



# FASHION STUDIO

Content factory for videos and photographs



# Made for e-commerce

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



video

[orbitvu.com/malemodel](https://orbitvu.com/malemodel)



video

[orbitvu.com/femalemodel](https://orbitvu.com/femalemodel)

# 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.

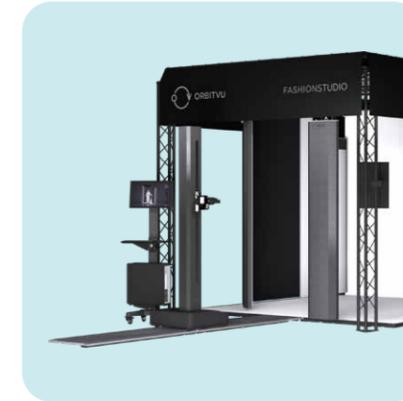


## REPEATABILITY IS IMPORTANT

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.

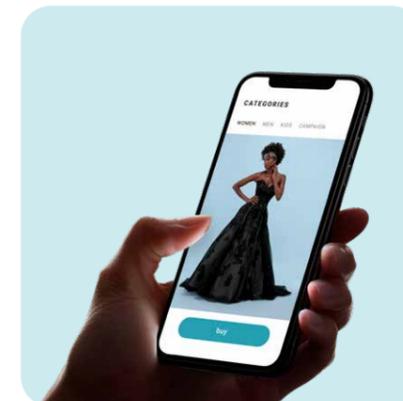
2



## 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](https://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.

# 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	Two kick lights (bottom and top segment)	optional	✓
242A2	Backlight (two segments)	optional	✓
	Background fabric wall	✓	✓
242A6	Paper backdrop kit	optional	✓
	Black&white sliding sides	✓	✓
	3x3m lightweight stage	✓	✓
242A7	Model interaction kit (secondary Live View monitor, sound and visual signalisation)	optional	✓
242A5	Model positioning kit	optional	✓
299A3	Orbitvu column stand	optional	optional
244H1	Orbitvu Motorized Stand	optional	✓
244A1	Rail segment for Motorized Stand	optional	✓ (3 included)
247A1	Operator stand for PC and monitor	optional	✓
	Camera + lens	optional	optional
	Computer	optional	optional

## SOFTWARE SPECIFICATIONS

### ORBITVU STATION

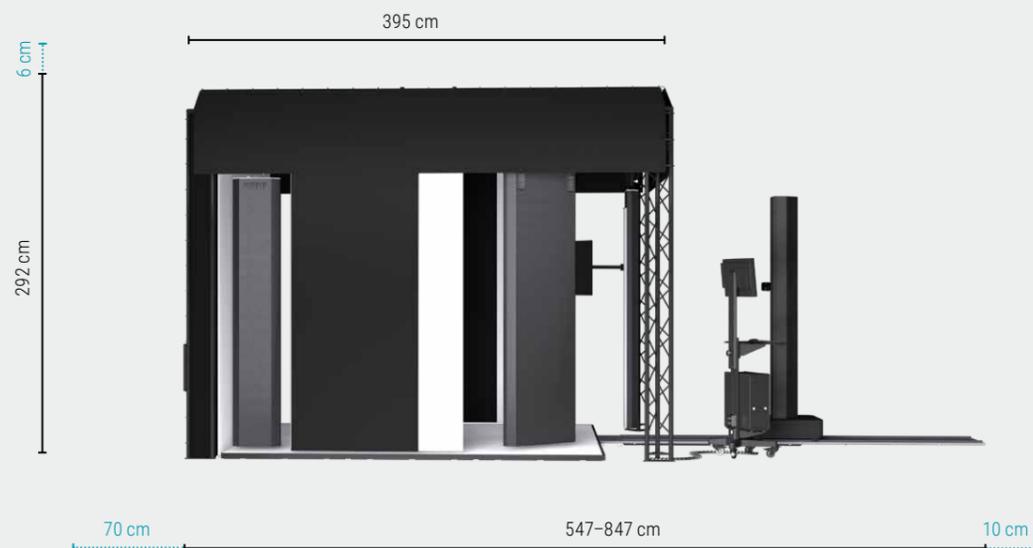
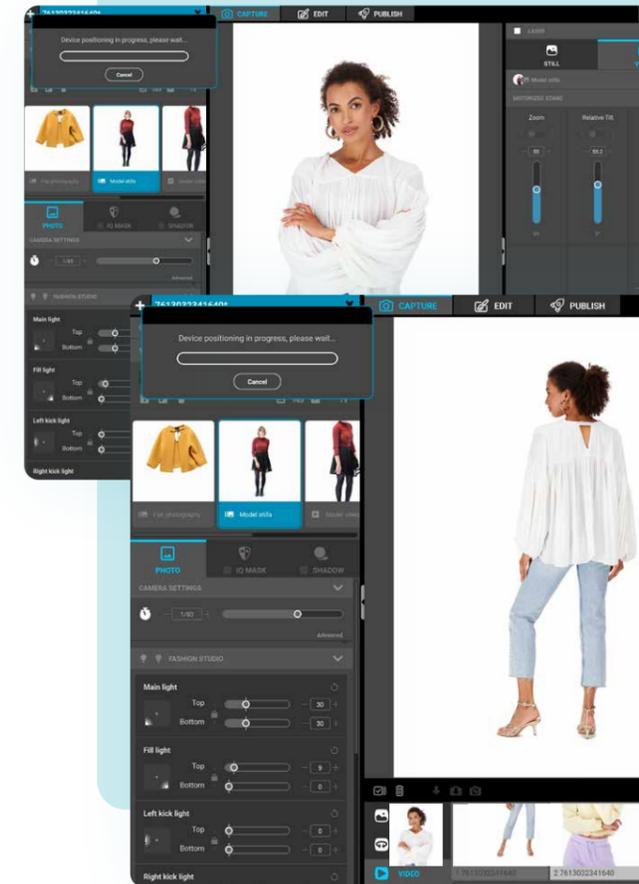
Camera compatibility	<b>Canon DSLR and mirrorless</b>
Multiple camera control	<b>yes, up to 5 cameras</b>
Post-production	<b>possible via software</b>
Background removal	<b>automatic with IQ-Mask for static objects, IQ mask does not work with live models</b>
Output 360° format	<b>HTML5, animated GIF,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

### ORBITVU VIEWER

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

### PC REQUIREMENTS

- Windows 10 Pro operating system
- Intel i7 (min. 8th Gen. with eight cores)
- 16GB of RAM
- 1TB of SSD storage (2TB for videos)
- 6 × USB ports
- 1 × HDMI port
- 1 × additional video port (e.g. HDMI, Display Port) for secondary monitor
- 1 × Ethernet RJ-45 port



Length with Motorized Stand rails	<b>547-847 cm</b>
Minimum Room Requirements (L x W x H)	<b>627 x 381 x 298 cm</b>
Power supply	<b>3 phase 100-230 V AC</b>
Max. current @100V per phase	<b>16 A</b>
Max. current @230V per phase	<b>7 A</b>
Max. power consumption	<b>4800 W</b>
Laser class	<b>2M (From IEC: 60825-1)</b>
Operating temp. range (Min. - Max.)	<b>10-35°C</b>
Number of lumens	<b>250 000 lm</b>

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

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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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