

## Software Update for the PackshotCreator 3D HD

Paris, September 23, 2008 – PackshotCreator, the office photo studio solution designer, is leading the way in Web-Marketing and Rich Media. The company has launched the “**2009 Version**” of their PackshotCreator HD software (for both Pro and Mini), which gives their users an improved solution for taking and managing pictures and creating 3D animation in real-time. The announcement was made at the **E-Commerce Convention** September 23<sup>rd</sup> through the 25<sup>th</sup> in Porte de Versailles.

Dynamic, interactive, attractive... **Rich Media** has become in its own right, a tool for increasing the audience of a website or campaign. In addition, they give websites a friendlier and warmer feel. PackshotCreator caters to the companies who wish to create HD pictures and/or 360° Flash animations internally without specific photography knowledge and without outsourcing the photo shoot. PackshotCreator has become the best response for creating your own visuals, without costs or delays. Its use creates numerous possibilities for internal and external communication in real-time.

After much R&D and listening attentively to its customers needs, the Product team was able to come up with this new version of software that increases user efficiency in the picture and 360° animation taking process. The **benefits in terms of ergonomics** are obvious: the new interface is both intuitive and extremely powerful for picture and 360° animation capture and management.

One of the important innovations is the **saving Custom Camera Settings** (brightness, contrast, saturation, sharpness) in both the pictures and the 360° animation editing interfaces. Each user can create at any time a setting for each type of product (jewelry, watches, shoes, etc). A real time saver!

Another major innovation: the addition of a **customizable interface for FTP transfer**. It allows users to upload the images to the FTP server. Once the settings are defined, the user can transfer pictures at the same time as saving simply by checking a box. This feature is very convenient for the user, because it allows him to quickly send images to a subsidiary or a provider. Under the animation bank, the FTP button also allows for the animations to be transferred, which is ideal for putting items directly on the server of a website.

In the main interface, a **Close-Up button** has been integrated. With an adjustable brightness bar, it allows for the automatic creation of pictures in Macro mode. This feature is particularly suitable for pictures of certain products such as jewelry or for quality control. In addition, the picture and animation editing interface has added a sharpness bar to accent the details of a picture.

Among the software improvements, in terms of visual comfort, is the presentation of the picture and animation preview page. The **color grid** has been redesigned: it now alternates between white and black lines for the easy readability and increased accuracy.

The ability to refine the **cropping area** with personalized ratios when previewing has been added. The feature is ideal for standardizing picture formatting or creating images in a specific format, in particular for a website where the pictures must often be in a precise frame.

For those customers with a certain amount of technology knowledge, a new “LCD (manuel)” preview option allows the user to preview the software screen directly on the LCD screen of the digital camera and take the picture by pressing directly on the device. This option can make the picture taking process more comfortable in certain cases.

The 360° animation interface has been considerably expanded. The maximum number of pictures to create an animation has risen. From 72 images in the earlier versions, now you can take **up to 200 pictures for one animation**. The intermediary values are also increased: 100, 108, 125, 150 and 180.

From the start, product positioning is easy; thanks to the new Positioning Help Button. A grid is placed on the screen so that during the rotation test it is easy to tell if the product is properly positioned. The Advanced Button, available during the rotation test, allows for the verification of each products position depending on the number of images in the animation and the direction of the rotation.

Once the shooting is done, the software shows the entire series of pictures and if necessary certain pictures can be retaken. The turntable is then automatically repositioned to repeat the picture(s) at exactly the same angle. When you import the pictures to create the animation, you can now easily resize and apply a watermark.

Delivered with the products since September 2009, for updates ask our sales team.

For more information about PackshotCreator, go to our website [www.packshot-creator.com](http://www.packshot-creator.com)

### **About PackshotCreator**

Created in 2001, PackshotCreator designs, develops and markets a range of photo creative workstations for companies. The PackshotCreator concept, requiring 3 years of R&D, is protected by 14 international patents. This space-saving photo studio connects directly to a PC and produces infinite professional-quality product photos and 360° animations. The key to the solution is the intuitive software interface, which allows users to easily take instant photos and manage pictures (editing, emailing, commenting, printing...)

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 vin-malin.com, EBay, Cristal d'Arques, AchatVip, 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, Aubade, Nature & Découvertes, , Harry's, etc.

[www.packshot-creator.fr](http://www.packshot-creator.fr)

### **Press Contacts**

Julien François  
+33 (0)1 47 42 66 66  
[jfrancois@sysnext.fr](mailto:jfrancois@sysnext.fr)

Laetitia Carbonel  
+33 (0)1 47 42 66 66  
[lcarbonel@sysnext.fr](mailto:lcarbonel@sysnext.fr)

The PackshotCreator trademarks in this document are the exclusive property of Sysnext. All rights reserved. The Flash Player trademark mentioned in this document belongs to Adobe Systems Incorporated. All other trademarks are the property of their respective owners.

This document has been translated; the original version is in French.