designed for
JEWELLERY

CUT COSTS | INCREASE SALES | SPEED UP WORKFLOW

ALPHASHOT MICRO v2

In-house macro photography studio

Let your products shine!

IN-HOUSE SOLUTION FOR MACRO PHOTOGRAPHY

ALPHASHOT MICRO v2

A compact solution made for non-professionals to capture still and 360° images as well as videos of small items, including jewelry, gemstones, watches and similar. Tightly integrated hardware, software and camera control, greatly simplifies the digital content creation process and ensures high image quality and consistency.

US patent no. US 9,625,794 B2

Easy to use

▸ Can be used by non-professionals
▸ Integrated camera and lighting control
▸ Automatic 360° image capture
▸ Predefined shooting profiles
▸ Live View image preview before shooting

Flexible

▸ Perfect for jewelry, watches, gemstones, coins, electronic components and small mechanical elements
▸ For still images, 360° and Video
▸ Compatible with Canon DSLRs
▸ Produces images for web, print and marketing
▸ Integrated online marketing tools

Efficient

▸ IQ Mask - automatic background removal
▸ Automated Super Focus capture
▸ Custom templates for easy repetition of lighting, camera and post-processing setup.
▸ Batch image capture and processing
▸ Multi-view, 360° and video capture
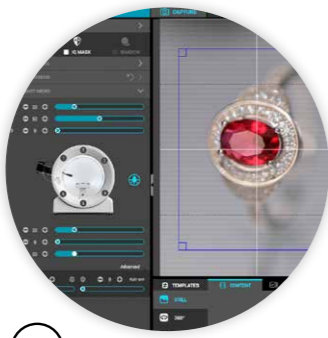▸ Direct image upload to your e-shop (with optional plugins)

One simple job...

Capture your products in a fast and easy way. The software does the necessary post-processing and creates consistent, ready-to-use images, 360° spins or videos.

(1) Place product

MICRO comes with a range of accessories helping you to position various items such as rings, earrings and pendants.

(2) Fine-tune light and reflections

Adjust the shininess of your products and shape it with supplied reflectors to show your product brilliance.

(3) Capture the image

With a touch of a button, the software will automatically capture your product entirely in focus and remove the background.

(4) Beautify your product

Auto-remove scratches, highlight Colors, sharpen stones, add a reflection of the product. All these features can be applied automatically on the fly.
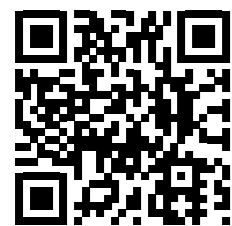
2D
360°

(5) Export for multiple uses

Still images, 360° view and video, can be scaled and exported for web or print use simultaneously. Export options ensure compatibility with various marketplace platforms.

optional add-on

▶ YouTube
direct upload

www.orbitvu.com/letitshine

Watch it in motion!

...multiple results

Upload images directly to e-shop or to e-commerce acceleration cloud, reuse them for print or online marketing campaigns.

E-COMMERCE ACCELERATION CLOUD

▸ Easy integration & flexible hosting plans
▸ E-commerce plugins included
▸ Daily data backup of your images
▸ High availability (dual data replication)
▸ CDN - high-speed image delivery worldwide
▸ Always up-to-date software and plugins

PNG | JPG | 360°

ONLINE MARKETING TOOLS

▸ **Social media integrations**
▸ 360° Orbittour - interactive product tours & hotspots
▸ Built in QR-code generator
▸ Simple Copy & Paste embed codes

GIF | 360°
QR Code | Orbittour
facebook | Twitter | Linkedin

ORBITVU SUN
powered by amazon web services

ORBITVU SUN a digital content to e-commerce acceleration platform as well as a set of tools to help you market your product online

Print media files

TIFF | PNG | JPG
RAW | RAW+PNG

SELF HOSTING

▸ 360°HTML5 player included
▸ One-click upload to your e-shop with additional e-commerce plugins
▸ Compatible with latest web technologies

JPG | PNG
RAW | RAW+PNG
360° | GIF | MOV

Natural born beauty.

Hardware features

No single jewelry piece is the same. ALPHASHOT MICRO comes with exclusive features and accessories to allow you to highlight the uniqueness of your product.

no spot   one spot   two spots

SPOT LAMPS V2

Spot lights will help you to highlight features and details of your product with color temperature set at 5700K and CRI at 95+. Equipped with optional diffusers and zoomable lenses, they let you control the sharpness of the reflection.

SIDE REFLECTORS

Side reflectors allow you to control the amount of contrast you want to give to your items.

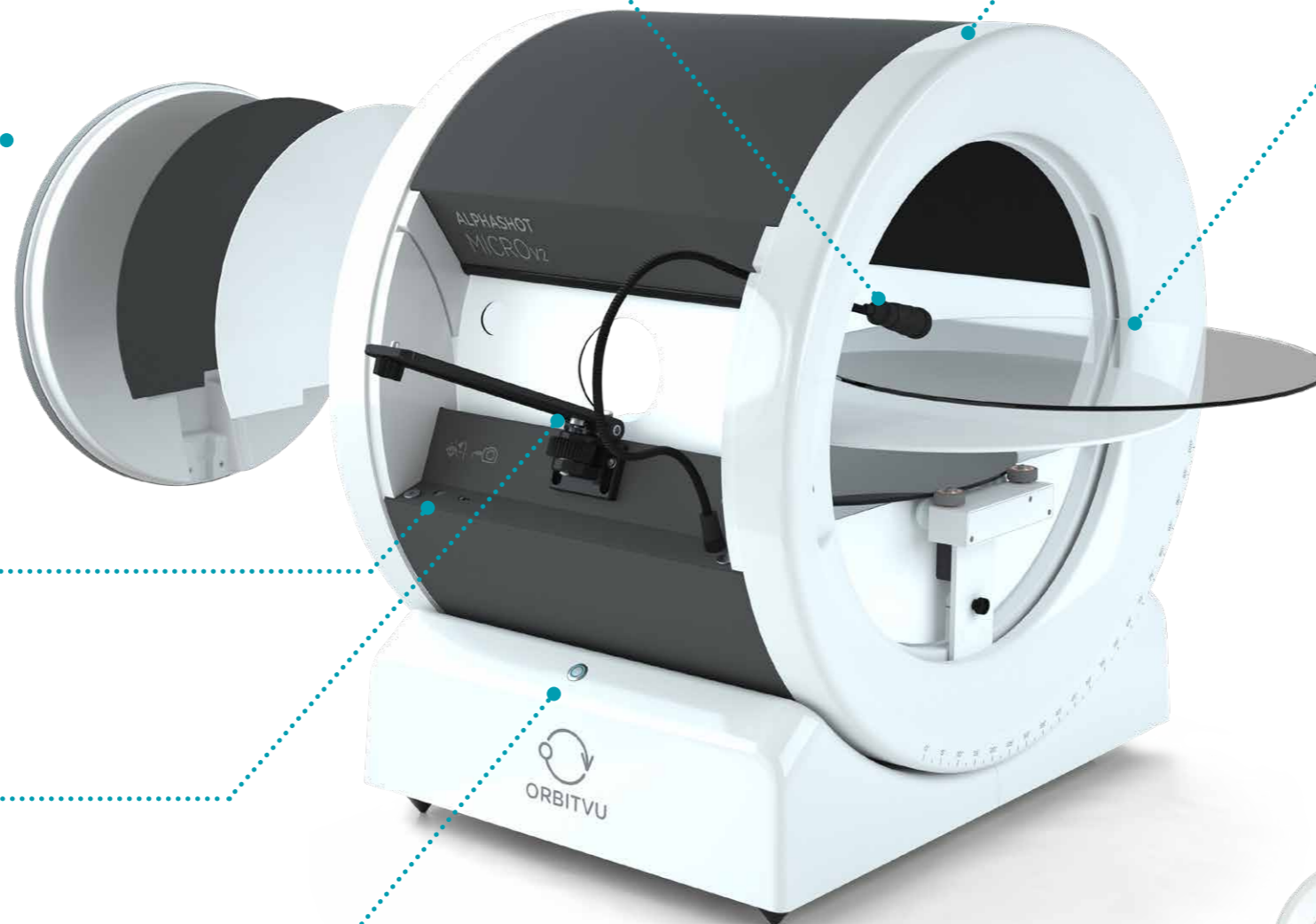white   silver   black

BUILT-IN USB HUB

For cable-free operation, ALPHASHOT MICRO v2 is equipped with an onboard USB hub to plug your camera directly into the device. We chose a very fast USB 3.2 Gen 1×1 interface to welcome modern mirrorless cameras.

INTEGRATED CAMERA SUPPORT

For hassle-free operation, the camera is attached to a firm support with a practical ruler that helps the repeatability of your shots. Camera tilt angle can be precisely adjusted with a large knob.

CUSTOMIZABLE FUNCTION BUTTON

Simple, yet very convenient solution to quickly capture the image, switch on/off lights and more.

BRILLIANCE LEDS

Aim to add sparks to your precious stone images with two independently controlled lights above and below the lens.

Use the QR code to see the spark that Brilliance LEDs add!

www.orbitvu.com/brillianceleds

INTERCHANGEABLE TABLES

ALPHASHOT MICRO is supplied with three tables to give you the most flexibility in the way you may want to show off your products

white table

Used for top view photography or for products which need smooth and soft reflections.

glass table

Used for side view with high contrast. Allows to use bottom lights to give strong highlight from bottom.

black table

Reflective, made for demanding users who want to present their products in a high contrast dark environment.

CYLINDRICAL LIGHTING:

Patented 360° of lighting divided in six dimmable panels travels with the camera as it moves, so you can always use it at an angle that best highlights your products. Specially designed LED panels facilitate keeping the contrast.

Software features

BEST AUTOMATIC BACKGROUND REMOVAL

Revolutionary masking technology has evolved.
Now **IQ MASK™** delivers outstanding accuracy and speed.
No need to focus to light the background,
just focus on your product.

PERFORMANCE

Multi-core processing. Utilizing the power of modern
CPUs combined with 64-bit architecture delivers
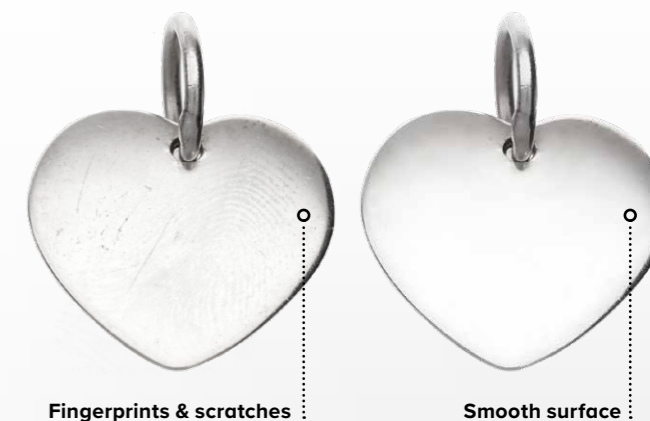tremendous computing efficiency.

SUPER FOCUS

FRONT FOCUS **CENTER FOCUS** **BACK FOCUS** **SUPER FOCUS**

COLOUR BEAUTIFIER

Enhance your product: make
silver neutral, gold shining and
gemstones colorful.

Before   **Correct silver**   **Correct stone**

AUTO RETOUCHER

Just move a slider and the software
automatically removes tiny surface
imperfections, scratches and fingerprints.
Useful for polished surfaces.

Fingerprints & scratches   **Smooth surface**

TEMPLATES

Create your own templates to save your preferred
settings (camera, lights, post-processing) for easy
reactivation in the future. This cuts preparation
time significantly guaranteeing consistency and
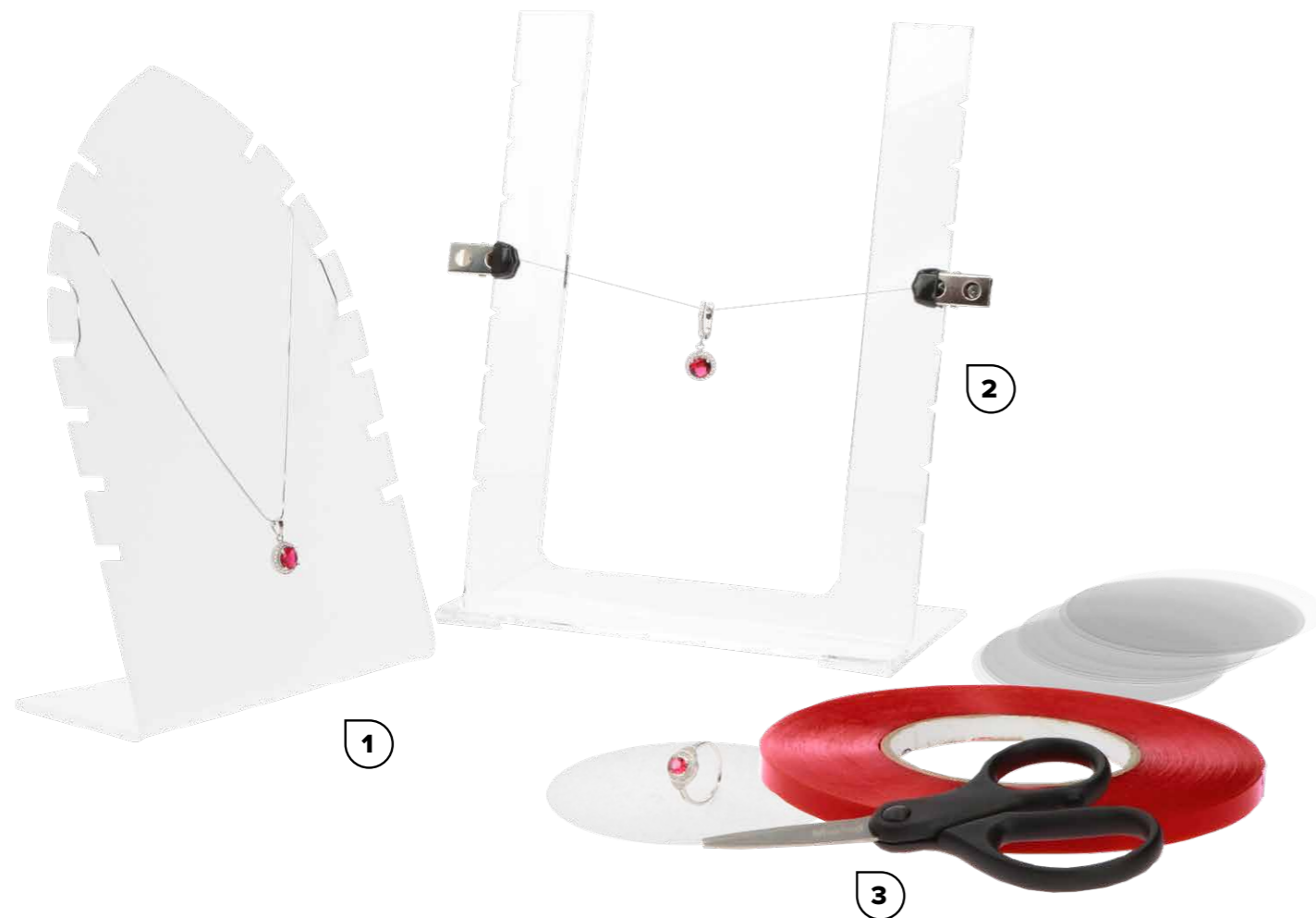repeatability of your results.

REFLECTION EFFECT

Add a stylish digitally worked reflection to your
packshot with just a few clicks and make the
most of the new attractive way of presenting your
products.

Accessories

1. NECKLACE SUPPORT
[order code 235A13]

Made with semi-translucent acrylic, is automatically detected and removed by the software. Any pendant and necklace is easy to hang.

2. TRANSPARENT NYLON WIRE HOLDER [order code 235A14]

Made for difficult to hang items, such as earrings and rings. Nylon wires get removed by the software automatically.

3. RING FIXING KIT
[order code 235A15]

Strong fixing tape plus transparent pads allow you to fix most of the rings quickly and position them precisely on the turntable.

Technical specifications

83 cm   52 cm   72 cm

SOFTWARE SPECIFICATIONS

ORBITVU STATION

Camera compatibility	Canon mirrorless and DSLR
Software compatibility	Mac OS X or Windows
Post-production	possible via software
Background removal	automatic with IQ-Mask
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

ALPHASHOT MICRO v2
[order code 235H2]

WHAT'S INCLUDED

Hardware
3 × replaceable turntables (black shiny/matt, transparent glass and white opalescent)
1 × zoomable spot light*
2 × spotlight diffusers (small & large)
2 × black reflectors (front and back)
4 × side reflectors (black and silver)
1 × necklace support
1 × transparent fishing line holder
1 × ring fixing kit
2 × USB conection cables**
1 × grey card

*additional spot light can be ordered separately

**we require using at least USB port 3.0 (type C or A) when connecting AS Micro v2 to the computer.

Software
▶ ORBITVU STATION **Professional** license
▶ ORBITVU VIEWER (HTML5 player license)

Weight net	43 kg
Max load	1 kg
Power supply	100-230VAC, max. 500W
Packaging size [cm]	93 × 60 × 80 (L × W × H)
Packaging weight	70 kg

Specifications are subject to change without notice.

235.702-EN-2022/02

About us

Our photography adventure started over 20 years ago. We set off just when the birth of digital photography and e-commerce created new needs and exciting possibilities to showcase products online.

Digital content production creates the need for consistent, good-quality images produced in a short time and at a reasonable cost. Traditional photography and manual post-production may yield high-quality results but stay slow, complicated, and expensive.

Orbitvu takes the best from traditional photography and combines it with advanced software and hardware innovations. We automate and optimize digital content production. We help to deliver it online and effectively share in your sales and marketing activities.

As an international leader in the automated photography market, we work for you in a team of more than 150 employees world-wide, with our own research & development and 4000 square meters of Europe-based production spaces. Our carefully perfected solutions will cover all of your workflow, improve online product experience of your customers, and effectively reduce the expenditure.

With Orbitvu, your products are teleported to your customers.

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