

PackshotCreator photo studio helps in creating visuals in an efficient way at Cisowianka

Paris, September 15th, 2009 – The water manufacturer Cisowianka adopted an automated photo studio PackshotCreator 3D HD to create product pictures and 360° animations for some specific needs. Their main objectives were to make their work easier and above all save money as well as time. Since the acquisition of this new system, Cisowianka has used the PackshotCreator solution for its partnerships, press relations and some internal processes.

PackshotCreator is a new innovative way to create products photos at Cisowianka. With the help of this digital photo studio, the polish mineral water producer efficiently harmonized some of its specific communication processes. *“We were looking for a simple but professional way to standardize some of our products visuals. We found PackshotCreator’s solutions and immediately adopted the concept as it responded exactly to our needs”*, explained Damian Misiura, who serves as graphic designer at Cisowianka.

The possibility to create series of perfectly standardized pictures is a main advantage of PackshotCreator according to him. A benefit made possible by the constant lighting and optimized environment provided by the automated studio. *“We are now able to produce a great number of products pictures and 360° animations very quickly. As a consequence, it partially contributes to the availability of our communication department and allows us to multiply very demanding and ambitious projects”*, added Damian Misiura.

For now PackshotCreator has mainly been used for illustrating press articles with some products visuals, making demonstrations to their retailers and for some specific web needs. Thanks to the professional software included in the studio package, Cisowianka has numerous high definition visuals at its immediate disposal. All of these pictures and 360° animations – Jpeg, Gif and Flash - are moreover automatically generated in a chosen format, so that those visuals can be adapted to web or print publications in a really short period of time.

CISOWIANKA™

The Cisowianka Company plans to exploit the potential of 360° animations in order to add interactivity to its online customer relationships. *“In our mind 360° animations are the future of products communication. Our goal is, of course, to develop an already solid customer base through high quality visuals but also to modernize our ways of communicating within the polish market landscape in order to differentiate our business from competitors”*, said Damian Misiura.

As the company uses its automated photo studio on a frequent basis, it achieves rapid return on investment. Through this unique system, Cisowianka produced hundreds of visuals and saved some money and time dedicated to the promotion of their product. *“With the help of this innovative photo studio we gained efficiency in some processes concerning the product and saved enough time to launch all new projects”*, he concludes.

PackshotCreator will have exclusive presence during the next Sales Performance Conference taking place in Warsaw, Hotel Marriott, from September 17th to September 18th 2009. The PackshotCreator product ranges will be presented on this occasion.

Pictures available on demand

The PackshotCreator trademarks in this document are the exclusive property of Sysnext. All rights reserved. The Flash 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.

About Cisowianka

Cisowianka takes water directly from the spring and bottles it ready to be delivered. The company has thirty years of experience as one of the country's leading producers of water. Cisowianka produces natural sparkling water and mineral flat water exclusively for the polish market.

www.cisowianka.pl

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.

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.com

Press Contacts:

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

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