

# Packshot*Macro* R

- Made to shoot products up to 20x20x20 cm: jewelries, gemstones, watches, eye glasses...
- HD photos and 360-degree animations on a pure white or transparent background
- Ideal for photo studios, advertising agencies, marketing, communication, e-commerce...
- System dedicated to macrophotography
- Full Lighting Control technology for a perfect mastery of lights and reflections

## The Full Lighting Control technology made for your smallest products

Packshot*Macro* R is PackshotCreator's latest innovation permits the quick and easy creation of HD pictures and 360-degree animations of your smallest products on a pure white background. For the first time, through the 6 distinct dimmable zones, you can completely master the light of the lightbox.

### New « Full lighting control » system

The new Packshot*Macro* R is made of more than 2000 LEDs that go all around inside the lightbox.

The intensity of the light is dimmable, from 0 to 100% on each side of the lightbox (front, left side, right side, back, top and bottom walls).

You set all light sources independently and get the exact result you want.

### Mastering cast shadows, reflections and colors

Precisely control the light that hits your product. The backlight from the back and from the bottom walls allows all shadows to be removed, if needed.

The box is also equipped with two independent LED spots dedicated to the photography of gemstones.

### Taking photos and animations on a pure white background (RGB 255)

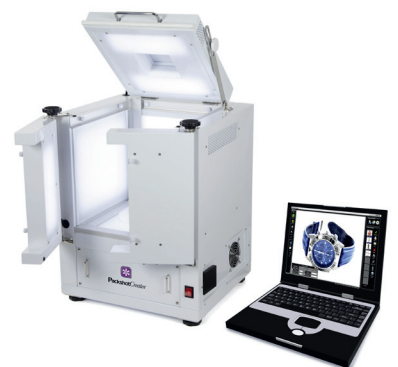
The Full Lighting system allows you to get images and animations with perfectly rendered colors; your product is displayed on a pure white background and needs no further retouching.

This result instantly eliminates all of post-production operations (retouching, cropping ...)

### A technology accessible to all

Packshot*Macro* R is entirely controlled by the PackshotCreator software : preview the shooting in real time, control the backlit sides and create in a single click HD visuals and HTML5 360-degree animations compatible with iPad, iPhone, Android smartphone and tablets.

These images can be quickly integrated on both web and print media.



# Technical specifications : Packshot Macro R

Product features	Real-time preview on screen Integral backlighting Dimmable lighting controlled by the software HD image capture 360° interactive animation creation Automatic background removal Animations with HD deep zoom Custom animation sequences Dynamic annotations FTP client Email transmission Watermark protection Original file saving
Lightbox lighting	Dimmable lighting on 6 different zones
LED spot lighting	Over 2000 LEDs 6000°K and 3000°K
Output formats	Jpg, Png, Raw*, Flash, HTML5, Silverlight
PC connection	USB 2.0
Software version	Packshot Creator R Series PackshotViewer 360
Lightbox dimensions (LxWxH)	42,7 x 42,7 x 59,5 cm
Package weight	19,5 kg
Max. product size (LxWxH) for top shots	20 x 20 x 13 cm
for side shots	20 x 20 x 20 cm
Max. product weight	1 kg
Package content	Integrally backlit lightbox Integrated transparent turntable 2 LED spots Packshot Creator software PackshotViewer software USB and power cables Foam support for camera Spare LEDs
* Compatible cameras tested and approved by PackshotLab for Windows	Canon EOS 1000D, 1100D, 450D, 500D, 550D, 600D, 650D, 40D, 50D, 60D, 1D Mark IV, 5D Mark II, 5D Mark III, 7D Please contact our customer service for more information about the compatibility with Nikon cameras.
	System requirements OS: Windows® 7 (Administrator Account) CPU: Pentium® or equiv. (1 GHz or higher preferred) RAM: Min. 2 GB (3 GB preferred) VGA: Min. 1024x768, True color Monitor Type: CRT or LCD monitor 3 USB ports min., CD ROM Drive Internet connection with active email account (optional)
	Voltage AC 220-240V

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