

PackshotCreator

Office instant snapshot and animation technology*

Optimize your time,
reduce costs, customize
and renew your illustrations...

**Become the photographer
of all your products...
Within a few clicks.**



www.termometer.se



PackshotCreator

An exclusive concept . . .

- 1 **Place** your product in the PackshotCreator.
- 2 **Preview** your object in real time on your PC.
- 3 **Click and get** professional quality photos and 3D animations of all your products within a few seconds!

PackshotCreator

Take photos of all
your products
yourself ■■■



■ **Compact
and tailored
for offices :**

fits any office environment :
use your **PackshotCreator** on your desk.

■ **Simple
and fast :**

no training is needed, **PackshotCreator** can be used by any colleague.
The only skill required : to be able to click!

■ **Profitable
and qualitative :**

no more delays !
Take professional quality pictures in-house and at no cost.

■ **Multi-tasking :**

increase your internal and external communication possibilities :
use the **PackshotCreator** for your product's entire life cycle
(from its concept to customer service).
Make your life easier: only one click for thousands of uses.

PackshotCreator

Main features

PackshotCreator is an all-in-one solution allowing non-professional people to take professional quality pictures, simply and quickly.

This technological feat is based on 4 main elements :

1

A software for capturing and managing images and/or animations in real time.

Intuitive interface and advanced preview and monitoring functions in real time. Images and animations can be saved in different formats (TIFF, JPEG, GIF, SWF) and different resolutions (72, 150 or 300 dpi). Complete shooting and edition interface: retouching and masking, labelling, instant emailing, watermark protection, batch processing, outside mode, etc.



1



2

2

A new-generation camera integrated in the box with a colorimetric profile adjusted to the system for a perfect management of colour rendering.

An ICC profile common to the digital camera and the lighting environment. Improved white balance management for a colorimetric rendering as close as possible to your product's true colours. Integrated Ultra Bright Mode for a higher contrast level and still a maximum of shades.

3

Motorized USB turning plate.

Entirely monitored by the software, the latter captures different angles of an object automatically and synchronizes them with the plate's 360° rotation. Step-by-step motor with exceptional resistance and precision. Equipped with USB 2 connections and power-supplied from the light box. 2 different diameters available: 29 and 39 cm. Delivered with additional round backgrounds.

4

PC-connected, the USB light box casts a uniform and constant daylight type lighting.

Symmetrical fluorescent cool daylight lamps, color temperature ideal for object photography (6500 K). Special brushed aluminium diffusion plates for a soft and bright environment. White background and transparent supports for neutralizing cast shadows.

PackshotCreator

Easy photos and 3D animations

Your consumers are demanding picture-wise and to convince them you need :

- **quality illustrations** of your products and regularly renewed,
- complete and interactive **websites**,
- illustrated and customized **newsletters**,
- **3D animations** in Flash Player* or GIF format...

In-house, you wish to optimize your product communication system in all the company's departments :

- **Marketing & Communication**, by integrating beautiful illustrations of your products in any kind of presentation,
- **Quality control**, by spotting the slightest details of your products,
- **Research & Development**, by making your specifications simpler with the help of images,
- **Legal Affairs**, by using a photo as a piece of evidence,
- **Web**, by making up for its immaterial aspect with concrete pictures of your products...

Or you simply wish to :

- create your **image banks and archives** yourself,
- insert your photos in your **product specifications** and your **catalogue**,
- **have your own professional quality photos of your products** and print them straight away,
- **attract more internet users** by renewing and integrating more and more illustrations and animations,
- **propel your online sale** by showing **interactive animations** of your products...



“ I have already taken thousands of pictures with the Packshot Photo Studio. I was able to set up a data base of all our products. This base is a complete and priceless historical for our company.»

Augustin de Montalivet,
[Head of Marketing,
Nina Ricci, Groupe PUIG]



Purchase



Multimedia



Press



360° animation



Marketing



Quality control



Communication



R & D



Legal affair



Slide-show



Archives



Print



E-business

The PackshotCreator range



PackshotCreator Mini

Maximum size recommended for photographed products:

■ 30x43x20 cm (shots from above)

■ 27x27x27 cm (sideways shots)

Complete solutions delivered with all their accessories.

PackshotCreator Business

Maximum size recommended for photographed products:

■ 40x58x30 cm (shots from above)

■ 40x40x40 cm (sideways shots)

Complete solutions delivered with all their accessories.

The range in detail ■ ■ ■

	Photos				Photos / Animations			
	PackshotCreator Classic range		PackshotCreator HD range		PackshotCreator 3D range		PackshotCreator 3D HD range	
	PackshotCreator Mini	PackshotCreator Pro	PackshotCreator Mini HD	PackshotCreator HD	PackshotCreator Mini 3D	PackshotCreator 3D	PackshotCreator Mini 3D HD	PackshotCreator 3D HD
USB box format	Mini (44.5x44.5x49 cm)	Pro (61x61x73 cm)	Mini (44.5x44.5x49 cm)	Pro (61x61x73 cm)	Mini (44.5x44.5x49 cm)	Pro (61x61x73 cm)	Mini (44.5x44.5x49 cm)	Pro (61x61x73 cm)
Digital camera	Canon Powershot SX 100 IS	Canon Powershot SX 100 IS	Canon Powershot G9	Canon Powershot G9	Canon Powershot SX 100 IS	Canon Powershot SX 100 IS	Canon Powershot G9	Canon Powershot G9
Software version	Mini SE	Business SE	Mini Premium	Premium	Mini Premium	Premium	Mini Premium	Premium
	Logiciel SE (Standard Edition)		Logiciel HD (High Definition)		3D software		3D HD software	
Software main features	Image capture		HD capture and processing		Capture, image processing and animation creation interface		HD capture, image processing and animation creation interface	
Image resolution	3264x2448 (300 dpi)		4000x3000 (300 dpi)		3264x2448 (300 dpi)		4000x3000 (300 dpi)	
Saving format	JPEG / TIFF				JPEG / TIFF / GIF / SWF (Flash Player) / HTML			
High definition			***	***			***	***
3D interface (integrated USB turning plate)					***	***	***	***
Preview in real time and image bank	***	***	***	***	***	***	***	***
300 dpi pictures with no cast shadows	***	***	***	***	***	***	***	***
Colour accuracy	***	***	***	***	***	***	***	***
Retouching and masking			***	***	***	***	***	***
Labelling and drawing tools			***	***	***	***	***	***
Watermark protection			***	***	***	***	***	***
Ultra Bright Mode			***	***			***	***

Functionalities and accessories subject to change. For any additional information please contact your sales contact.

The **PackshotCreator** range

CLASSIC

Our fundamental technologies will allow you to take professional quality illustrations for all your needs in-house.

“ Packshot helps us save quite a lot of time and take professional quality pictures, mainly lighting-wise and resolution-wise.»

Franck Bouvier,
[**Multimedia, Tissot/Swatch Group**] - **Switzerland**

Efficiency easily :

- Professional quality photos: on a white background with no cast shadow
- Colour-accurate
- Up to 300 dpi
- Can be used straight away
- Complete software of image capture in real time

2 versions available :

- **PackshotCreator Mini**
- **PackshotCreator Business**

Complete solutions delivered with all their accessories.

The **PackshotCreator** range

HD

Takes photos of a rare precision and catches the slightest details of all your products.

“ ...we were looking for a way to take photos of professional quality and great accuracy without any reflection and a good lighting. Thanks to the controlled lighting and the PackshotCreator software we get perfect pictures which we can send to our clients easily via our computers...»

Patrick Lavara,
[**Responsible Qualité, Groupe ISEM**] - **Italia**

All the functionalities of the **PackshotCreator Classic plus** :

- **High definition photos**
- **High level of detail rendering and optimized colours**
- **Complete software of HD image capture and management in real time : retouching and masking, labelling, instant emailing, watermark protection, image automatic index, batch processing, outsidemode, etc.**

2 versions available :

- **PackshotCreator Mini**
- **PackshotCreator Business**

Complete solutions delivered with all their accessories.

The PackshotCreator range



Office photo studios which increase shooting capabilities and allow the creation of photos and interactive animations of all your products.

“ One of our problems was the lack of reactivity from our suppliers. Now, as soon as we need a picture or an animation we can take it within the next minute. Professional quality photos taken in-house are now available for our salons and employees - via a dedicated extranet system.»

Corinne Weppe,
[Marketing, Franck Provost] - France

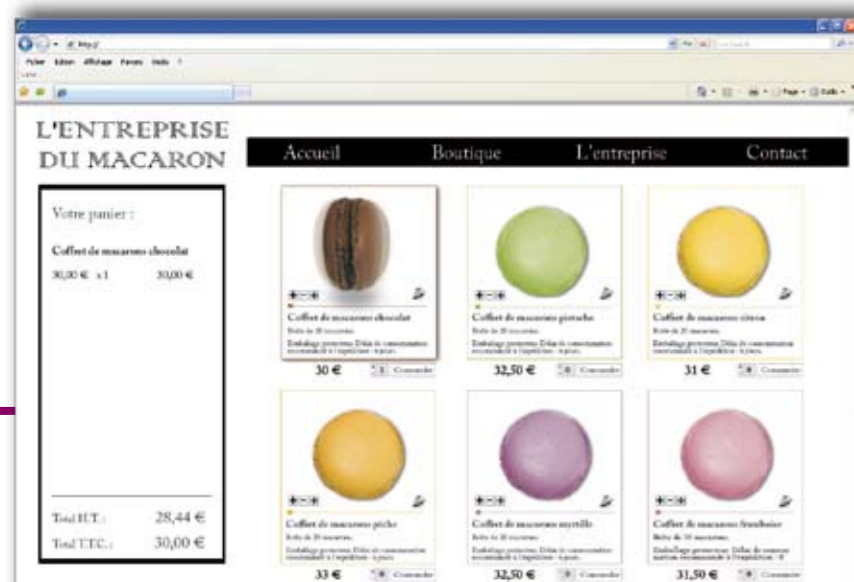
Professional quality photos and interactive animations available straight away :

- An intuitive interface: place your product, customize your animation and the software automatically captures images by synchronizing them with the turning plate's rotation.
- Result: interactive Flash animations ready within a few minutes for your website, presentations newsletters...

2 versions available:

- PackshotCreator Mini 3D HD
- PackshotCreator 3D HD

Complete solutions delivered with all their accessories



The PackshotCreator range



The perfect combination of productivity, creativity and precision.

“ With the 3D HD system you will find all the advantages of each model, gathered in one and only product: intuitive creation of high definition illustrations and Flash animations in a few clicks. All this is immediately available for an interactive communication system via your online catalogue, newsletters... to sum up, ideal for surfing the web 2.0 wave...»

Jean-Michel Billaut, [President and Founder of « l'Atelier », blog moderator of <http://billaut.typepad.com/jm/>]

High definition photos and interactive animations available straight away :

- High level of detail rendering and optimized colours, integrated Ultra Bright mode
- Complete software of image capture and processing in real time
- Intuitive and complete interface for creating animations

2 versions available:

- PackshotCreator Mini 3D HD
- PackshotCreator 3D HD

Complete solutions delivered with all their accessories.



The PackshotSpin range

The PackshotSpin O6T/O9T range is the end-to-end solution for quickly and easily producing professional-quality interactive Flash animations of voluminous and heavy objects or even people.



This cutting-edge technology is based on three key elements:

- 1 USB motorised turntable
- 2 High-definition digital camera optimised for perfectly rendered colours
- 3 Software for capturing and managing images and/or animations in real time



A closer look at the range ■■■

	PackshotSpin O6T	PackshotSpin O9T
USB turntable dimensions	56 x 56 x 28 cm	83 x 83 x 28 cm
Weight	18 kg	88 kg complete with wheels for easy transport
Digital camera	Canon Powershot G9	Canon Powershot G9
Lighting system	2 daylight lightboxes (660W)	2 daylight lightboxes (660W)
Software version	V.5.0.1.8	V.5.0.1.8
Base	Adjustable supporting structure and a white cyclorama base	Adjustable supporting structure and a white cyclorama base
Main software characteristics	High-definition image capturing, animation creation interface, retouching and editing	
Image resolution	4000x3000 (300 dpi)	
Recording formats	JPEG / TIFF / GIF / SWF (Flash Player) / HTML	
High definition	***	***
Real-time preview and image bank	***	***
Complete snapshot and animation creation interface	***	***
300 dpi visuals	***	***
Colour fidelity	***	***
Retouching and trimming	***	***
Commenting and drawing tools	***	***
Watermark protection	***	***
Automation functions	***	***
Ultra Bright mode	***	***

PackshotSpin O6T
End-to-end solution for objects weighing up to 115 kg



PackshotSpin O9T
End-to-end solution for objects weighing up to 310 kg





 **PackshotCreator**
Place, preview, create

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