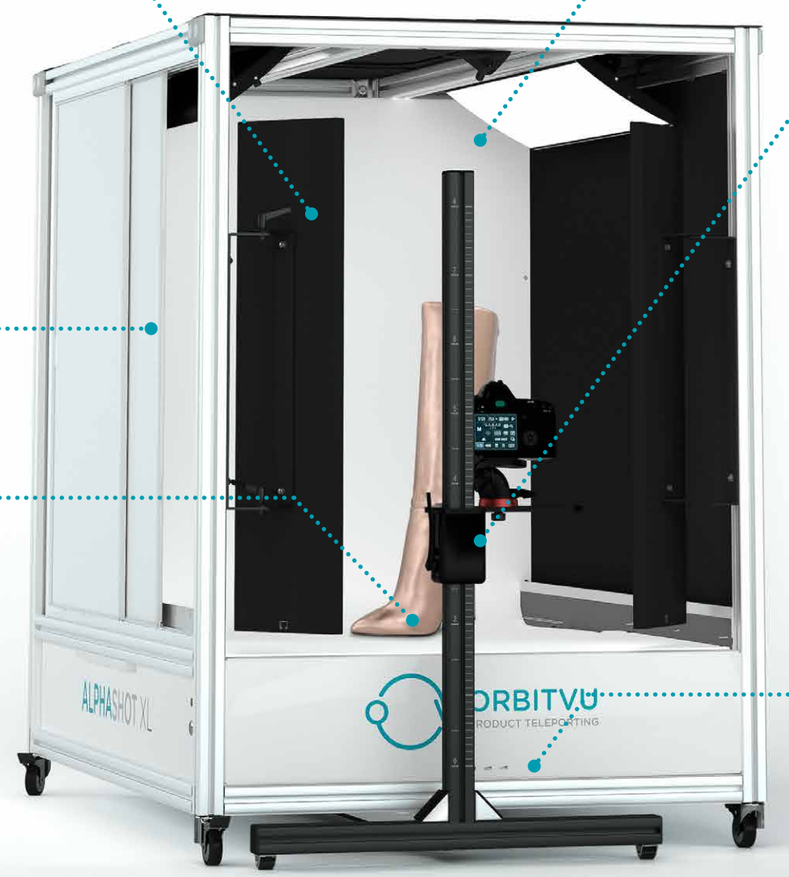
SLIDING DOORS

Convenient access for placing products into the device with option to choose either right or left side to fit your space perfectly.

MOTORIZED TURNTABLE

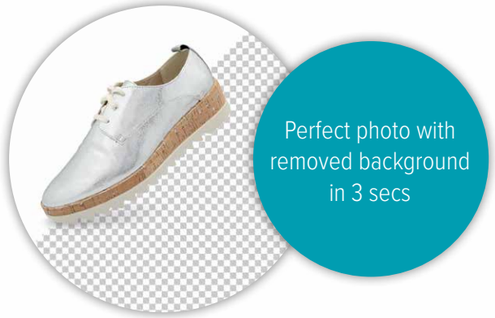
The rotating plate automatically positions your products at desired angles for packshots and also allows to create 360° presentations with a single click.





LIGHT THE PRODUCTS NOT BACKGROUND

Our unmatched algorithm automatically removes the background so you can focus on the perfect lighting of the product. Also saves time and money for manual clipping.



EASY CAMERA POSITIONING

An integrated stand saves space and always holds your camera in the center of the workspace even while shifting it forward and backward.



PLUG AND PLAY PHOTO STUDIO

Just one cable for the camera, one cable for the computer and you're ready to go; in full control of the whole workstation through our software.



ALPHASHOT XL PRO v2

Alphashot XL PRO v2 is tailored for the demanding users who seek even more comfort, control and precision. It features 50 cm base with a shelf, sliding lights from front to back with position scales, centering lasers or en encoder for the motorized turntable rotating plate - to name a few.

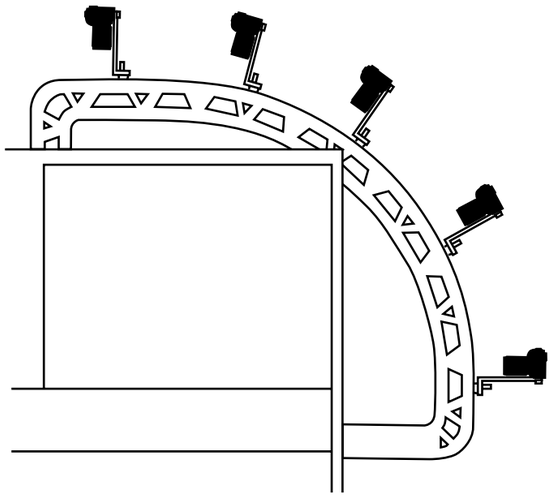
PRO gives creative freedom to professionals yet allows unskilled operators achieve professional results.

SLIDING DOORS ON BOTH SIDES

Not only you can easily access PRO from either side, you can also change it's interior from black to white in the matter of seconds to reach even more light control.

INCREASE EFFICIENCY WITH MULTIPLE CAMERAS

Our software can control up to five cameras simultaneously cutting production time and cost.



CUSTOMIZE PRO TO YOUR WORKSTYLE

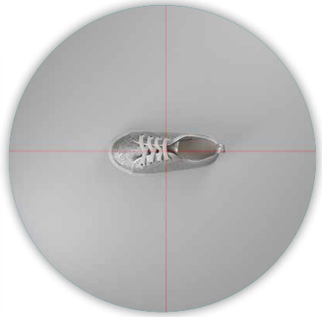
With two function buttons you can program what should the workstation do on a simple click without reaching out to your computer.





FAST AND ACCURATE PRODUCT POSITIONING

A set of precise lasers helps you find the exact centre of the rotating plate and projects centering cross on your products.



SUPERIOR LIGHTING VERSATILITY

Independent control of six individual light panels changing their position from front to back gives you endless possibilities to match the lighting to your expectations.



Save your light set-up as a template and have it at your fingertips anytime.

ENCODER

This smart piece of hardware avoids a need for calibration; the plate just stops at the exact position again and again.



ALPHASHOT XL WINE v2

Bottles, glassware or items that are shiny, reflective, rounded; products difficult to photograph with a need of a very specific studio set-up. We know! And we designed a workstation dedicated to conquer these troublemakers.

AVOID UNWANTED REFLECTIONS

We painted WINE interior black to make shooting reflective objects easier by default.



white interior



black interior

MASTER THE LIGHT

WINE comes with an anti-reflection kit AKA “light shaper” which brings the light control to the whole new level.



without
anti reflection kit



with
anti reflection kit

FRONT COVER

A slick attachment that eliminates reflections, enhances lighting by black or white finished side, protects from dust and enables long exposures independent on surrounding environment.





white
front cover

without
front cover



THINK OUT OF A BOX

WINE gives you four black & white sliding doors; each can be used as either reflector or shading panel.



black/black

white/black

white/white

PAINT WITH LIGHT

Both left and right LED panels reach from bottom to top of WINE interior and can slide from front to back. If any product needs a light fine-tuning you have a great tool to do so.



REACH HIGHER

Lift up any product from the background to achieve better light outline. And no worries about post-production: Bottle support accessory is removed by the software automatically.



without
bottle support



with
bottle support

XL Family Comparison

With Alphashot XL family it's not that any model is better than the other; all three photo studios are carefully designed to serve their purpose.

Following comparison might help you decide which option is the one for you or feel free to contact our friendly worldwide sales force through orbitvu.com/contact.

TECHNICAL SPECIFICATIONS	**XL v2** [order code 234H9]	**XL PRO v2** [order code 234H11]	**XL WINE v2** [order code 234H10]
Lighting LED panels	bottom, back, 2 × front, 2 × top	bottom, back, 2 × sliding front to back, 2 × top	bottom, back, 2 × sliding front to back
Motorized Turntable Diameter	75 cm		
Minimum Rotation Step	1°		
Max Load	25 kg		
Max size of photographed item [L×W×H]	50×70×30 cm		
Power Supply	100-230VAC		
Weight Net	125 kg	145 kg	125 kg
Power Consumption	max. 800W		max. 550W

INCLUDED HARDWARE	**XL v2** [order code 234H9]	**XL PRO v2** [order code 234H11]	**XL WINE v2** [order code 234H10]
Motorized Turntable	✓	✓	✓
Integrated camera stand with Manfrotto head	✓	✓	✓
Grip holder for quick camera positioning	optional	✓	✓
Elevated base with a shelf	optional	✓	optional
Integrated laser kit 2.0 (2pcs linear laser)	optional	✓	optional
Encoder	-	✓	-
Sliding doors black / white	one side	both sides	both sides
Ruler for LED panels positioning	-	✓	✓
Front textile cover black / white	optional	optional	✓
Anti reflection kit	optional	optional	✓
Bottle support	optional	optional	✓

INCLUDED SOFTWARE



ORBITVU STATION SPECIFICATIONS

Camera compatibility	Canon DSLR
Multiple camera control	yes, up to 5 cameras
Software compatibility	Mac OS X or Windows
Post-production	possible via software
Background removal	automatic with IQ-Mask
Output 360° format	HTML5, animated GIF, MP4, MOV
Output video format	MOV, MP4, animated GIF
Output image format	png, jpeg, tiff, bmp, RAW + png mask, other output formats via external action

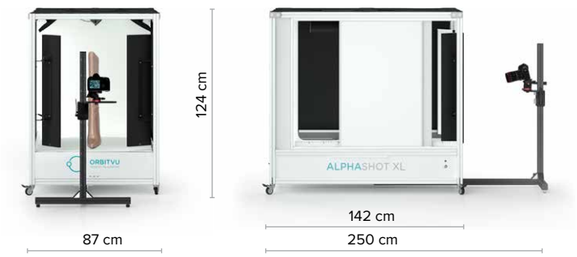


ORBITVU VIEWER SPECIFICATIONS

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

ALPHASHOT XL v2

[order code 234H9]





- The most affordable model
- Ready to be customised & expanded to your needs through accessories
- Gives very little room for user error; all LED panels in fixed positions

ALPHASHOT XL PRO v2

[order code 234H11]

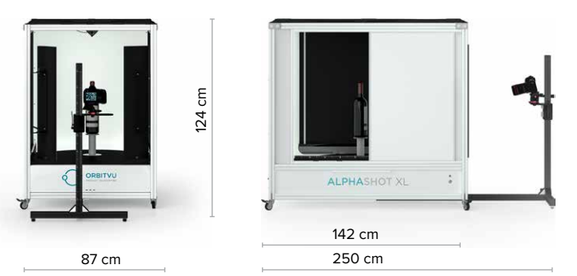




- Enhanced ergonomics; elevated base and sliding doors on both sides
- More lighting options; two LED panels sliding from the front to the back
- Maximised turntable precision with built-in encoder

ALPHASHOT XL WINE v2

[order code 234H10]





- Black interior to handle reflections and lighting of the most difficult products
- Includes advanced lighting accessories; anti-reflection kit, bottle support and black&white front cover
- Removed top lights to avoid unwanted reflections and optimize cost (top LED panels can be purchased as optional accessory)

Accessories overview

With over 20 optional accessories your Alphashot XL can be truly tailored to suit your products & workstyle. And you can be assured we are developing new accessories as you read these lines.

For the full list of accessories and help with choosing the best ones for you feel free to contact our friendly global sales force at orbitvu.com/contact.













1. Double sided **FRONT TEXTILE COVER** [order code 234A49] offers avoiding unwanted reflections when black faces inside and serves as a light reflector while white faces inside. It also seals Alphashot's inside environment to prevent dust and ambient light getting in (which allows longer exposures if necessary).

2. A set of two **LINEAR LASERS** [order code 234A48] projects a cross to the exact center of rotation and helps with fast products positioning. It's ultimate precision is achieved by using the finest material and machinnig (as we always do).

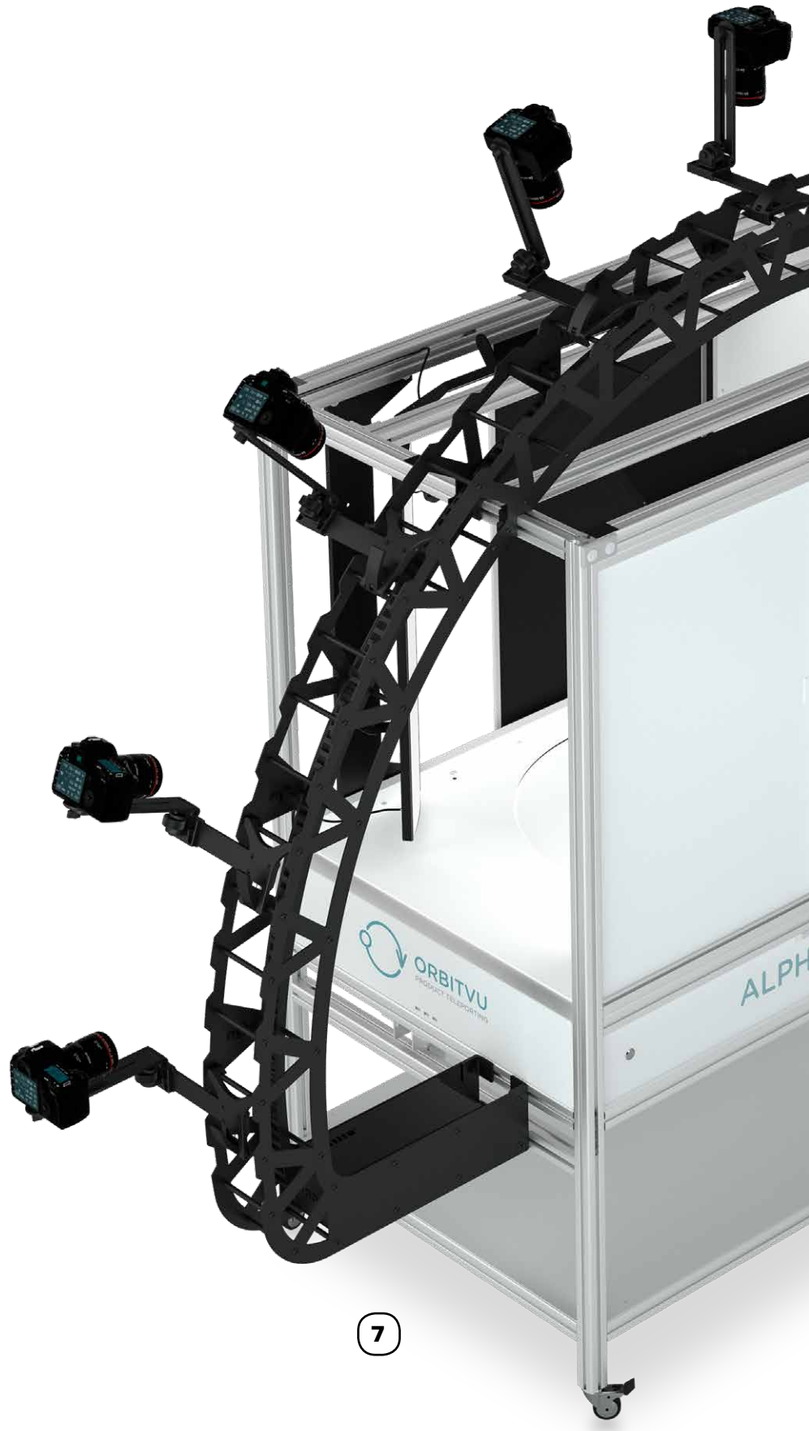
3. MOTORIZED HANGING KIT [order code 234A40] can be synchronized with a turntable to support products from top. It can also be used as the primary rotating unit to photograph products suspended.

4. ANTI REFLECTION KIT [order code 234A42] not only creates seamless environment for shiny and reflective products; it also extends light shaping characteristics while moving the LED closer or further away.

5. BOTTLE SUPPORT [order code 234A31] lifts products from the platform which allows the light line to nicely describe product's shape from bottom to top. In addition diffusing panels of an **ANTI REFLECTION KIT** [order code 234A42] can be moved really close to the product and paint it with beautiful light gradients.

6. MOTORIZED ZOOM [order code 234A50] empowers you to zoom the lens in and out through the software. Not only is it comfortable but you can also store the zoom position in template to achieve better image consistency.

7. 3D ARM [order code 234A45] is the king of productivity; holds up to five cameras in angle range 0-90° for the most efficient 3D spin photography or packshots from predefined views. Camera power supplies and USB hub are integrated in the arm structure so you can avoid the whole cable mess and connect everything to your PC using a single cable.



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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