

PackshotCreator 3D makes products become web reality

Paris, April 1st 2010 – PackshotCreator makes the product a reality on the web with its latest innovation to date: PackshotCreator 3D. This automated workstation presents the object in a 3D view, renewing the way products are sold online. More realistic, interactive and attractive, the purchase experience has never been so satisfying. PackshotCreator 3D definitely stands as an innovative lever to achieve high return on investment and performance in an ever more competitive environment.

The most sophisticated solution dedicated to the creation of professional product images and animations is now available. PackshotCreator launches its creative workstation dedicated to transforming any product into a 3D interactive animation, HD picture as well as 360-degree animation. PackshotCreator 3D meets the needs of all companies willing to leverage the latest webmarketing trends, such as Rich Media or social media, and extend their visibility online.



Offering 3D views of items provides the visitor with an enhanced user experience and increased ROI for e-commerce websites. « *Rich Media has never been more relevant than with PackshotCreator 3D. Indeed, with 3D Flash animations, e-merchants take advantage of the most efficient web levers: interactivity, visual impact and realism. A real breakthrough in terms of user experience* », explained Laurent Wainberg, founder and CEO of PackshotCreator.

Visualizing a product in 3D makes the online purchase experience similar to shopping in a brick-and-mortar store: visitors can easily manipulate the object, evaluate its shape and color via a simple click and drag movement. Indeed, products are presented with unequal realism. As a consequence visitors spend more time on the website which leads to higher conversion rate.

Only three actions are needed to achieve such results: place the product into the lightbox, preview the object in real time on the screen and create product pictures and animations on-demand. PackshotCreator 3D integrates state-of-the-art technologies working together to ensure simplify and automate business photography: a lightbox housing a 3D turntable and a curved rail allowing the camera to be positioned within a hemispherical area around the object to be photographed.

Both lightbox and camera are controlled remotely from the user's PC. The PackshotCreator 3D software allows to define the camera positioning, turntable movement, camera settings as well as picture taking... "Prerequisites for simplicity were constantly in our mind during the design process of PackshotCreator 3D. Our main goal was to offer an easy tool allowing any user to master a complex shooting process", added Laurent Wainberg.

PackshotCreator 3D boasts the ability to generate hemispherical 3D animations made of 100 product pictures shot from 5 different angles. Images can be exported as high definition Jpegs files or stitched together to create Gif or Flash files (3D or 360-degree animations). The system also features all the PackshotCreator range key functions: preview of the shooting area, shadow-free environment, editing and annotations tools, etc.

About PackshotCreator

Created in 2001, PackshotCreator develops and markets a range of photo creative workstations for companies. This space-saving photo studio connects directly to a PC and produces infinite professional-quality product photos, 3D and 360° animations.

PackshotCreator is designed for non-expert users and responds perfectly to every company's product communication needs: Marketing & Communication, Web (Multimedia, E-commerce), R&D, Production, Quality Control, Archives...

The PackshotCreator range boasts over 2 000 users worldwide in 35 countries, including such industry leaders as EBay, Essilor, Fnac, Philips, Fujifilm, Thomson, Sagem, Schneider-Electric, Henkel, Nina Ricci, Tupperware, Yves Saint Laurent, Franck Provost, Tissot, Nivea, Masterfoods, Swatch, Sanofi Aventis, Colgate Palmolive, Auchan, Fauchon, Yoplait, Bata, Harry's, etc.

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