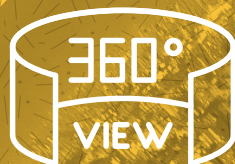


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# i360 PRODUCT PHOTOGRAPHY

[www.ignitionmarketing.co.za](http://www.ignitionmarketing.co.za)



**Consumers** expect more than static images online

**Businesses** need faster, cheaper ways of photographing products

# THE PROBLEM THE SOLUTION

**Better product presentation results in higher sales conversion rates**

It's more important to differentiate online than ever before.

Consumers want to interact and see a product from all angles - to be able to turn it around, see it from all angles and inspect all its features in higher detail.

This can be delivered by rendering 3D models - which are time consuming and expensive - or by using very specialised and expensive 3D photo solutions.

The lack of a mass market offering with scalability has limited the uptake and made it difficult for online retailers to adopt a solution.

i360 has designed a unique and far more cost effective solution for capturing images, processing them into virtual 3D images, and then hosting and serving the images. For rapid viewing and consumer interaction on a variety of computers or mobile devices.

The company delivers a project based or managed service to a myriad of companies who are already engaged in online retail, or to companies that wish to expand their offering.

It provides them the opportunity to engage more effectively with consumers and search algorithms lowering their cost-to-serve and driving higher rates of sales conversions.

i360 offers more than just creating virtual 3D images & rather provides a digital asset management platform with new features being constantly added. It is to 3D images what YouTube is to video.





**The 360°3D product-photo service & platform  
that transforms the way products are presented.**



**At its most basic: The faster & cheaper system for rapidly capturing  
products for digital display and e-commerce.**

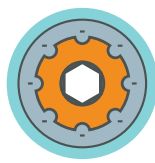
The result is an interactive 3D view of the product, offering consumers a better understanding giving search engines 500 times more data, and proven to generate higher sales rates.

It sets the basis for future opportunities in virtual reality and machine learning, while still delivering high resolution 2D data for use in other applications. All at a cost-per-image far lower than static photography.

# WHAT IS i360



**CAPTURE  
HARDWARE**



**GENERATE & OPTIMISE  
SERVICE / DELIVERY / PLATFORM**



**SERVICE & VIEW  
SOFTWARE**

## The solution for capturing, managing & serving of 360°3D images

The **i360** market applications are centered on digital product display. Whether for product photography, online interaction and engagement, cost to serve reduction in counter sales, or ultimately in virtual reality and machine learning arenas.

i360 is a service delivery platform (SDP) which enables rapid content capture, 360°3D image generation and optimised serving to viewers through a management interface similar to how video content is managed. The SDP takes 1GB of data per product, and transforms it into a web friendly 3-14Mb file for viewing and interaction, for easy deployment to online and messaging communication and marketing channels.

It's a reaction to an evident customer need to differentiate themselves in the retail environment, lower the input pricing and drive higher online sales.

It is more engaging, it's faster & best of all it's cheaper than photographing products in static images while delivering exponentially more.

i360 is taking clients on a journey to future - proof their businesses through improved engagement with their audience.

In the longer term, i360 also offers businesses an opportunity to sync into future technological developments.

It delivers on the concept of a "return on experience", where businesses can fight off the decline of traditional retail, save time and money while they grow their e-commerce offering and extend the user experience across all devices.

It simultaneously aligns with key strategies that all the tech giants are implementing:

- Visual data is becoming more important for SEO.
- Mobile devices are the terminal being used to investigate and consume.





# i360 World-first **proprietary technology**: Differentiates with productivity, quality and engagement

## The concept enables customers to:

- Differentiate in any environment
- Lower input pricing and shorten timelines to market
- Drive higher online sales

The enormous majority of online product displays are flat images. Research shows that higher rates of conversion to sales are highly correlated with multiple quality images, with even better results using interactive “spin” display or 3D images. But no viable mass-market 360°3D solution has existed to date- even with new camera phone technology and alternate solutions.

It follows that a platform for optimised hosting and sharing of these virtual 3D products has also not been developed.

## Our approach is to establish the leading platform for capturing, serving and managing 360° 3D digital assets.

- We have invested in and created leading edge technology for 360°3D image generation. ***This is the enabler.***
- Secondly, by creating the service delivery platform for 360°3D image capture. ***This is the centralised unique offering.***
- Thirdly, to host, serve and manage these optimised images. ***This creates future opportunities to extend on the system features and applications of the image data.***

i360 enables customers to benefit from the excellent product photography which delivers up to 1000% more of the visual data.

Ultimately i360 delivers efficiencies which save time- as well as cost when compared with conventional static photography solutions.

i360 offers maximum engagement with consumers and delivers a real return on the user experience - which means that product views turn into product engagements, which turn into product sales.

Data proves that increases in sales conversions can be attained when users engage with 360°3D imagery of a product.

Its not difficult to see why - they simply get a better understanding of the product. And very importantly, so do the search algorithms that drive them there, by receiving over 600 times more data!

## BENEFITS OF i360

- Low entry costs
- Rapid catalogue capture
- Better customer engagement
- Higher rates of conversation
- Lower cost-to-serve customers
- Future VR, AR and AI applications



# THE BUSINESS CASE: SPEND LESS, GET MORE

Outsourcing to i360 is far more cost effective than even an internal photo studio, and delivers far more 360°3D interactivity + 1000% more data, 400% productivity and 1 managed data source

| COMPARISON OF TASKS:   | In-house | i360    |
|--|----------|---------|
| No. of Products  | 100      | 100     |
| Photo data - Angels/No. of shots                                       | 3        | 32+     |
| Photography Hard cost  | R350     | R850    |
| Operations & file organisation costs                                   | R200     | ×       |
| Processing, re-sizing and web preparation - 4 resolutions up to 1920px | R350     | ×       |
| Upload time and data hosting fees                                      | R250     | ×       |
| COMPARISON OF DELIVERABLES:  | In-house | i360    |
| Differentiation within the online retail space                         | ×        | ✓       |
| User controlled interactivity  | ×        | ✓       |
| 2D, 360° Spin, spin video, gif animation                               | ×        | ✓       |
| Virtual 3D - Unique Horizontal / Vertical smoothness and resolution    | ×        | ✓       |
| Digital Asset Management, including hosting and serving                | ×        | ✓       |
| Efficiency @ up to 4 products per hour, per machine                    | ×        | ✓       |
| Baked-in metadata and SEO integration                                  | ×        | ✓       |
| Future machine learning, Virtual & Augmented reality applications      | ×        | ✓       |
| World-first technology solution - Engaging customers and search        | ×        | ✓       |
| Revenue generation & monetization opportunities                        | ×        | ✓       |
| TOTAL OUTLAY   | R115,000 | R85,000 |
| - Real cost per image:   | R350     | R27     |



i360 Interactive costs vs.  
standard photo costs:

75%



# PRODUCT PHOTOGRAPHY SHOOT PACKAGES

## BASIC

Product Photography  
Multi angle shoot  
1 year platform hosting  
Basic Catalog Admin & Meta data  
12 High Definition images

Flat 2D images x 12

UPGRADABLE TO:



## PREMIUM

Basic pack deliverables plus:

- + Photography in 360°3D
- + Interactive SVR Generation
- + LD, SD, HD, resolutions
- + Premium Catalog Admin & Meta data
- + 32 High Definition images

Flat 2D images x 32 + 360°3D



UPGRADABLE TO:  
Spin Video & Animated Gif



## PREMIUM-PRO

Premium pack deliverables plus:

- + LD to XHD resolutions
- + 360°3D HD Video
- + 360°3D Animated Gif



INCLUDES:

Flat 2D images x 32  
360°3D for 12 months  
Spin Video & Animated Gif

### Basic

### Premium

### Pro

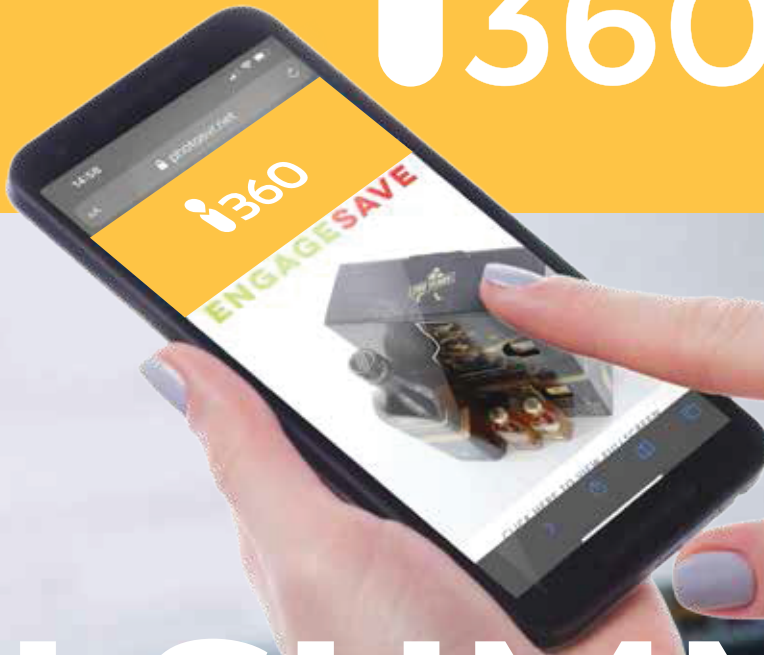
### Included in all packages

|      | Basic | Premium | Pro    |  |
|------|-------|---------|--------|--|
| 1000 | R340  | R650    | R975   | • 360° 3D capture, upgradeable on demand   |
| 350  | R383  | R775    | R1,250 | • 1 Year hosting on the i360 platform  |
| 100  | R415  | R850    | R1,430 | • Secure admin interface login   |
| 50   | R440  | R890    | R1,510 | Options are available for demonstration batches, high res source image backup, website integration and custom branding solutions - all available on request and to suit specific requirements. |
| 25   | R458  | R920    | R1,575 |  |
| 10   | R470  | R940    | R1,625 |  |
| 1    | R475  | R950    | R1,665 |  |

Cost per item Ex VAT

Cost per item Ex VAT

Cost per item Ex VAT



# IN SUMMARY

**i360 solution offers maximum value - from core imaging to engagement, D.A.M and future opportunities.**

When compared to standard photography solutions, i360 delivers on disruptive interactivity, resolution productivity and pricing.

However, we are adamant that whatever the scenario, the solution still has to make financial sense and offer long term value to our clients. We view the relationship as a mutually beneficial long term engagement, where we become an integral part of your organisation's route to market and value delivered to your own customers.

i360 solution simultaneously offers a digital asset management solution that has many future applications.

With this in mind and at an early stage in our proposals, we consider the initial batch of products to be shot as a proof of concept.

During the process we are happy to engage with your

marketing and e-commerce teams to discuss options for the deployment and uses of the 360°3D images beyond simple product presentation.

They can be key engagement points in marketing campaigns, email and social media activity.

Once the batch is shot and live, these can be deployed in real world situations within your organisation, and can be measured to ensure that the impact is worth the effort.

The bottom line is that for less than our customers are used to spending on flat photos we can deliver the 2D and 360°3D solution - plus our automated processes cut time-frames to a fraction of what they are used to.

Please get in touch as soon as possible to reserve your slot in our studio.





# PRODUCT PHOTOGRAPHY



[CLICK HERE TO FIND OUT MORE](#)



**Ignition Marketing**

[www.ignitionmarketing.co.za](http://www.ignitionmarketing.co.za)

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OR contact your Account Manager