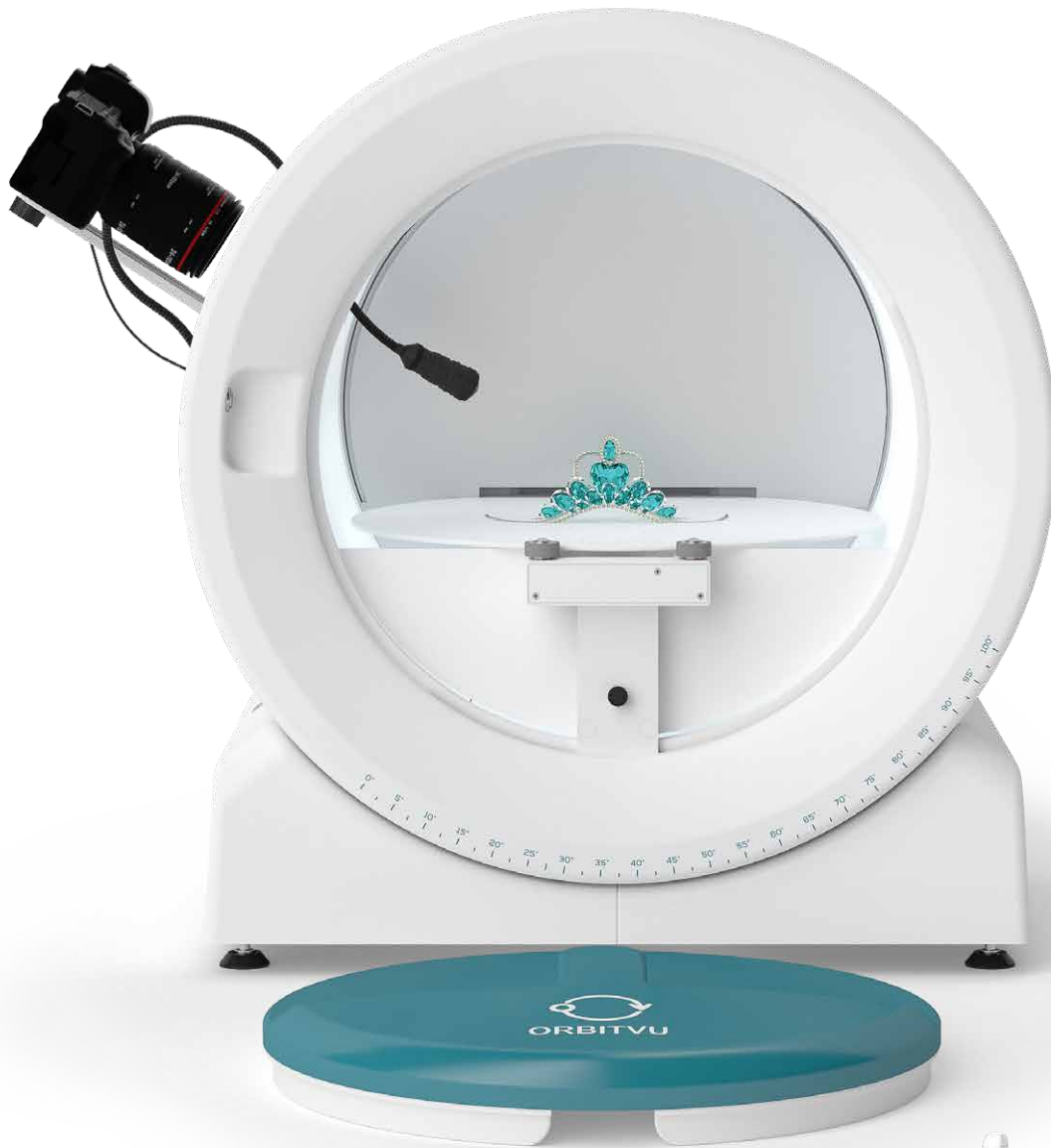# ORBITVU

ALPHASHOT MICRO

IN-HOUSE MACRO PHOTOGRAPHY STUDIO
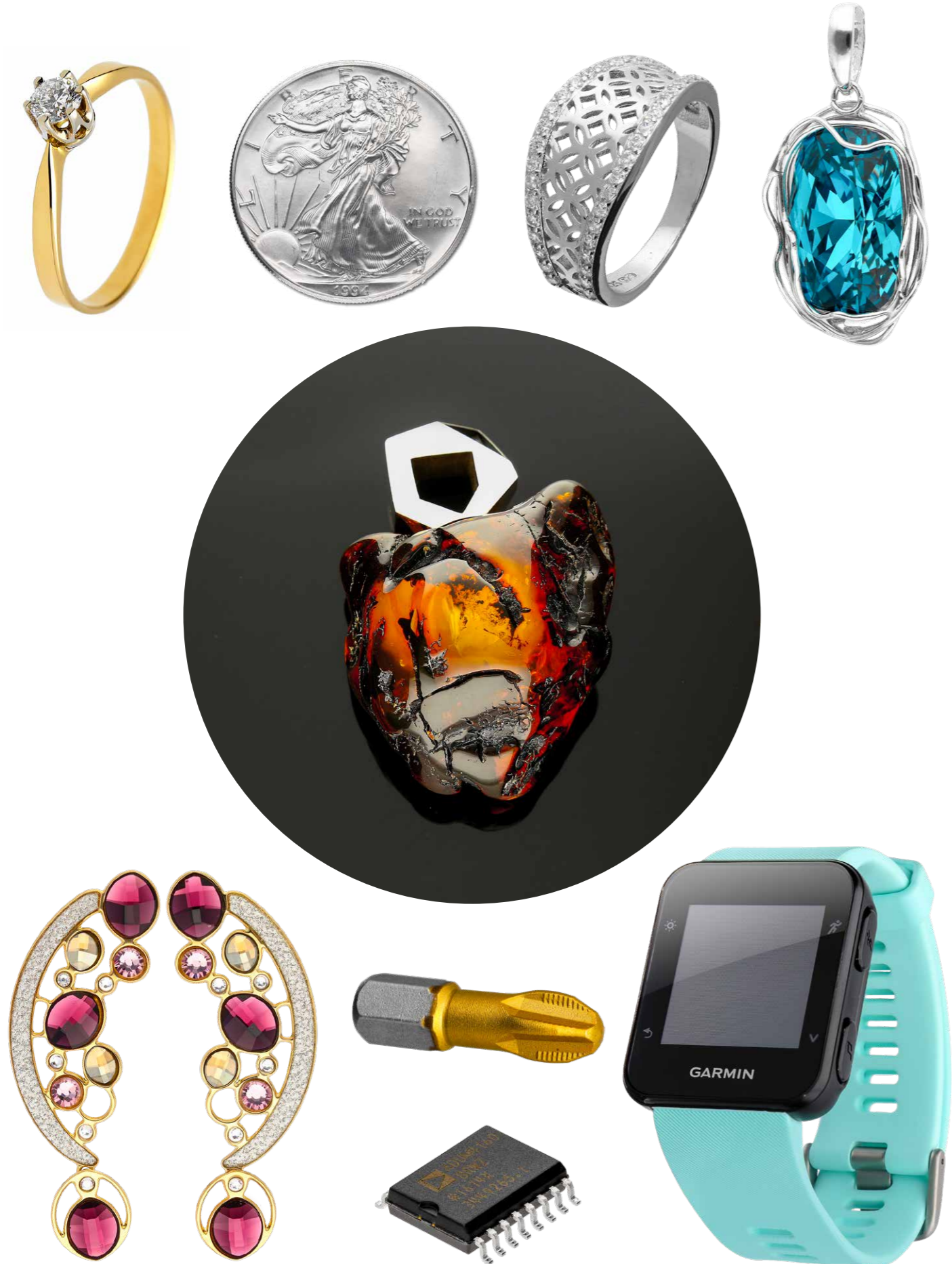
2D 360° ▷

CUT COSTS

INCREASE SALES

SPEED UP WORKFLOW

Let your products shine!

IN-HOUSE SOLUTION FOR MACRO PHOTOGRAPHY

ALPHASHOT MICRO

A compact solution made for non-professionals to capture still and 360° images as well as videos of small items, including jewelry, gemstones, watches and similar. Tightly integrated hardware, software and camera control, greatly simplifies the digital content creation process and ensures high image quality and consistency.

US patent no. US 9,625,794 B2

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

Flexible

- ▸ Perfect for jewelry, watches, gemstones, coins, electronic components and small mechanical elements
- ▸ For still images, 360° and Video
- ▸ Compatible with Canon and Nikon DSLRs
- ▸ Produces images for web, print and marketing
- ▸ Integrated online marketing tools

Efficient

- ▸ IQ Mask - automatic background removal
- ▸ Automated Super Focus capture
- ▸ Custom templates for easy repetition of lighting, camera and post-processing setup.
- ▸ Batch image capture and processing
- ▸ Multi-view, 360° and video capture
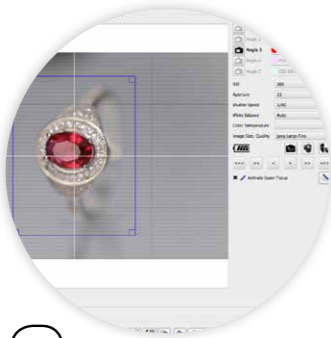- ▸ Direct image upload to your e-shop (with optional plugins)

One simple job...

Capture your products in a fast and easy way. The software does the necessary post-processing and creates consistent, ready-to-use images, 360° spins or videos.

1

Place product

MICRO comes with a range of accessories helping you to position various items such as rings, earrings and pendants.

2

Fine-tune light and reflections

Adjust the shininess of your products and shape it with supplied reflectors to show your product brilliance.

3

Capture the image

With a touch of a button, the software will automatically capture your product entirely in focus and remove the background.

4

Beautify your product

Auto-remove scratches, highlight colors and sharpen stones. All these features can be applied automatically on the fly.
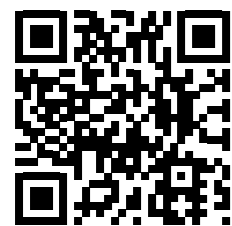
2D

360°

5

Export for multiple uses

Still images, 360° view and video, can be scaled and exported for web or print use simultaneously. Export options ensure compatibility with various marketplace platforms.

optional add-on

▶ YouTube
direct upload

www.orbitvu.com/letitshine

Watch it in motion!

...multiple results

Upload images directly to e-shop or to e-commerce acceleration cloud, reuse them for print or online marketing campaigns.

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

`PNG` `JPG` `360°`

ONLINE MARKETING TOOLS

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

`GIF` `360°`
`QR Code` `OrbitTour`
`Facebook` `Twitter` `Linkedin`

ORBITVU SUN a digital content to e-commerce acceleration platform as well as a set of tools to help you market your product online

Print media files

`TIFF` `PNG` `JPG`
`RAW` `RAW+PNG`

SELF HOSTING

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

`JPG` `PNG`
`RAW` `RAW+PNG`
`360°` `GIF` `MOV`

Natural born beauty.

Hardware features

No single jewelry piece is the same. ALPHASHOT MICRO comes with exclusive features and accessories to allow you to highlight the uniqueness of your product.

no spot **one spot** **two spots**

SPOT LAMPS
Spot lights will help you to highlight features and details of your product. Equipped with optional diffusers and zoomable lenses let allowing you to control the sharpness of the reflection.

SIDE REFLECTORS
Side reflectors allow you to control the amount of contrast you want to give to your items.

white **silver** **black**
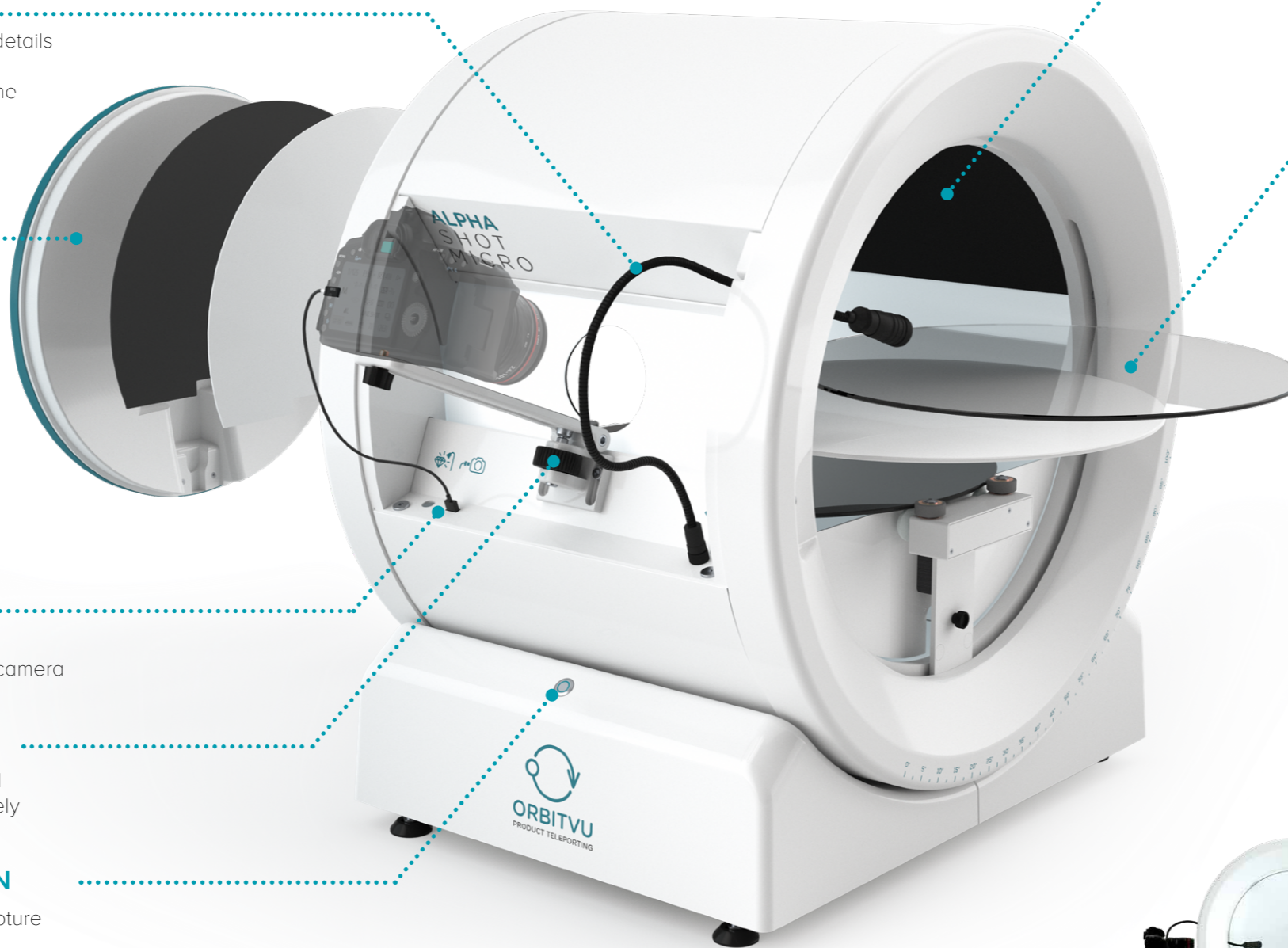
BUILT-IN USB HUB
For cable-free operation, ALPHASHOT MICRO is equipped with an onboard USB hub to plug your camera directly into the device.

INTEGRATED CAMERA SUPPORT
For hassle-free operation, the camera is attached to a firm support. Camera tilt angle can be precisely adjusted with an oversized knob.

CUSTOMIZABLE FUNCTION BUTTON
Simple, yet very convenient solution to quickly capture the image, switch on/off lights and more.

ORBITVU
PRODUCT TELEPORTING

INNER REFLECTORS
Two internal black reflectors can be inserted to allow you to highlight details of your product in a controllable way.

no reflectors **one reflector** **two reflectors**

INTERCHANGEABLE TABLES
ALPHASHOT MICRO is supplied with three tables to give you the most flexibility in the way you may want to show off your products

white table
Used for top view photography or for products which need smooth and soft reflections.

glass table
Used for side view with high contrast. Allows to use bottom lights to give strong highlight from bottom.

black table
Reflective, made for demanding users who want to present their products in a high contrast dark environment.

CYLINDRICAL LIGHTING
Patented 360° of lighting divided in six dimmable LED panels travels with the camera as it moves so you can always use it at any angle that best highlights your products.

Software features

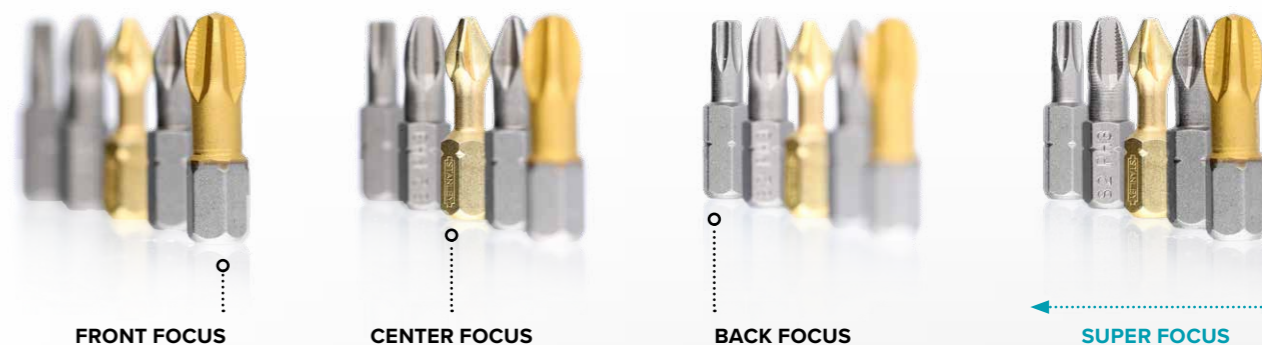## BEST AUTOMATIC BACKGROUND REMOVAL

Revolutionary masking technology has evolved.
Now **IQ MASK™** delivers outstanding accuracy and speed.
No need to focus to light the background,
just focus on your product.

PERFORMANCE

Multi-core processing. Utilizing the power of modern
CPUs combined with 64-bit architecture delivers
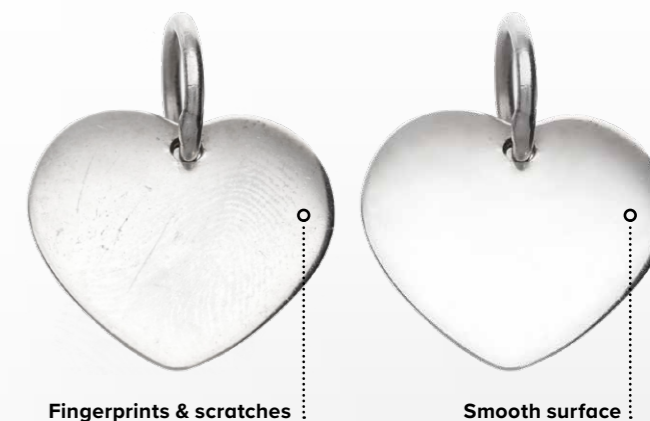tremendous computing efficiency.

SUPER FOCUS

FRONT FOCUS	CENTER FOCUS	BACK FOCUS	SUPER FOCUS

COLOUR BEAUTIFIER

Enhance your product: make
silver neutral, gold shining and
gemstones colorful.

Before	Correct silver	Correct stone

AUTO RETOUCHER *

Just move a slider and the software
automatically removes tiny surface
imperfections, scratches and fingerprints.
Useful for polished surfaces.

* available from version Alphashot Editor 3.0

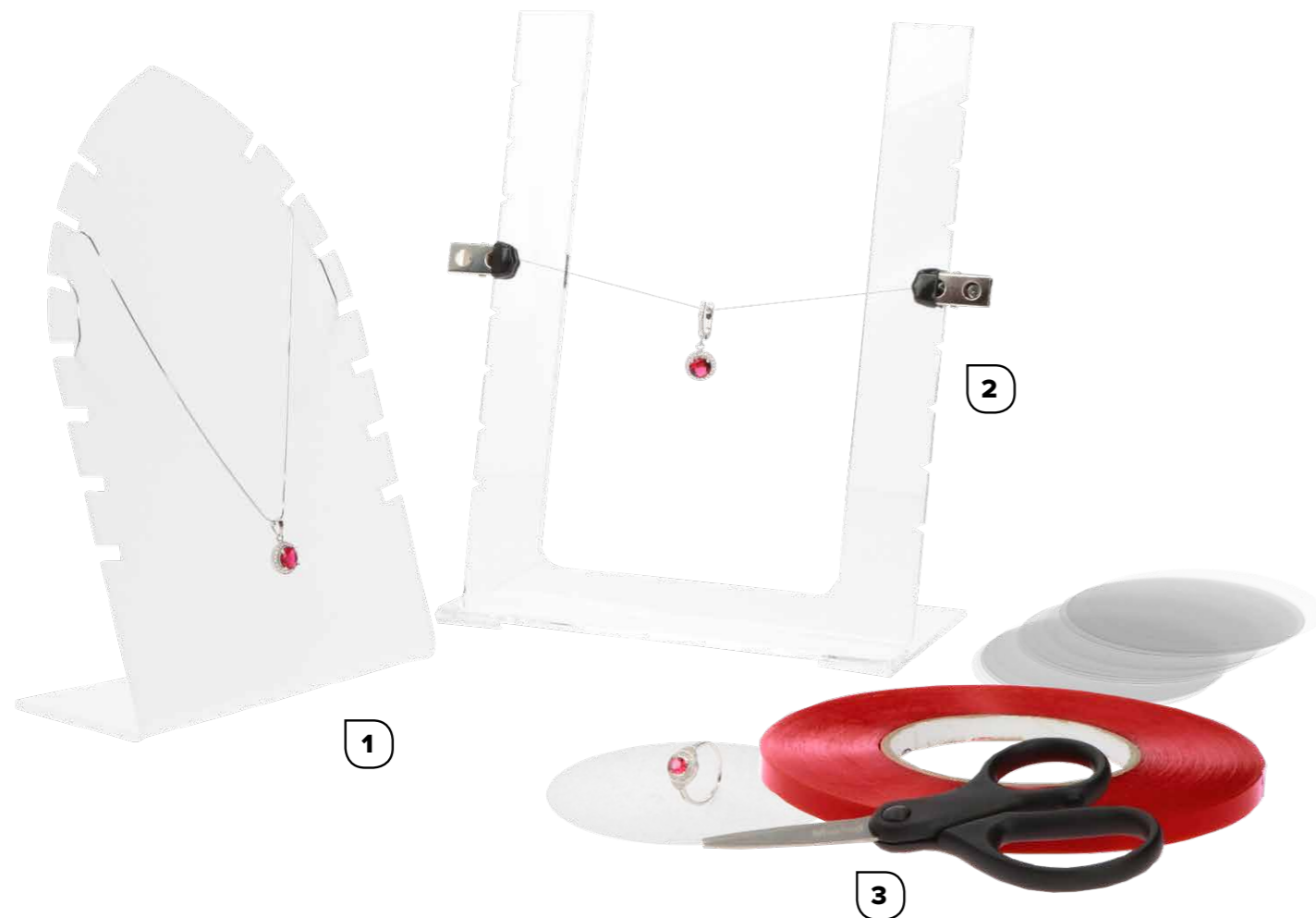| Fingerprints & scratches	Smooth surface

TEMPLATES

Create your own templates to save your preferred settings (camera, lights, post-processing) for easy
reactivation in the future. This cuts preparation time significantly guaranteeing consistency and
repeatability of your results.

2

1

3

1. NECKLACE SUPPORT
[order code 235A13]

Made with semi-translucent acrylic, is automatically detected and removed by the software. Any pendant and necklace is easy to hang.

2. TRANSPARENT NYLON WIRE HOLDER [order code 235A14]

Made for difficult to hang items, such as earrings and rings. Nylon wires get removed by the software automatically.

3. RING FIXING KIT
[order code 235A15]

Strong fixing tape plus transparent pads allow you to fix most of the rings quickly and position them precisely on the turntable.

75 cm

56 cm

77 cm

ALPHASHOT MICRO
[order code 235H1]

SOFTWARE SPECIFICATIONS

ALPHASHOT EDITOR

Camera compatibility	Canon and Nikon DSLR
Software compatibility	Mac OS X or Windows
Custom advanced export	yes
Post-production	possible via software
Background removal	automatic with IQ-Mask for static objects*
Output 360° format	HTML5, Flash, animated GIF
Output video format	MOV, MP4, direct upload to YouTube
Output image format	png, jpeg, RAW + png mask
	other output formats via XML script

ORBITVU VIEWER

360° technology	HTML5 player with fallback to Flash**
Deep zoom	unlimited zoom technology optimised for mobile devices and bandwidth usage
Mobile ready	multi-touch gestures and responsive design
Compatibility	any web browser with HTML5 support

** Flash 360° is used for Facebook integration

WHAT'S INCLUDED

Hardware
3× replaceable turntables (black shiny/matt, transparent glass and white opalescent)
1 × zoomable spot light*
2× spotlight diffusers (small & large)
2× black reflectors (front and back)
4× side reflectors (black and silver)
1 × necklace support
1 × transparent fishing line holder
1 × ring fixing kit
2× USB conection cables
1 × grey card

*additional spot light can be ordered separately

Software
‣ ALPHASHOT EDITOR Professional license
‣ ORBITVU VIEWER (HTML5 player license)

Weight net	35 kg	
Max load	1 kg	
Power supply	100-230VAC, max. 600W	
Packaging size [cm]	80 × 60 × 93	(W × L × H)
Packaging weight	72 kg	

Specifications are subject to change without notice.

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

235.620-EN-2018/10

www.orbitvu.com/micro