ORBITVU

FASHION STUDIO

—

Content factory for videos and photographs

CUT COSTS

INCREASE SALES

SPEED UP WORKFLOW

Made for e-commerce

Increase your content production, improve time to market and scale for growth with templated lighting and camera controlled workflows.

Why Fashion Studio?

The Orbitvu Fashion Studio is an integrated photography studio providing a complete solution to productively and simply create stunning high-quality still and video content for use on your e-commerce, social media and digital advertising platforms.

WORK FASTER THAN EVER

Supported by software, which controls all aspects of the studio and camera, productivity is optimized by streamlining image capture, post-production and export functions.

FLEXIBLE TO YOUR NEEDS

Adapts to your style and workflow. Provides complete creative control with an interface that can adapt to your needs and skill set.
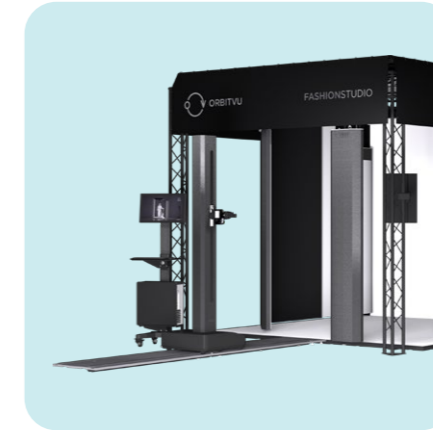
REPEATABILITY IS IMPORTANT

Create a productive and consistent workflow with your own (or predefined) templates to preserve the unique look through every shot.

How it works

1

AUTOMATED IMAGE CAPTURE

Fashion Studio is made to facilitate your fashion photo and video production. The integrated software automatically activates camera (incl. camera movement) and lights parameters, either via predefined or custom template settings.
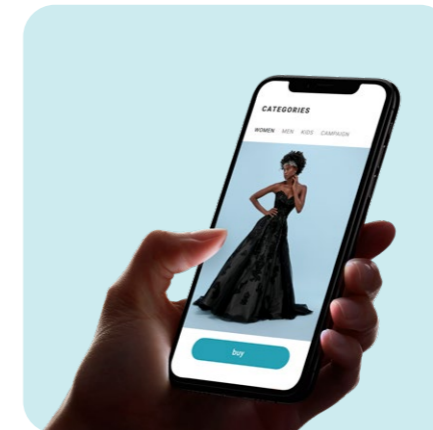
2

REDUCED POST-PRODUCTION TIME

The software automatically edits photographs through powerful built-in tools: contrast, colors, sharpness, etc. It also gives you the possibility to cut and merge video clips

3

INSTANT ONLINE PUBLISHING

Output files can be uploaded directly from the application to a number of popular e-commerce platforms, YouTube, Orbitvu Sun Cloud, FTP and more.

See how Fashion Studio works

orbitvu.com/workflow

Hardware features

1. TOP LIGHTS

Two double top lamps instantly ready to shape your scene.

2. ORBITVU MOTORIZED STAND

Easy to operate and controlled by the Orbitvu Station software to give smooth camera movement (tilt, height and zoom).

3. SLIDING SIDE PANELS

Changing interior to black or white for better contrast control.

4. MAIN LIGHT

Sets the foundation of light atmosphere, creates volume, plasticity & shadows.

5. ORBITVU STATION

Powerful software that controls Fashion Studio and automates the entire photoshoot workflow.

6. OPERATOR STAND FOR A PC AND A MONITOR

Mobile and ergonomic, with an embedded screen. It is easy to adjust and has been designed to provide comfortable work in a photo studio.

7. SOUND AND VISUAL SIGNALS

Help operators and models communicate the start and end of a video recording or confirm that a photograph was captured.

8. FILL LIGHT

Brightens the shadows, decreases contrast.

9. KICK LIGHTS

Bring an extra punch to your photos, highlight the contours or use them without the main light to create dramatic lighting.

10. VIRTUAL MIRROR FOR A MODEL AND A STYLIST

A convenient accessory to check the live view and see exactly what the camera sees.

11. BACKLIT BACKGROUND

3 meter wide, for instantly pure white background; can be controlled as a single unit or the centre part and the sides separately.

12. MODEL POSITIONING KIT

Marks the proper position on the stage and automatically turns off when capturing starts.

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Technical specifications

HARDWARE SPECIFICATIONS

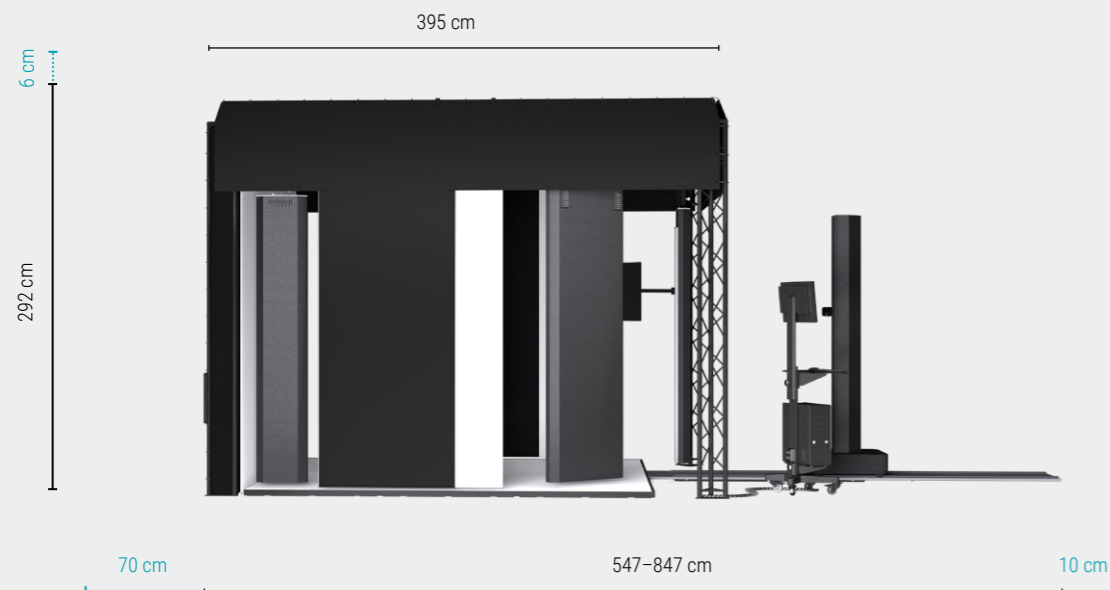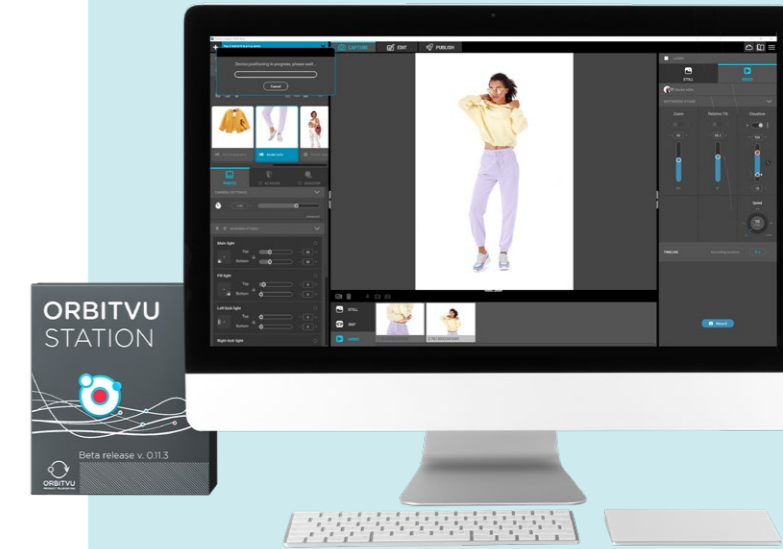| CODE	FASHION STUDIO	BASIC 242H1	PRO 242H2
	Top lights, four segments	✓	✓
	Main light (75 cm wide, bottom and top segment)	✓	✓
	Fill light (bottom and top segment)	✓	✓
242A1	Kick lights for Fashion Studio	optional	✓
	Background fabric wall	✓	✓
242A2	Backlight for Fashion Studio	optional	✓
242A6	Paper backdrop kit for Fashion Studio	optional	✓
	Black&white sliding sides	✓	✓
	3×3m lightweight stage	✓	✓
242A7	Model interaction kit (secondary Live View monitor, sound and visual signalisation)	optional	✓
242A5	Model positioning kit for Fashion Studio	optional	✓
238A9	Manfrotto column stand	optional	optional
244H1	Orbitvu Motorized Stand for Orbitvu Studios family	optional	✓
244A1	Rail segment for Motorized Stand	optional	✓ (3 included)
247A1	Operator stand for PC and monitor	optional	✓
	Camera + lens	optional	optional

SOFTWARE SPECIFICATIONS

ORBITVU STATION

Camera compatibility	Canon DSLR
Multiple camera control	yes, up to 5 cameras
Software compatibility	Mac OS X or Windows
Post-production	possible via software
Background removal	automatic with IQ-Mask for static objects, IQ mask does not work with live models
Output 360° format	HTML5, animated GIF, MP4, MOV
Output video format	MOV, MP4, animated GIF
Output image format	png, jpeg, tiff, bmp, RAW + png mask, other output formats via external action

ORBITVU VIEWER

360° technology	HTML5 player
Deep zoom	unlimited zoom technology
Mobile ready	multi-touch gestures and responsive design
Instant spin technology	no wait time for 360° view to load
Compatibility	any web browser with HTML5 support

ORBITVU STATION
Beta release v. O11.3

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395 cm
6 cm
292 cm
70 cm   547–847 cm   10 cm

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70 cm   301 cm   10 cm

Length with Motorized Stand rails	547–847 cm
Minimum Room Requirements (L×W×H)	627×381×298 cm
Power supply	3 phase 100–230 V AC
Max. current @100V per phase	16 A
Max. current @230V per phase	7 A
Max. power consumption	4800 W
Laser class	2M (From IEC: 60825-1)
Operating temp. range (Min. – Max.)	10–35°C

Specifications are subject to change without notice.
PC and camera are not included.

Additional accessories

HANGING FLAT PHOTOGRAPHY ACCESSORY
[order code 238A22]

The hanging board for flat photography. It is made in a way that allows the rear light to pass through the plate so that the background removal feature applies.

BACKLIT TURNTABLE FOR ORBITVU STUDIOS
[order code 242A8]

A motorized turntable that allows to create 360° presentations and videos of rotating objects in Orbitvu Studios. Built-in backlight allows full background removal. Note: the mannequin is not included.

MAGIC TABLE
[order code 238A31]

An acrylic raised base and stage for comfortable operation with smaller products. Thanks to special material and design, it is automatically removed from the final picture by the software. When used with Backlit Turntable it provides full background removal.

Made for creativity

A large stage and powerful lighting control allows you to unleash your creativity. Produce stunning photo and video content for all of your marketing communication channels.

About us

Our photography adventure started more than 20 years ago. The birth of digital photography and e-commerce created new needs and possibilities to showcase products online.

Digital content production requires consistent, good-quality images produced in a short time and at a reasonable cost. Traditional photography and manual post-production processes can yield high-quality results but are slow, complicated, and expensive.

Orbitvu takes the best from traditional photography and combines this with advanced software and hardware innovations. Our goal is to automate and optimize digital content production, delivery, and usage in our customers sales and marketing activities.

Our solutions will help you:
• Save time and shorten time-to-market
• Cut costs with automated content workflow
• Improve your online product experience
• Create content for e-commerce and offline/online marketing

With Orbitvu, your products are teleported to your customers