EIB3D.com

Produktfotografie

Contents

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Everybody is talking about 3D - 3D television, 3D internet and 3D product presentations, but what advantages does 3D with its various faces really provide?

Already today a static picture for product presentation is no longer sufficient to be commercially successful. Virtual, photorealistic and interactive 3D presentations stand for a new dimension in product presentation. Thus, the customer is provided with a realistic and detailed image, can view the product from all sides and, even more important, the smallest detail. Zoom functions up to 800% let you almost touch the product as if you hold it in your hand.

When we talk about 3D photography provided by EIB3D.com we actually speak of a 3D reprography because with our technology the processed single frames (around their own axis, from different angles) are put together to create a high-resolution 360° application which loads the image data dynamically and represents the data as seamless images without transition. To make things easier we will continue to use the term 3D photography in the text.

This technology permits a huge competitive advantage particularly for those who offer their products on the internet or produce product catalogues and other promotional material. 3D product photography is the future - there is no doubt about it. A must for medium-sized companies, groups and service providers before their competitors use the advantage.

3D reprography

A new dimension of
product photography

Advantages of EIB3D.com 3D product photography

- Competitive edge through high-quality 3D applications
- Improvement of image and customer awareness
- Winning new customers through best product presentations
- High ranking in search engines, market places etc.
- Better selling points lead to an increase in turnover
- Securing copyrights to image data
- Sales and presentation tools (e.g. viewer tools)
- Accounting by means of our pay per click models through our computing center
- Using the image data for the production of printed media results in lower costs
- Linking the virtual catalogue directly with the electronic shop

The advantages

Competitive edge
for new customer
potential

The importance for the ranking and SEO (Search Engine Optimization)

The most important competitive advantage of 3D product photography compared with static pictures is the presentation of a complete product series. Ranking optimization in search engines is another reason to decide for 3D product photography.

Today, all relevant databases are not much different as far as the quantity of articles is concerned. Now, the vital criteria are the presentation quality and contents. The current removal of article data (in case of missing pictures and missing information) clearly indicates the future development. The concerned websites will be considerably reduced in their ranking.

For providers with multimedia applications such as 3D product image, 3D film, 360° single frames etc. there will soon be separate attributes in all relevant search engines and market places. This, in turn, will result in an excellent ranking that can otherwise only be achieved after long years of administration and comprehensive linking processes. Our data is optimized to accept that challenge.

The pay per click models for your company

We offer interesting pay per click accounting models for your sales partners. Usually, 3D productions are not given to sales partners free of charge. With a partnership with EIB3D.com you, as a company, together with your specialist sales partners and service providers have the opportunity to quickly redeem the costs of the 3D product photography by using our pay per click models.

With this system you permit selected partners to integrate the image data in their websites and the clicks generated there are invoiced by you. These are highly efficient and sophisticated multimedia sales tools (see information under "Hosting). With our hosting service we offer flexible models.

The copyright

If the customer has a contract agreement with EIB3D.com about exclusive user rights, the exclusive right to copy and distribute the image in any form and any volume is transferred to the customer as soon as payment of the agreed fee has been made.

Product preparation

Product preparation represents a very big part of the production process. Unpacking, extensive fine cleaning - since even the smallest impurity interferes with the exposure later, - and, finally, centering the article on the turntable. To be cost-effective we recommend ordering at least 36 exposures around the article axis. For 3D animations additional angles will be required. We will advise you depending on the individual product series.

Laser technology

Using laser technology the facility is precisely calibrated and the products are perfectly positioned. Thus, later modifications during the shooting are excluded. Tools for parameterization and the storage of shooting modes and lighting sequences optimize the work flow permitting the photographer to focus on the details of the shooting. This is the precondition for an excellent price-performance ratio.

Production

3D product photography -
a sophisticated and
        complex set of tasks

Production

Special rooms, sophisticated lighting concepts, technical specifications and the expertise of the photographers are the precondition for 3D product photography. EIB3D.com produces the images on different facilities. Their performance including special tables, robots with CAN Bus technology, servers, climate/ventilation and lighting requires a rated power of approx. 15KW in peak load operation (shooting mode). 24/7 our photographers produce about 1TB of image data which is then administrated on several 32TB storage servers.

The shooting mode

Whether 2D, 360° single frames, 3D, 0-90° angle, you as the client finally decide which shooting mode you want to select. It is possible to have one frame per article or up to 360 photos in one plane – almost everything is possible. It is a special feature of our facility that we are able to photograph the products from several angles. For 3D animations we recommend a minimum of 36 images around the article axis in at least 3 planes (angle 0°/45°/90° or 0°/30°/60°/90° - etc.), we call this scenes. Available are 360 single frames around the axis and 90 different camera angles (0-90°, 90° = vertical).

Acquisition speed

Technically, the robot has full control of the camera operation. The single frames with more than 20m pixels are transferred directly from the camera via the facility computer to the storage system using a special system. This guarantees optimum speed and is considerably more efficient than common solutions with buffers.

Data preparation

It is a challenge for our experienced photographers to find the best suitable adjustment and lighting for every product. This is the only way to ensure almost shadow-free 3D applications. Individual editing and improvement of the image data is achieved with the help of Photoshop and our own special software applications.

Publication in the web

Besides the immediate publication by your web designer using Flash there is another, more efficient way for a large number of products. A Client Server solution, which we offer directly over our hosting license, converts the image data fully-automatically into 3D applications. An application provided for your web designer or shop administrator is integrated on the spot where the image data is to be displayed.
Then, the application accesses the server with your image data and translates the data dynamically into a high-resolution 3D animation without any special requirements to the internet connection.

Process automation

Our robots, turntables and cranes are controlled by the stable and reliable CAN bus technology hardware (process automation). This is an advantage particularly for time-critical applications in 3D product photography. In addition, the systems are coupled with the EIB KNX lighting concept of our studio. The process-optimized technology controls the machine movement (robot/table/crane) with regard to acceleration, deceleration, drive and angle. The system is programmed depending on the respective facility and type. To photograph the sequences the PC only calls up the respective blocks of the partial movements, a process which ensures maximum reliability and minimum communication between PC and robot.

Advantages of the technology

All hardware control components of a facility are integrated in the network and synchronized. One unit is allocated to each robot, turntable and crane. The robots with variable camera holding systems communicate with the connected camera. Primitive systems use a wire or mechanical release which make it impossible to download the data in an equally short time.

Showroom

Upon request our clients can get an overview of our facilities. We have prepared a special showroom where we can give an impressive demonstration. The complete facility disposes of a visualization system with KNX EIB building automation.
For demonstration your specific products can be used.

Facility types and product dimensions

We are highly flexible with regard to product dimensions. Thanks to our different facilities it is possible to photograph small pieces of jewelry as well as bicycles or passenger cars. However, we prefer articles of up to 1050 x 1050 x 1050mm (WxHxD) and a maximum weight of 1,500kg. Articles of max. 5000 x 3000m x 5000mm (WxHxD) and a maximum weight of 5,000kg (for cars 2.5t per axle) can be offered on request.

The technology

All components are
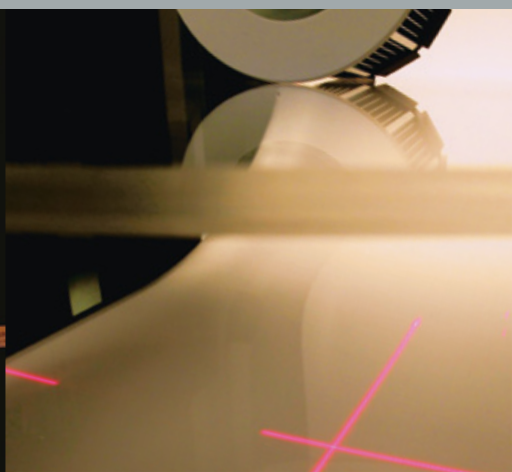well- adapted and
synchronized

Order handling

After confirmation of quotation we require a deposit. After receipt of payment and scheduling of your project test photos of your products are taken, which are defined and provided in advance. This is generally a selection of different product types, shooting modes and backgrounds. After you have checked and approved the photos, the production process starts. After completion the data is handed over to you on external hard disks. Depending on the selected copyright version the data is deleted in our company as soon as you confirm receipt of the correct data. In case of additional services to be provided by us (hosting) we also give the data to the computing center.

Hosting

Together with our computing center and associated partner companies we, as provider, can offer you different services. So, it is possible, for example, to administrate the produced image data for you on our servers and to prepare it for your 3D presentations. This requires an extensive server capacity, broadband access, licenses, security and services. This spares you all other work processes. It is only necessary to integrate the required application on your website. Access is provided by a client/server application. You do not have to purchase a license for the 3D application but only pay a monthly hosting fee. Furthermore, we offer you the tracking of clicks for image data utilization with costs. (accounting models).

The computing center

To guarantee a high and extremely fast availability the computing centre is redundantly connected to the internet via so-called peerings. Should one uplink fail, the data is automatically transported via other intact routes. Extensive security measures such as uninterruptible power supply, automatic fire alarm and access control protect your sensitive data.

Price advantage

A very high productivity and a top performance in the work flow are the basis for the good-value overall concept of our high-quality 3D product photography together with all related services. This calls for high end technologies and applications. This concept allows us to reduce production costs considerably compared with our competitors. Many areas of our facilities are full or semi-automatic ensuring a constant quality for every single order.

The free trial offer

For prospective customers we offer, subject to capacity, free photographing of one product from your range. The maximum dimensions are 400x400x400 mm (WxHxD) and a weight of max. 10kg. Just send an email with all your contact information and the reference „Trial Offer – EIB3D.COM product photography" to info@eib3d.com. In our written acknowledgement of order we will inform you about the next steps.

Prices and contact

On request, we will be pleased to send you our price list for product photography and optional hosting services. For a specific quotation, however, detailed information about the products is required (type, colors, size, weight, special features). We would be pleased to answer your questions. So, do not hesitate to contact us under: info@eib3d.com or +49 (0) 3741 148980 or EIBMARKT GmbH Holding, Kemmlerstraße 1, 08527 Plauen.

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