



Press Release

XY-IMAGER - 360 degree and 3D photography system

As many online shop owners well know, a good merchandise presentation is the only sure way to a quick sale. Hence numerous businesses are now using 360 degree or 3D photography to provide potential buyers with the best visual information about their products. This opens up a whole new market for photography studios and service providers.

Most 360 degree photography devices are tailored to a specific user group. Hence there are compact, user-friendly solutions designed for limited operating spaces as well as systems for creating 3D images or rotating images along multiple axes. In situations with continuously changing photography conditions, professional service providers soon reach the maximum capacities of the systems.

XY-IMAGER offers the professional user a multi-functional photography system precisely for such situations. Designed by photographers for photographers, special consideration was given to photo studio needs. The system is readily and rapidly adjustable to continuously changing photography needs.

Thanks to a mobile touch display, the central control system can be operated from any position. The computer-free control system makes adaptations to MACs, PCs, and other computer systems unnecessary.

The system is fully modular in design and can thus be upgraded from the smallest unit with a small SPIN TOP 50 turntable to a fully 3D system. Many components of the equipment have multiple uses. For instance, the SPIN TOP 50 unit can be used as a turntable or as a suspended module. The movement is automatically synchronized with the SPIN 300 used as a floor-mounted device.

The XY RACK is detachable from the shooting table and is therefore ideally suited for all kinds of photographs with suspended products.

3D images along multiple axes can be produced with the XY BOOM robotic arm. The robotic arm can be extended as far as 4 meters. It is thus possible to take 3D pictures of products anywhere from a wristwatch to a motorcycle in size.

The devices and the control software are upgraded on a continuous basis. Updates are easy to do, and a high value is placed on downward compatibility.

The devices are made entirely in Austria.

XY-IMAGER is currently available from selected dealers Europe. Importers for other countries are being established.

You can learn more at www.xyimager.com