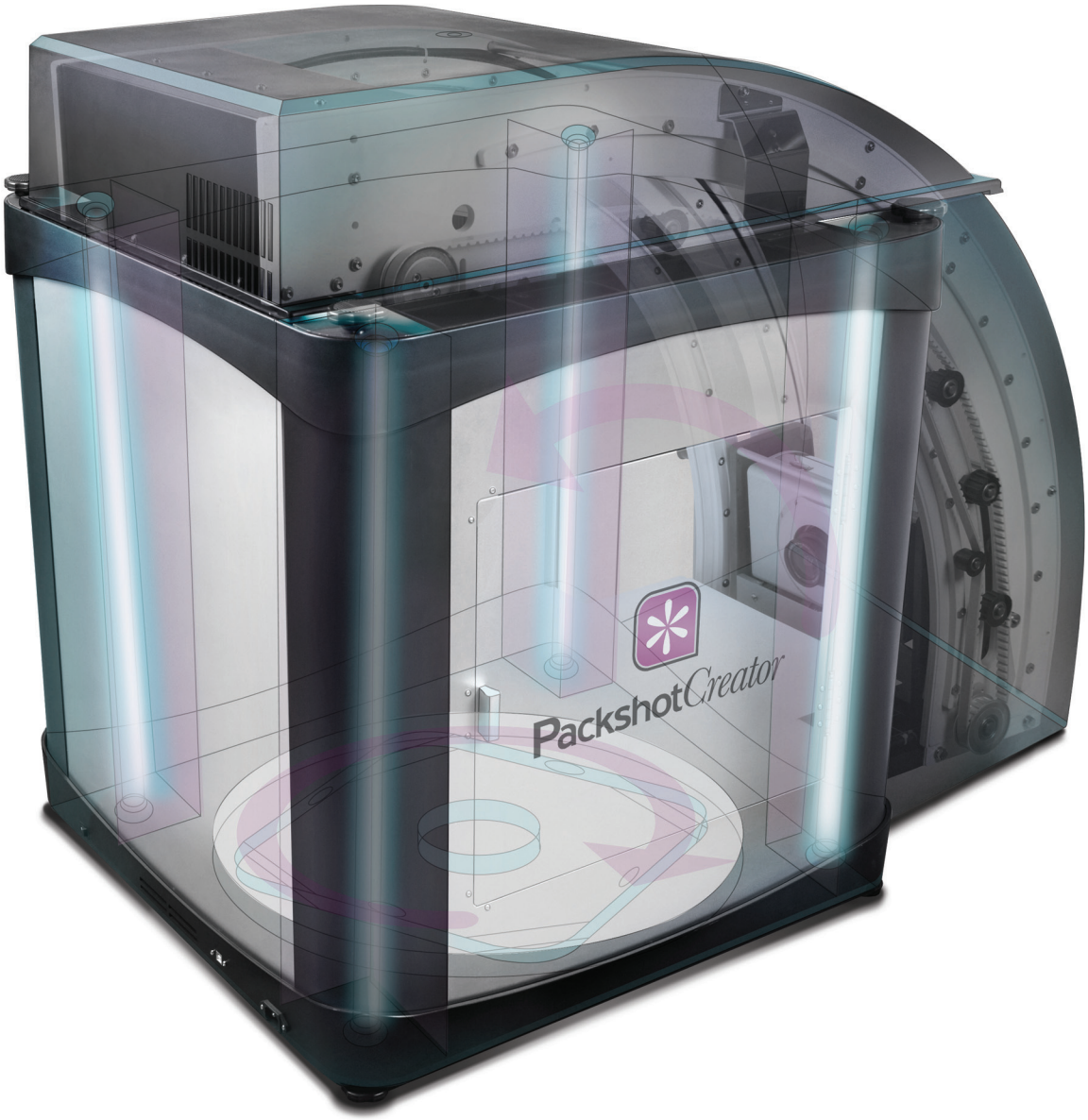
PackshotCreator
Place, preview, create

PackshotCreator 3D
User Guide



1 Getting started

Package content

You will find the following inside your PackshotCreator 3D package:

- Packshot*Creator* 3D lightbox
- 8 fluorescent lamps (among which 4 spares)
- 1 white and 1 black side shot background
- 1 Acrylic product stand
- The camera's original package – your camera is already mounted in the lightbox and you will only find camera accessories in this box
- 1 USB cable to connect the lightbox to the PC
- 1 power cable
- 1 software installation CD
- A key to access the digital camera during maintenance operations

Installing and launching the solution

Installing the lamps:

- Unscrew the four screws located at the top corners of your Packshot*Creator* 3D.
- Pull out the four diffusion plates that cover the lamp receptacles.
- Insert the lamps into each corner of the lightbox. Gently turn the lamp until you hear a click.

Installing the software

- Insert the installation CD or download the software and launch the installation by double-clicking on the **Packshot*Creator*_3D** icon.
- The Packshot*Creator* 3D software is compatible with Windows XP 32 bits and Windows 7, 32 and 64 bits.
- Choose the software language and follow the onscreen instructions.
- The machine serial number is on the back of the lightbox.

First use

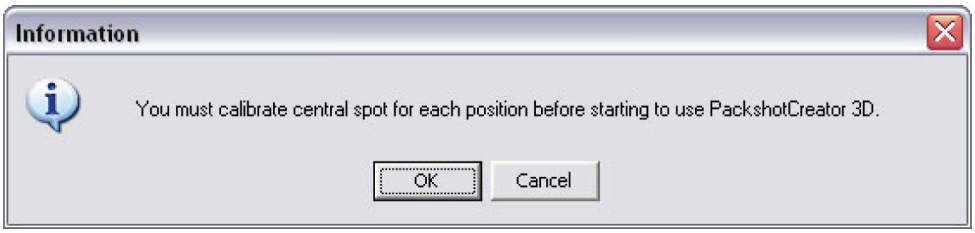
Once you have installed the software on your PC, connect the lightbox to your computer through the USB cable and plug the lightbox to a power outlet.

To turn the lightbox on, set the switch button on the "I" position.

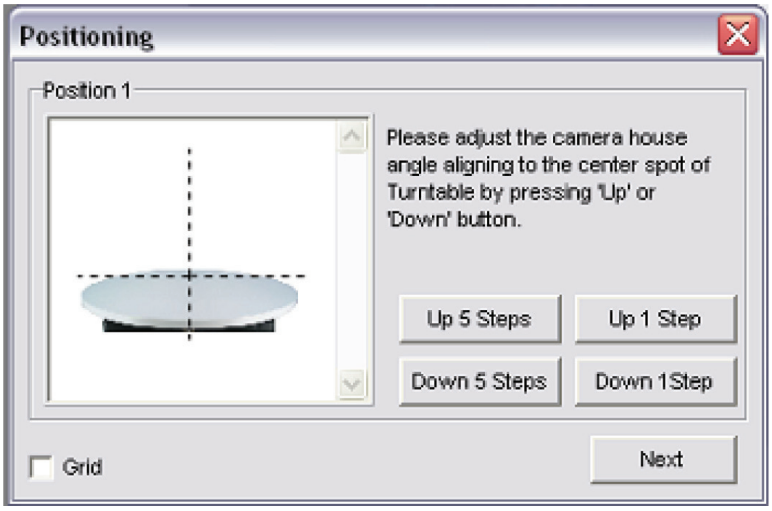
Double-click on the icon on your desktop to launch the Packshot*Creator* 3D software.

Calibrating the machine

When you first use the Packshot*Creator* 3D, you have to set the camera lens so that it always point to the center of the 360° turntable.



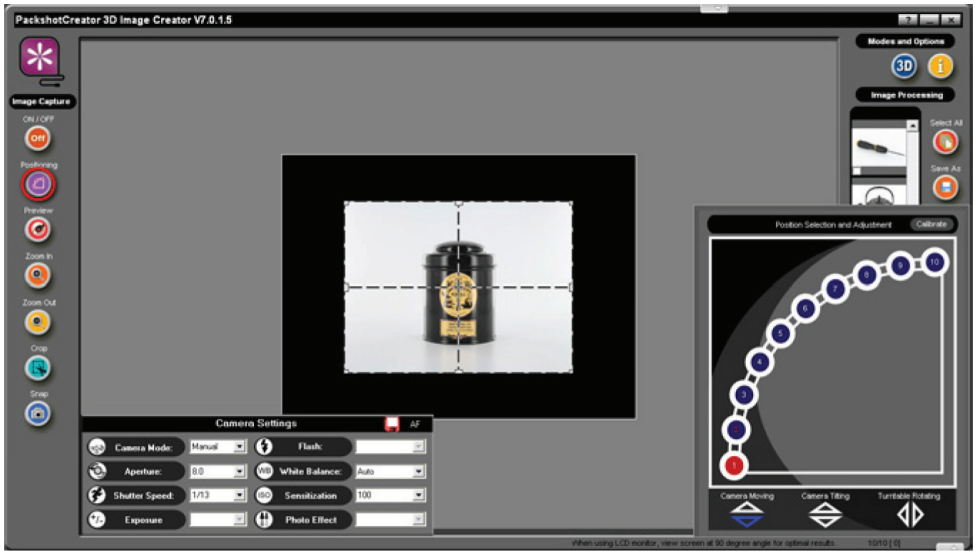
Such operation is quite simple but should be made with care. You can of course redo this operation later if needed. On the preview screen, make sure the camera point at the center of the turntable, whatever its position on the shooting rail is. If necessary, adjust the camera angle through the software.



2 Taking pictures

With Packshot*Creator* 3D, you can create interactive 3D animations as well as pictures in a few clicks :

- Place the product in the lightbox
- Check the picture composition on the preview screen. You can adjust the camera position on the shooting rail, zoom and crop the picture directly from the software



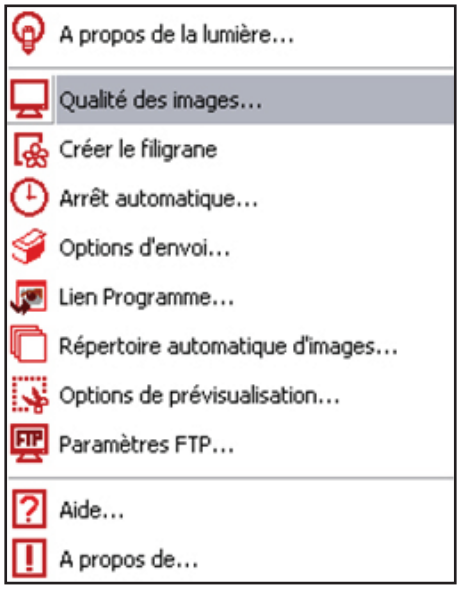
- To set the focus properly, click on **Preview** and, if necessary, set the focus mode to Automatic or Manual) by clicking on the **AF** icon.

- Click on **Photo**. The picture taken will automatically be added to the image bank on the right of the software interface.

- To retouch the picture, select the picture and click on the **Retouching** icon to apply your modifications. You can save the modified picture without erasing the original image.

- You can also save the customized settings to use them later. To do so, go to the **Option** menu. Here you can:

a. Automatically save the pictures taken on a specific folder of your choice by using the **Direct Image Export** function as well as apply renaming rules and specific image sizes to all your pictures
b. Automatically send your pictures through the integrated FTP client
c. Automatically resize and crop your pictures by setting the preview options
d. Setup the integrated email server to send your pictures by email
e. Directly send the pictures taken to the retouching and editing software installed on your computer – Adobe Photoshop, Gimp, etc.
f. Set the automatic shut off of the system and view the software user guide

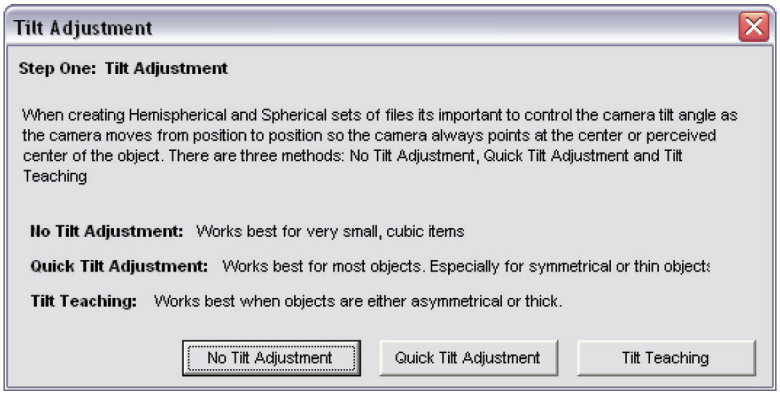


3 Creating a 3D Flash animation

Important : setting the camera tilt angle

In order to create a realistic 3D animation of your item, you have to take into account the product's height and form. In all cases, make sure the camera lens is pointing at the center of the item.

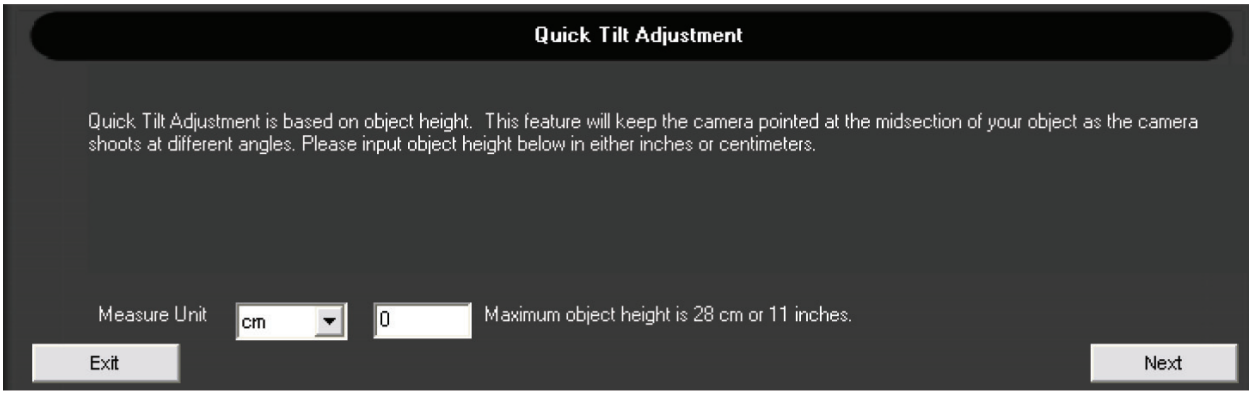
You can choose between 3 types of settings to select the appropriate camera inclination, depending on your product's height and shape.



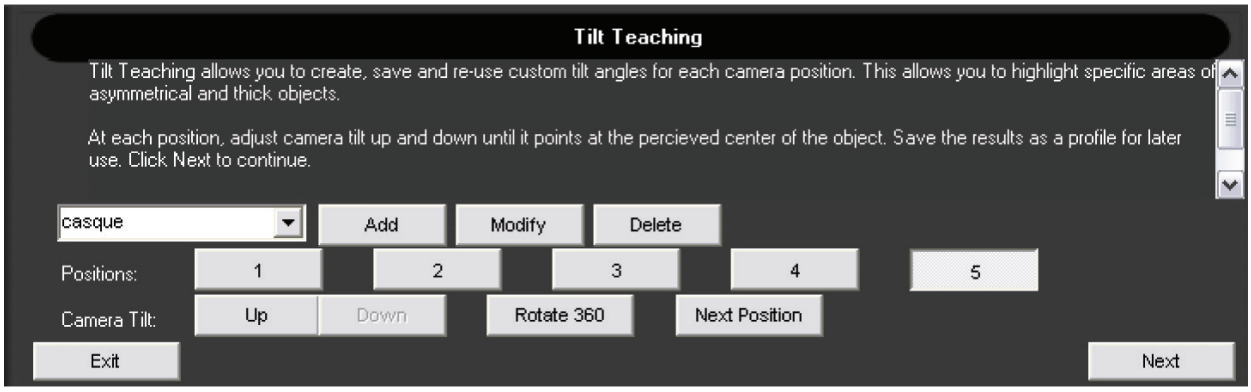
No Tilt: Ideal for items less than 5 cm high. If you choose this mode, the camera lens will automatically point at the default center point defined when you first calibrated the machine. If you have decided to make the camera point to the center of the 360° turntable, then this point will be the center point of your 3D animation.

To redo the camera calibration, please refer to the first part of this document.

Quick Tilt: Ideal for higher and thin objects (a bottle, for example). With this mode, you only have to enter the item's height (in cm or inches) and the software will automatically tilt the camera so that it points halfway-up the product.



Tilt teaching: Ideal for high, asymmetrical objects. With this mode, you will have to set the camera tilt for every camera angle. This method takes a bit more time than other ones but enables the user to adjust precisely the camera tilting.

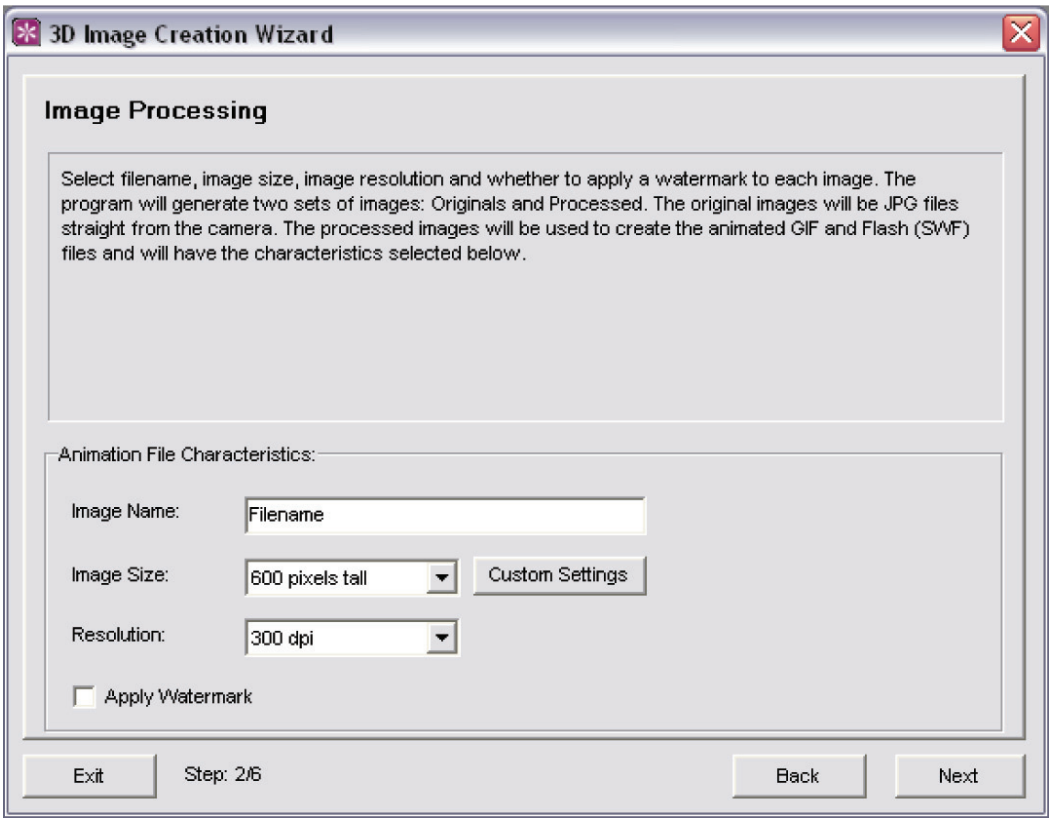


Rules of picture composition

Do not forget that you are going to photograph your item both from side and from top. Make sure the zoom and the framing you have selected is relevant for a 3D shoot.

Preparing an animation

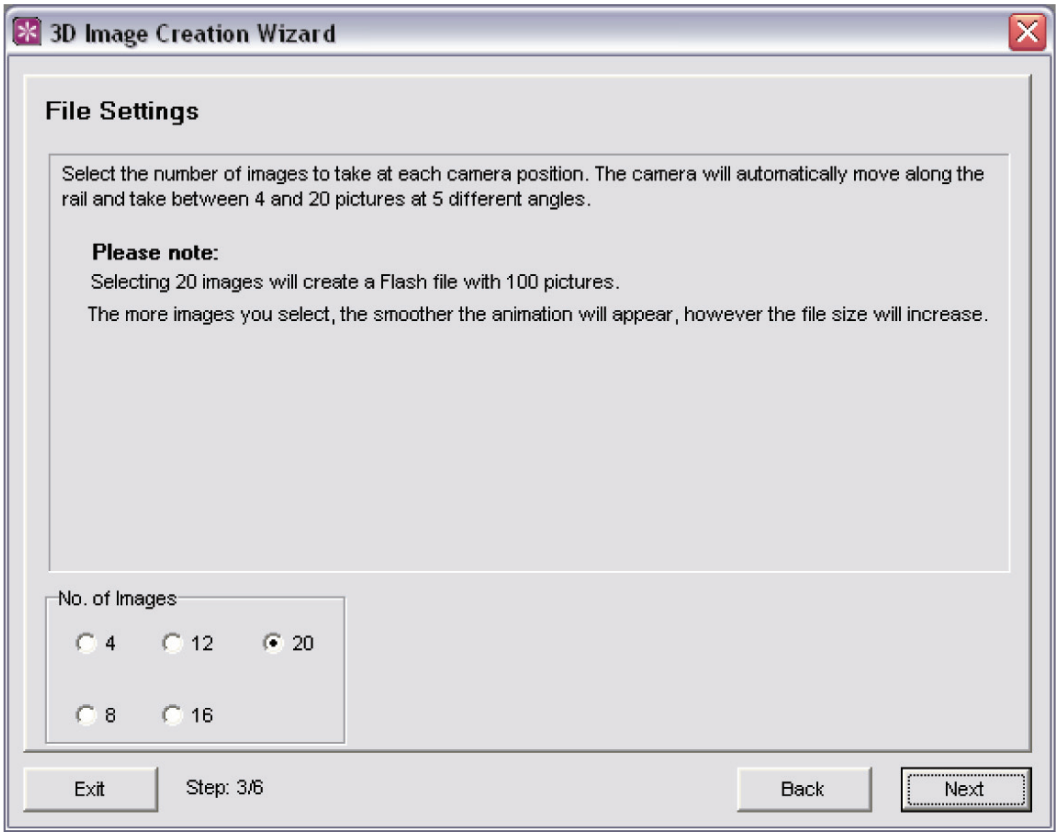
To create a good animation while keeping the file size low, you have to set 2 parameters: the number of frames composing the animation and the animation size. The Packshot*Creator* 3D software will allow you to freely control these parameters.



You can set the animation size by adjusting its height and width (in pixels). The height will automatically be adjusted to the width chosen. You can also define the animation name and image resolution. You can also apply a customized watermark on your animations.

Please refer to part II – 6 of this user guide.

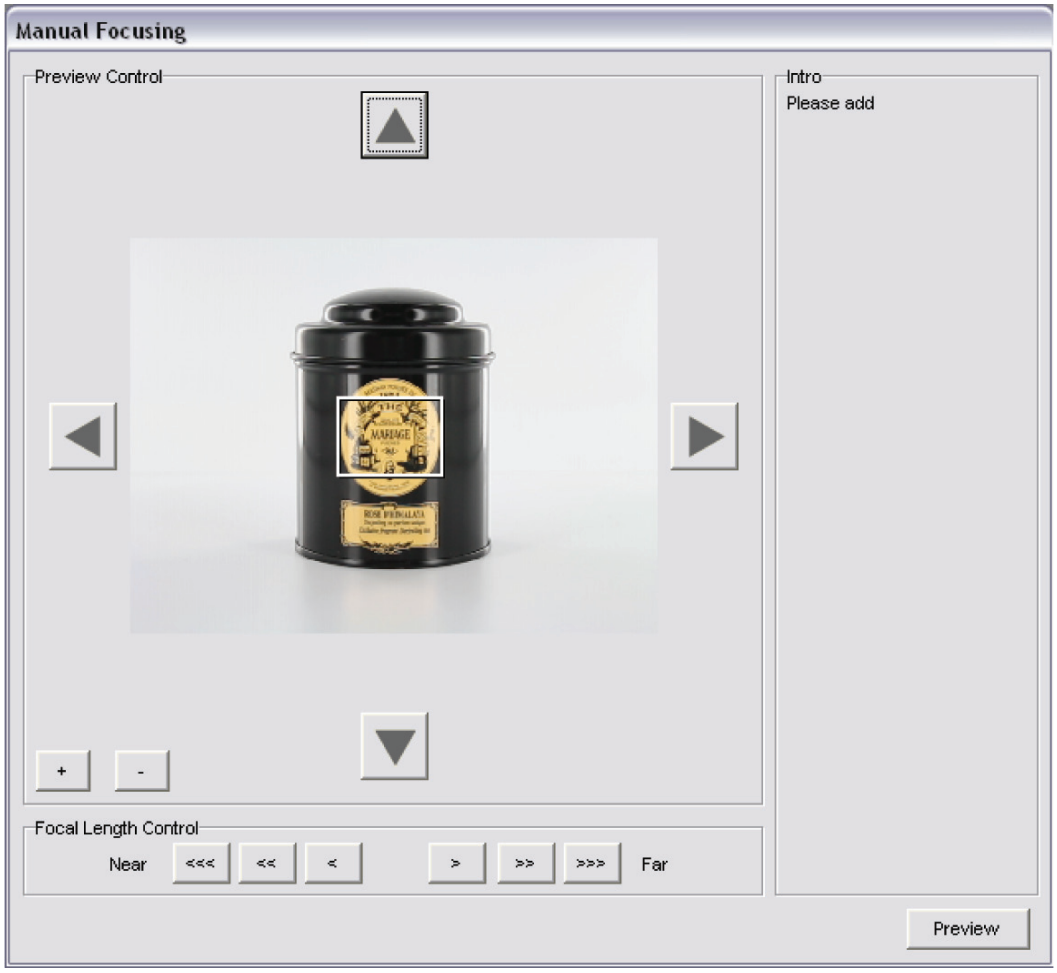
Click on **Next.**



Here you can determine the number of shots composing the animation on the following step.
A hemispherical animation is made of 5 different 360° animations compiled together. Each 360° animation is made of 4 to 20 images.
Hemispherical animations can thus be made of 20 to 100 pictures. The more pictures you have, the more fluid the animation will be, but the heavier the file will be.

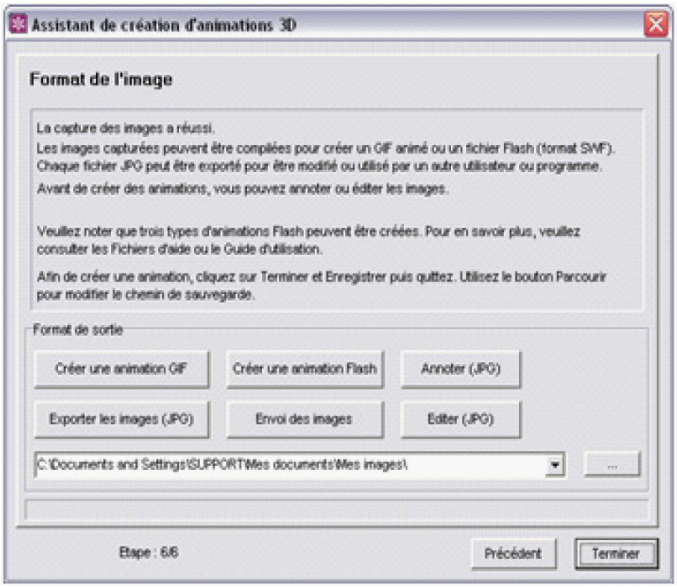
Once you have made applied those settings, click on **Next** to begin the shooting process.

If the camera does not focus properly, the software will ask you to control the image sharpness and apply this setting to all the other pictures.



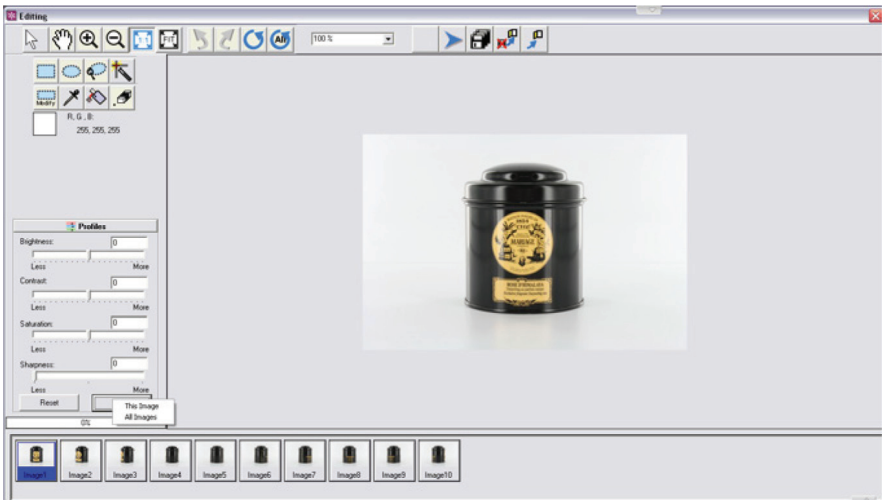
You can then check all the pictures taken. If you need to correct one of the pictures, the software will allow you to correct this specific picture by positioning the camera and the turntable at the very same position as on the original picture.
Once you have checked all the frames, click on **Next.**

Retouching, annotating or exporting images

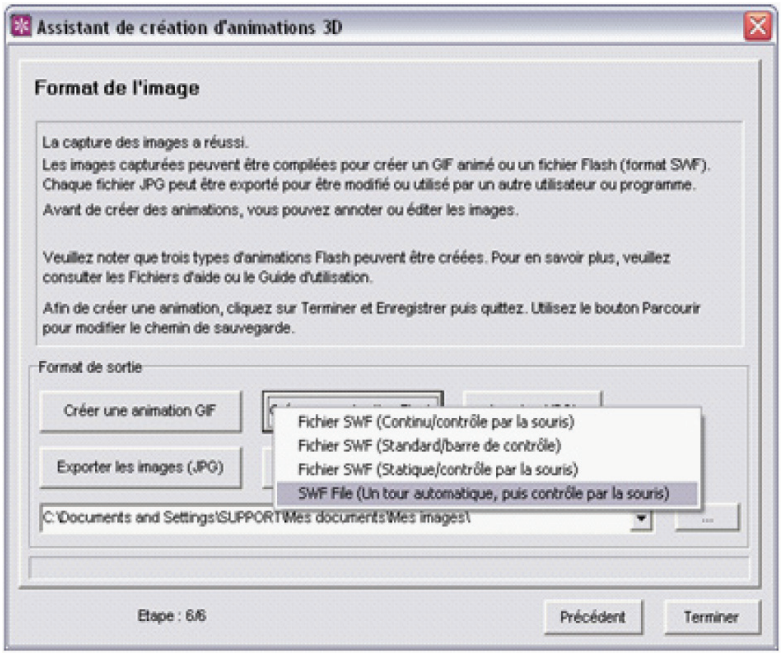


Here you can also export the pictures taken, retouch and create your animation.

To retouch your pictures, click on **Edit.**
All the pictures will be displayed in the Retouching interface. Here you can adjust the image contrast, brightness, color saturation and image sharpness. You can either apply these settings picture by picture or apply to the whole series, in just one click.

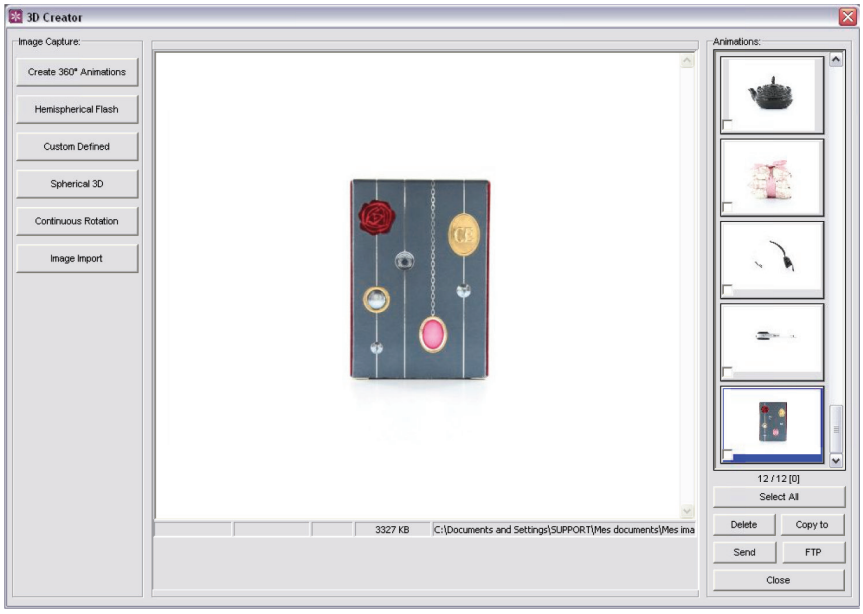


Exporting the pictures to create an animation



Once you have retouched all the pictures, you can directly create the animation or export all the frames separately.
You can export the original and the edited pictures in either Jpeg or CR2 (Canon's raw format).

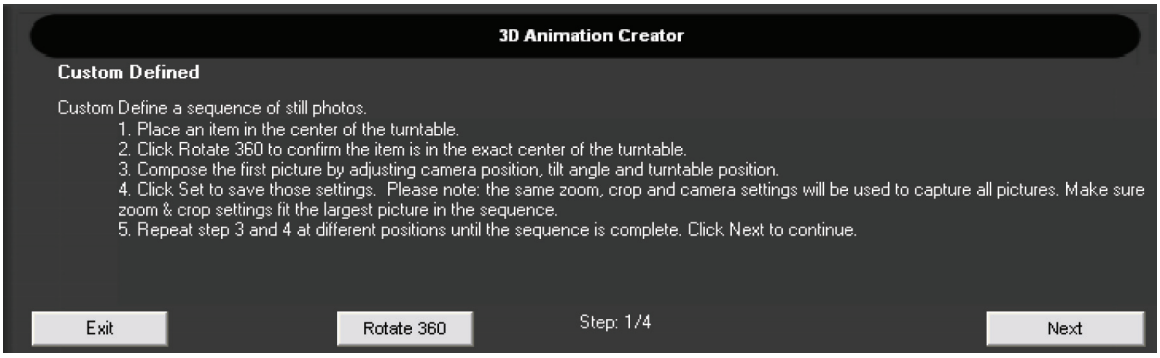
You can then send the pictures by email or upload them through the FTP server

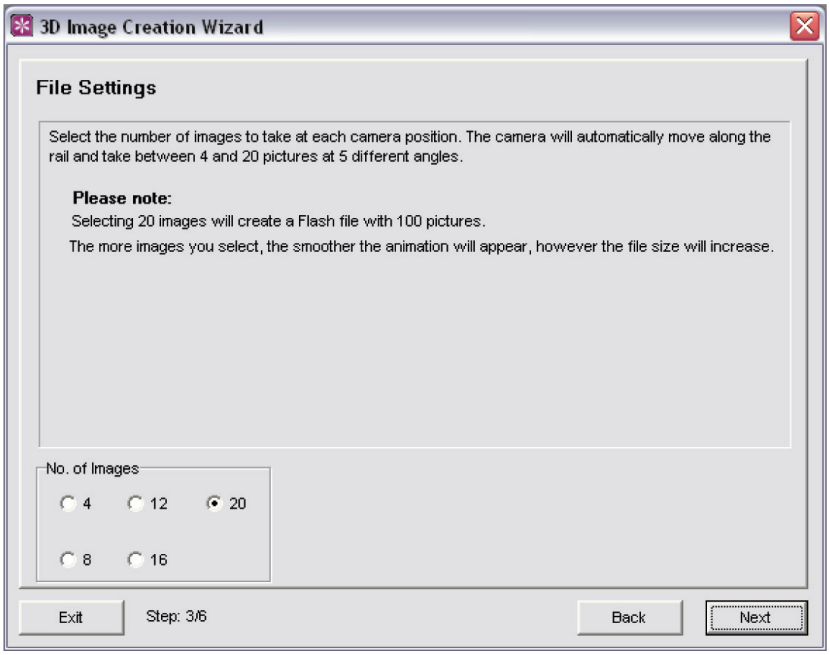


4 Creating a 360° Flash animation

Creating a 360° animation is the same as creating a 3D animation: place the item on the turntable, check the picture brightness and framing then click on the 3D icon. On the following screen, click on **360° Flash animation.**

Make a 360° rotation test to make sure that the product does not wobble outside the frame while rotating. Once you have checked all the settings, click on **Next.**





Chose the number of frames composing the 360° animation, then give a name to your animation (take care to optimize the animation weight and fluidity). Once all the shots have been done, edit them if necessary. Hit the **Edit** button to do so (the process is the same as for 3D animations).

The following screen shows the 2 options for the creation of 360° animations:

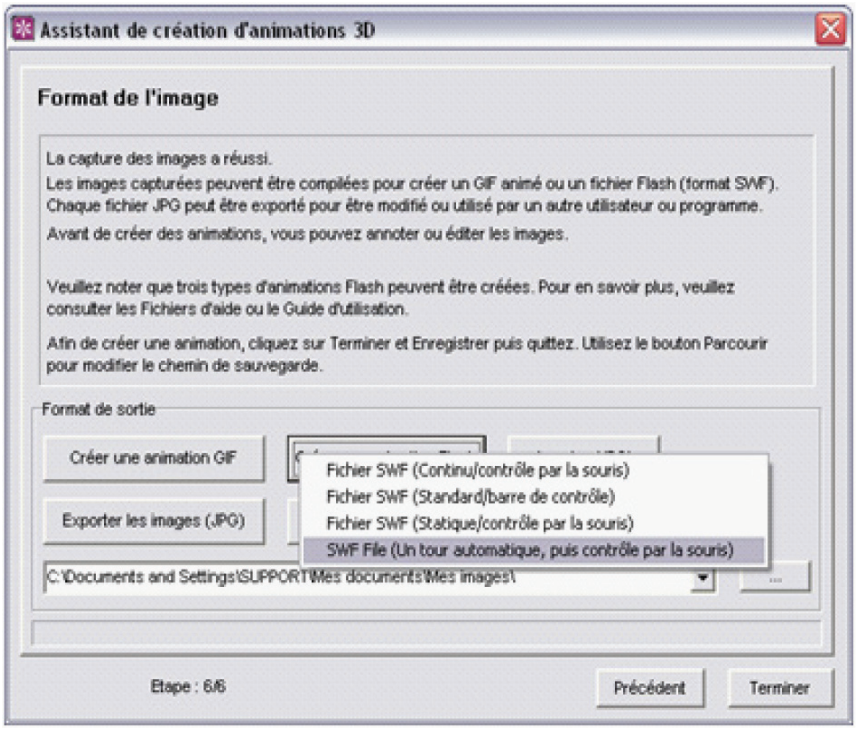
- Creating Gif files. Important: unlike Flash animations, Gif animations are not interactive.
- Creating Flash animations. Here you can choose 4 different types of interactive Flash animations:

a. An animation that will continuously be rotating when displayed on a webpage

b. An animation that can be controlled by a player

c. An animation that the user can control via his mouse

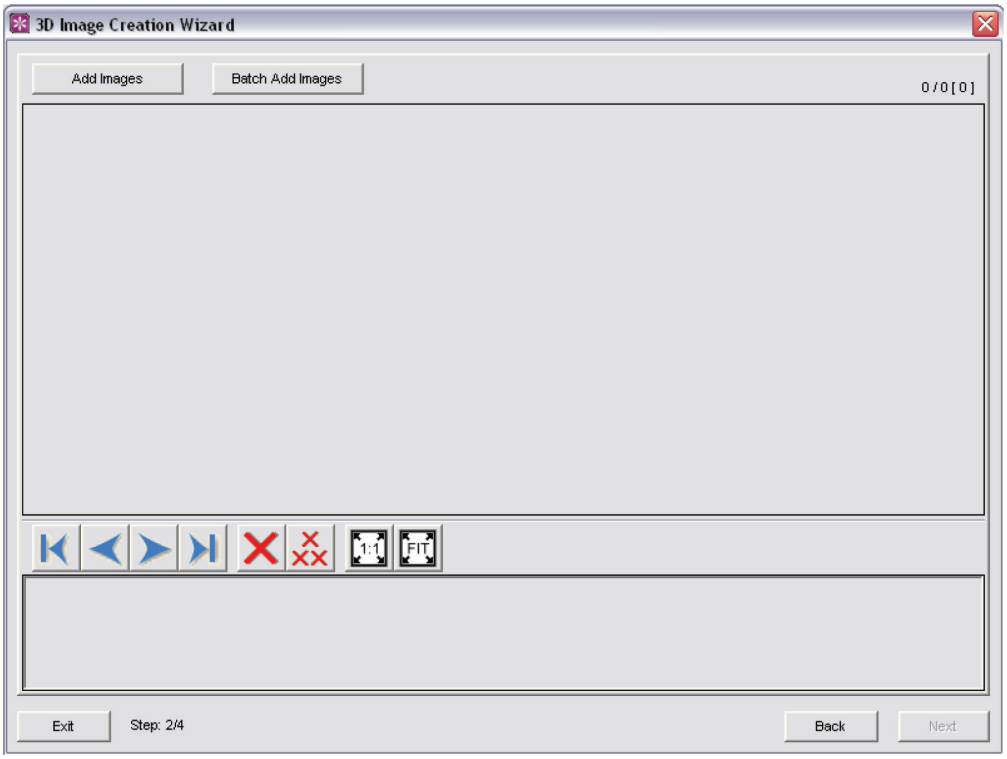
d. An animation that will be rotating once when first loaded, then that can be controlled by the mouse.



Files import

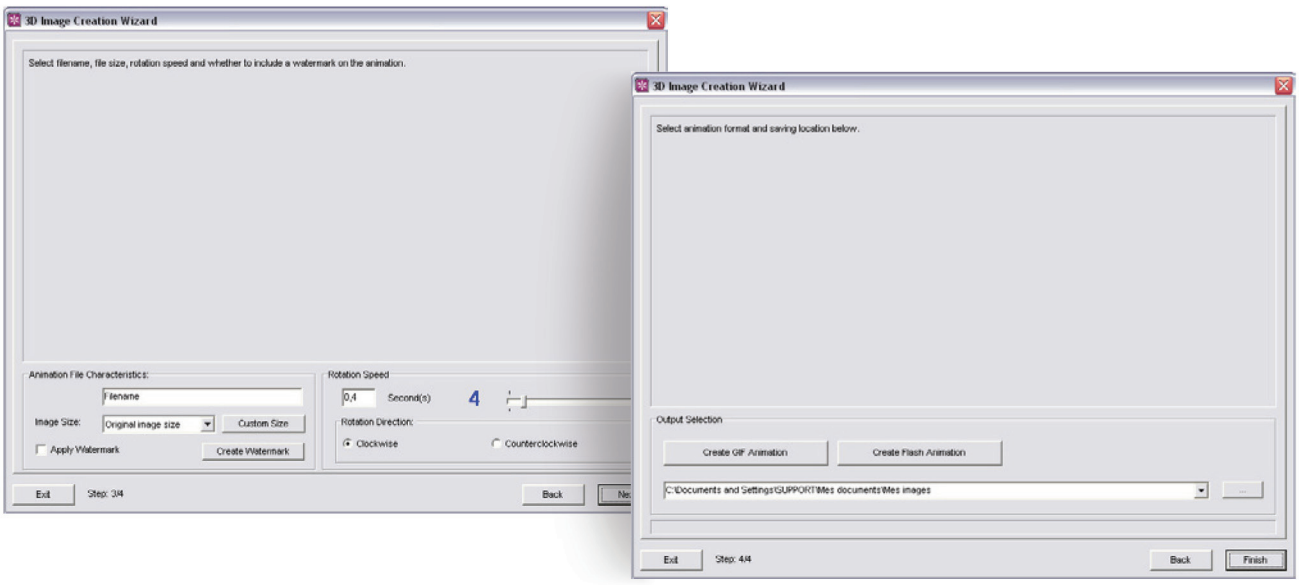
Import Images

The Packshot*Creator* software also allows the user to create 3D or 360° animations by importing existing pictures, through the interface below :

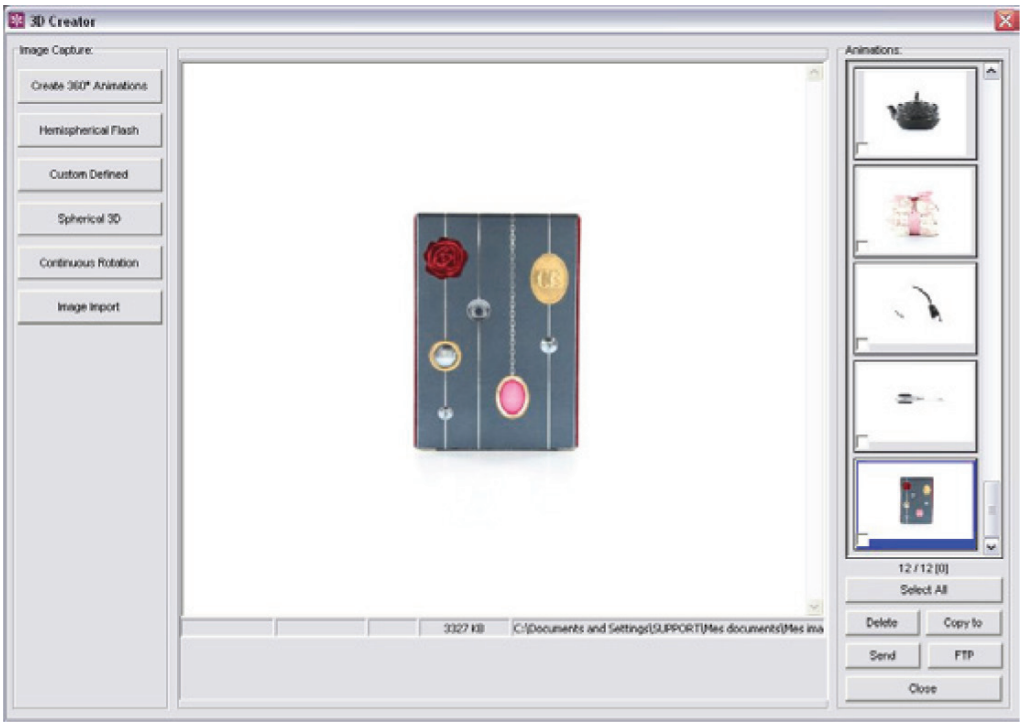


Once the pictures have been imported, they can be resized to match the animation requested size or even be watermarked. You can also adjust the animation file size.

To chose the animation type (3D or 360°), hit the **Create Flash** button.

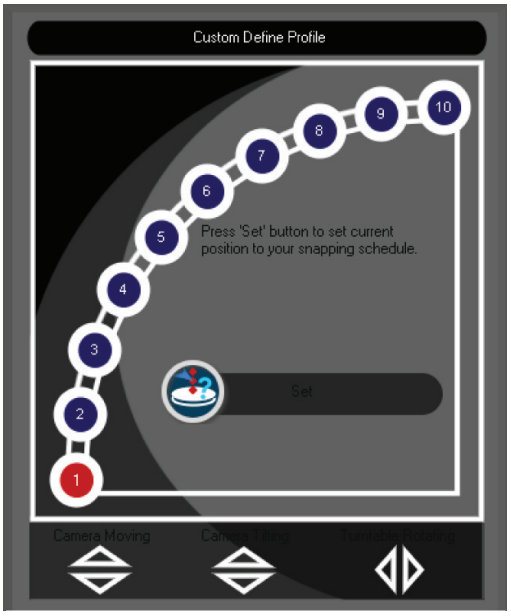


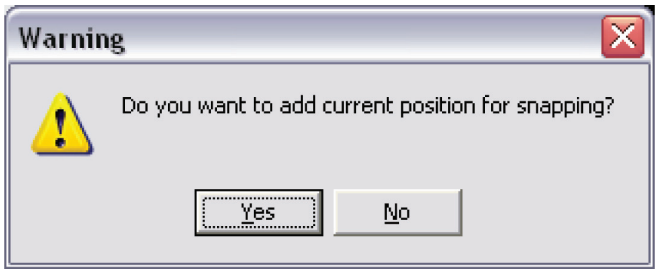
5 Using the Custom define function



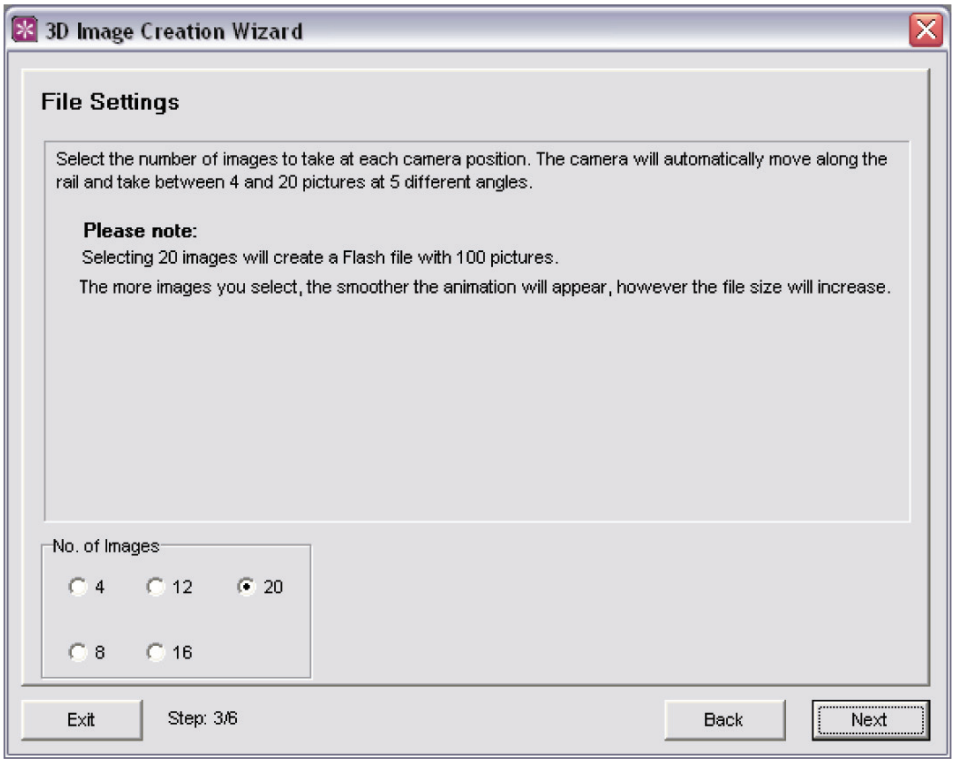
PackshotCreator 3D also offers the possibility to shoot a series of pictures of an object from various angles, and to reproduce these angles for any other object. This feature allows you to improve your workflow by using automatic sequences, and therefore to save a lot of time.

Hit **Custom Define,** then choose the angles you need with the arrows on the interface above, by putting the turntable and the camera. Once every position is determined, hit **Set**. The preview screen allow you to control image quality and composition in real time.



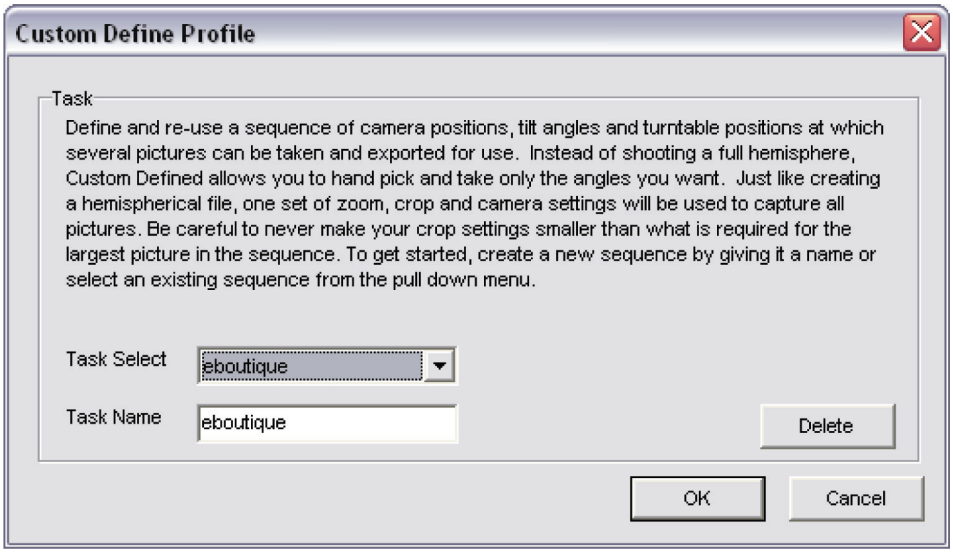


Once every position is determined, confirm your choice



Hit **Start** to launch the shooting process. The software will automatically synchronize the turntable and the camera to collect the shots for each of the position you have determined.

Then save the sequence to apply it to any other object you wish to shoot.



6 Spherical 3D animations

PackshotCreator 3D allows the user to collect series of pictures including every face of the object, to build spherical 3D animations. For the moment, exisiting technologies used to build such animatyions still need to be improved.

The PackshotCreator 3D software allows you to shhot pictures on spherical row, because you may be able to build such interactive animations in a near future.

7 Maintenance and guarantee

Maintenance

For detailed information about maintenance operations, please refer to the PackshotCreator 3D standard maintenance guide.

Guarantee

Serial number

You will find the product's serial number on the original package and on the back of the lightbox. Please keep these two stickers in a safe place; they are your proof purchase.

Product registration and guarantee

Your Packshot*Creator* 3D solution is covered by a one-year warranty.

In order for your Packshot*Creator* 3D solution to be covered by the warranty, you must register your Packshot*Creator* 3D with Packshot*Creator* or by sending the Product Registration sheet that came inside the package within 14 days after the purchase, otherwise the warranty period will begin the day the product was shipped.

Please refer to the one-year warranty that came inside of the package for details regarding the items covered.

Obtaining guarantee services

During your warranty period, you may not return the Packshot*Creator* 3D without Packshot*Creator* prior permission. All returns are at the client's own charge.

Packshot*Creator* reserves to right to return repaired and/or equivalent products or spare parts. The client's new software and digital files are not covered by the warranty.

Limits

The warranty is applicable only if the products are properly returned in the state in which Packshot*Creator* delivered them, in their original packing and along with a return slip and a copy of the delivery slip otherwise Packshot*Creator* will not guarantee the products against damages occurring during transport.

Packshot*Creator* will not guarantee the products against damages due to faulty packaging by the Client, damages caused by the use of accessories, a modification, repair or misuse by the client neither expected nor specified by Packshot*Creator*.

However, if Packshot*Creator*'s responsibility was acknowledged, the only obligation the latter would have would be the obligation to repair or replace, wherever he chooses, the faulty product without any indemnity, damage or interest.

Packshot*Creator* declines any responsibility concerning indirect of intangible prejudice such as turnover, salary, income loss and/or shortfall in earnings for the client, which the latter expressly accepts.

Please contact Packshot*Creator* directly to obtain proper Return Material Authorization (RMA) documentation. Check the user's manual, help file, or visit our website http://www.packshot-creator.com/ to find appropriate contact information.

RETURNS WILL NOT BE ACCEPTED WITHOUT PRIOR PERMISSION FROM PACKSHOT*CREATOR*.

PACKSHOT*CREATOR* IS NOT RESPONSIBLE FOR SHIPMENTS DELAYED OR LOST IN TRANSIT.

Contact:
Packshot*Creator* / Sysnext
7 rue Henri Rochefort
75017 Paris - FRANCE

TEL: + 33 (0)1 47 42 66 66
FAX: + 33 (0)1 47 30 66 67