



**ORBITVU**  
PRODUCT TELEPORTING

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**ORBITVU**  
PRODUCT TELEPORTING

THE NEXT  
GENERATION  
OF 360° PRODUCT  
PHOTOGRAPHY



# ORBITVU

PRODUCT TELEPORTING

## How did Orbitvu originate?

Tradition, experience, knowledge + innovations + know-how + passion

### ● Tradition, experience and knowledge

Strong family traditions, which are inseparable from the professional photography, are the main source of Orbitvu. More than 15 years experience of working with and for professional photographers gave us powerful competence, on which we build a new dimension of photography.

### ● Innovations

Since its very beginnings Orbitvu has dealt with the creation of innovative solutions for the photographic and video industry. The company was created by people with passions, people marked with a broad range of interests and undisputed engineering talent. The unique approach and groundbreaking engineering solutions of Orbitvu make others trying to follow us.

### ● Know-how

As we can be trusted in the photographic industry, we were entrusted with the design and production of complex photo and video products for one of the most recognisable brands among photographers around the world. For more than 10 years of close cooperation, we have gathered the invaluable production know-how. Over 100 000 units of our reliable working equipment can be found in photo and video studios worldwide.

### ● Passion

We are a team of people coming from different industries ranging from product design, software development through photography to marketing with one thing in common: passion for creating new, innovative products, which make a real difference to our customers.

# CHECK IT



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# COMPARE IT

THE NEXT GENERATION OF 360° PRODUCT PHOTOGRAPHY

The world is changing fast. Tomorrow's technologies are gone today. New mobile devices are changing the way we work and live. Market shares of e-commerce in global trade are growing day by day. Imaging of the product began to play a key role in achieving business success. E-commerce product photography became a quite different kind of photography. E-commerce users' expectations are driving the need for better product experience. On-line services are changing and optimizing to be more competitive and more profitable.

Do you know that according to Adobes Scene7 Viewer study: "What Shoppers Want" downloading images in higher resolutions is not enough? 91% of users indicated the ability to turn products around in a full 360-spin and zoom on any perspective to be very useful in making purchase decisions?



Orbitvu is helping you to use your experience and knowledge, and let your clients show their products in the best possible way. We at Orbitvu know and understand challenges facing professional product photography today. On-line shoppers expect better product experiencing on their computers, smartphones and tablets. They want to be sure they make the right choice. They want to see the product in detail from each side. From e-shop perspective better product experience helps to sell more and makes product returns less probable. Leaving the website by unsatisfied customer is a real risk of financial loss. Probably the money will go to the competition website. Therefore your client has to show the product in the best possible way. The way consumers want experience it.

Software characteristics	ORBITVU MINI	ORBITVU MIDI	ORBITVU MAXI	ORBITVU MAXI 3D
360 object view technology		M-VIEW HTML5/FLASH with DEEP ZOOM		
2D Export:		JPG, PNG, BMP, RAW, TIFF		
Direct upload to SUN server		YES		
"User defined image capture and export .xml file"		PHOTOGRAPHER EDITION SOFTWARE		
Multi camera control		PHOTOGRAPHER EDITION SOFTWARE		
Live View preview in software		YES		
Camera compatibilty:		CANON DSLR		
Camera control		ISO, Shutter, Aperture, White Balance, Live View, AF/MF		
OrbitvuEditor Standard		INCLUDED (OrbitvuEditor Profesional upgrade available)		
Sun hosting package		INCLUDED (1 year for 100 Products)		
Maximal image resolution:		Unlimited (limited by camera resolution only)		
Batch edit functions		sharpen, levels, cropping, brightness, histogram, normalization, color saturation		
Color space		sRGB, Adobe RGB		
360 degree export		gif, flash, orbitvu viewer (HTML5/flash)		
Full 3D support		"ORBITVU VIEWER (HTML5/Flash) - PHOTOGRAPHER EDITION"		
Viewer customization		PHOTOGRAPHER EDITION SOFTWARE		
Custom profiles		YES		
OrbitvuViewer Basic		YES		
ORBITVU VIEWER ROYALTY FREE		PHOTOGRAPHER EDITION SOFTWARE		

Hardware characteristics	ORBITVU MINI	ORBITVU MIDI	ORBITVU MAXI	> SOFTWARE
Max central load	18kg	40 kg (10kg with transp. table)	250 kg	
Max. load for hanging configuraton	-	20 kg	20 kg	20 kg
Total weight net / gross / hanging configuration net	1.3 kg	34kg / 25kg / 22kg	Platform 61 kg / 72kg / 22kg	61 kg / 72kg / 22 kg
Total weight net/gross with 3D arm	-	-	-	81 kg / 86 kg
Total weight net/gross 3D arm	-	-	-	10 kg / 14kg
Dimensions	80x80x120 mm	120x120x97	180x180x22 cm	180x180x22 cm
Table dimensions	50 cm	45 cm	120/180 cm	120 cm

Upgrade options	
Spare parts & accessories	heads, spiders, columns, platforms, leggs, aluminium round tables, white & black pads (matt/glossy) cross support for platform, transparent table product hanging kits
Software	OrbitvuEditor PRO, cloud storage OrbitvuSUN Private, OrbitvuViewer Corporate



ORBITVU MIDI



ORBITVU MINI



ORBITVU MAXI



ORBITVU MAXI 3D

# SHOOT IT

All you need to quickly and easily improve your competitiveness and respond to the rapidly changing market needs is the most advanced and most thought-out solution. Join smoothly to the world of 360° product photography and grow up together with the business of your clients.

Did you know that ORBITVU is already used by hundreds of satisfied photographers around the world and the leading photographic magazines evaluate our solutions as easy to use and of very high quality?

## Why does Orbitvu have such an opinion?

Orbitvu is fully compatible with all elements of your photographic studio: from lighting supports, tripods, through your camera, Mac, PC and software.

Orbitvu has seamlessly integrated the whole 360° packshot creation process from automated capture, through batch edit and direct export online. We call it PRODUCT TELEPORTING ;)

ORBITVU solutions are fully mobile and allow working wherever your client is. We design, manufacture and make software of every piece of our software and hardware. Unlike suppliers who deliver only partial solutions, we are capable of providing you with first class support anytime and anywhere.

# SHOW IT

Technology is changing as fast as e-commerce users' behaviors and needs. To keep up with constantly growing expectations, you must offer your clients the best 360° degree view technology, which perfectly functions on computers and mobile devices. Nothing scares off internet users more than a slow website or imperfect viewing.

## How does ORBITVU use knowledge of the market to create the perfect solution?

At Orbitvu we pay a lot of attention to make every detail of our solution optimized and compatible with web and mobile technologies. We let your clients show their products everywhere in the best possible way.

Orbitvu takes the best from both: traditional computer and mobile worlds. Our mobile viewer will use the latest HTML5 technologies and multi-touch gestures to make product experience natural and intuitive for any iPhone/iPad or Android user. Our computer viewer will assure the best performance and compatibility with Windows, Mac, Linux and any other web browser.

**M-VIEW** - all in one computer and mobile 360 view technology which assures that your products can be seen anywhere: on any device, or web platform.

**DEEP ZOOM** - technology which enables your customers to zoom into your product at the highest resolution without slowing down your web page. Details are dynamically loaded only when are needed. You can show your customers as much as you want - no more, no less.

**MULTI TOUCH** - using multi-touch on mobile devices makes product experiencing even easier and more intuitive. Orbitvu unique technology will use gestures not only on iPads/iPhones but also on Android based devices.

**CONTENT DISTRIBUTION NETWORK** - global distribution of information assures that your product's images are loaded instantly, or they are available for your customers anywhere in the world. A faster web page makes your customers happier and even search engines place your page higher in their search results.

Did you know that according to Screen Pages study: already 10-15% of the traffic in the e-commerce is generated by mobile devices? Up to 81% of all mobile visits are made from Apple devices: 47% from iPad & 35% iPhone).

# SELL IT

Discover the next generation of 360° product photography. Discover the most advanced solution designed for one purpose: to let you offer the best and the most professional services which help you sell more, have more loyal clients and to stand out from your competition.

## How has it been solved by Orbitvu?

We created ORBITVU SUN - a cloud service dedicated to 360° product photography storage and distribution.

Now you can sell much more than tons of files and implementation problems. You sell 360° view, which is compatible with any device, social media, which can be used in mailings, mobile marketing campaigns, and much more... On top of it you sell the link - no more huge file transfers, no more hassle.

## What else can Sun offer?

### Safe business

With Sun you can safely show your clients the preview of your job before they pay for it. Your customers can see what they are buying, and you're sure you get paid before they can start using it.

### Pro SUN hosting with every kit

With every kit you get SUN PRO plan free of charge for 100 products for one year. You can see for yourself how SUN can change and improve your business.

### Customizable

SUN viewing options allow you to choose from 4 different player styles, numbers of start up animations and let you change interface colors to provide exactly the view your customer needs.

### SUN is an option

If you think it is not for you, Orbitvu offers you traditional way of working with your clients: completely royalty free, one time paid, lifetime viewer license."

**LINK GENERATOR** - further shortens the path between photography and sales - now one click is enough to generate a link that will publish 360° product presentation in any online store or on any auction sites.

**QR GENERATOR** - ensure that the product is visible from all angles and reaches the mobile device immediately. Now, there are no limits to your client's product sales. Give him a QR code and let him put it wherever he might want: in newspapers, outdoor & indoor advertising, leaflets, price lists, campaigns, ambient media etc.

**SOCIAL MEDIA INTEGRATION** - full integration with social media (Facebook, Twitter, e-Mail) responds to the needs of internet users. They want to have a possibility to share it with their friends. Your clients will appreciate this function.

Did you know that technical problems with implementation of 360° technology and compatibility issues are regarded as the biggest obstacles in making it widely spread?

