

**StyleShoots Vertical**  
**Data Sheet 1.3**



Photograph your products in-house and get them online fast. StyleShoots integrates hardware and software seamlessly, for outstanding images, suitable for visual merchandising, online shops and print.

**1 Key Features**

- Everything you need in one complete package. Hardware and software brought together for a simple yet powerful solution.
- Using LED backlight, high-end camera equipment and custom Auto Alpha™ software, even complex products are cut out automatically in seconds.
- Professional camera, lights and processing power are built in a single body design for easy set up and use.
- Use your own mannequins or the optional Magic Mannequin.
- Caddy with wheels and magnetic docking provides industry leading smooth workflow.
- Control everything via the included iPad™ and custom built app. Live View and multi-touch gestures make it easy to position your product and review the results.
- Automated batch-export of images with custom backgrounds and shadow effects, in multiple sizes and file formats.
- Overlays and Categories help you keep a consistent image style and track your files.
- Photograph articles measuring up to 35.4"x55" on-mannequin.

## 2 StyleShoots Contains

- Main structure:
  - 4x Bowens continuous light studio luminaires with Kino Flo True Match® lamps.
  - 1x continuous light neck spot with Kino Flo True Match® lamp.
  - Canon 5D mkIII DSLR camera and Canon 70-200mm L lens.
  - Dimmable LED backlight panel with custom glass black/white diffuser.
  - Embedded electronics controlling LED panel and camera system.
  - Embedded Mac mini running the Auto Alpha image processing software.
- Caddy (2 pcs)
  - A clever box on wheels to support your mannequins.
  - Active Fixtures with two-pin interface for supporting a mannequin torso or legs.
  - Pedals for dock ejection and 0°-180° fixture rotation.
- Apple iPad™ Air and charging cable.
- Power plug and main switch. Euro, UK or US format available.
- Ethernet cable for remote support and update functionality.
- 16 GB USB 3 stick for storing your images.
- Gray card for White Balance calibration.

## 3 Size and Weight

### 3.1 System Dimensions

Dimensions without any accessories attached. See accessories for additional measurements.

- Height: 241 cm (95 inches).
- Length: 395 cm (156 inches).
- Width: 190 cm (75 inches).

### 3.2 System Weight

- StyleShoots Vertical weight (ex Caddies and Mannequins): 600 kg (1,323 lb).

#### 3.2.1 Crate Dimensions and Weight

StyleShoots Vertical standard shipment consists of two custom built sturdy wooden crates.

- Total Weight incl. StyleShoots Vertical: approx. 1.100 kg (2,425 lb)

## 4 Input and output

### 4.1 Output formats

StyleShoots can export your product photos with different backgrounds and effects, in multiple file sizes and formats.

- JPEG files with file ending .jpg in RGB color space and sRGB color profile.
- PNG files with .png ending in RGB color space and sRGB color profile.
- TIFF files with alpha mask in separate channel.
- CR2 original camera file.

### 4.2 Export preset settings

- ORIGINAL: A full resolution JPEG file without Auto Alpha processing or cropping.
- PROCESSED: The Auto Alpha result with alpha transparency saved as a lossless PNG file.
- TIFF: The Auto Alpha result in maximum lossless quality with the alpha transparency mask as an individual channel.
- CR2: The original Canon RAW file saved directly and untouched from the camera.
- At each export, your image can be saved automatically in up to 25 preset formats.
  - Set custom export preset name.
  - Background can be custom RGB color, an image, or transparent (PNG only).
  - Drop shadow with adjustable size, angle, distance and opacity.
  - Maximum image size between 25 x25 and 5000x5000 pixels.

### 4.3 Input formats

Import image files from a connected USB storage device as backgrounds or overlays.

- JPEG files with file endings .jpg and .jpeg in RGB color space and common color profiles, such as sRGB, Adobe RGB and Generic RGB.
- PNG files with file ending .png in RGB color space and common color profiles.

## 5 Options

### 5.1 In-depth user training course

Get the most out of your investment by offering your colleagues an in-depth course in the use of StyleShoots. During the course, our trained specialist provides educational tips & tricks along with hands-on technical insights and creative styling methods, so you can reach the maximum potential in your content production. The course is adapted to suit your needs.



### 5.2 Extra Caddy

Optimize your workflow when using multiple mannequins.

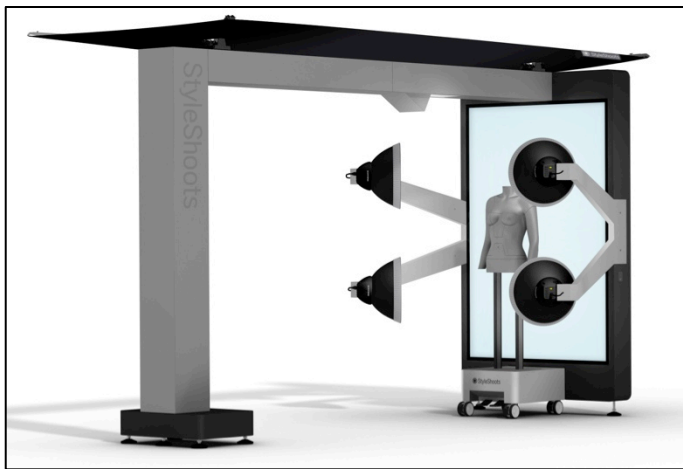
- The Caddy makes it easy for multiple users to move and interchange mannequins.
- Magnetic cable-free docking and 0°-180° rotation for front and back photography.
- Pedals for rotation release and fast undocking.
- Includes a short or long Active Fixture, for automatic cut outs with Auto Alpha™.



### 5.3 Canopy

Part of the initial installation, or retrofitted by StyleShoots staff.

- Specially designed for mounting on top of StyleShoots, shielding light coming from above.
- Ideal for placing StyleShoots in busy environments such as a warehouse, where ceiling lights and surroundings cannot be controlled.
- Canopy increases total height to 257 cm (101 inch), length to 405 cm (159 inch) and width to 195 cm (77 inch).



### 5.4 Bluetooth Barcode Scanner

For increased speed and accuracy scanning barcodes, use an external Bluetooth scanner.

#### 1D Laser Scanner

Model: KoamTac 200i

- Scans all major 1D (linear) barcodes
- Bluetooth 2.1+EDR, MFi
- Bright OLED display
- Rechargeable and replaceable battery
- Setup guide and lanyard included

#### 2D Laser Scanner

Model: KoamTac 300i or higher

- Scans all major 1D and 2D barcodes
- Superior scanning performance
- Bluetooth 2.1+EDR, MFi
- Bright OLED display
- Rechargeable battery
- Setup guide and lanyard included

## 6 Operation and safety

### 6.1 Room requirements

- Minimum room size, for comfortable working conditions:
  - Height: 250 cm (100 inches).
  - Length: 420 cm (165 inches).
  - Width: 400 cm (160 inches).
- Plain leveled floor supporting system weight and allowing smooth travel of the Caddy.
- Even, neutral ceiling and walls. Ideally gray or dark color room, to avoid reflections and achieve consistently great results.
- Constant, uninterrupted power, supporting power consumption of 1000W.
- No ambient light from windows or room light. A completely dark room is recommended, as StyleShoots provides enough working light on its own. If there is electrical light in the room, it must be possible to turn off. If there are windows or ceiling lights, they must be possible to cover.
- Reasonably dust-free environment. Electronic equipment may suffer from dirt and dust collecting over time.

### 6.2 Temperature

- Normal room ventilation such as open door, window or ventilation system. Lamps and electronics in StyleShoots generate moderate heat during a full working day.
- Operating temperatures: Max 30°C, Min 0°C (104° - 32° Fahrenheit)

### 6.3 Power

- Required: AC Power outlet. EU or US socket, unless otherwise agreed.
- Max power consumption: 1000 W.
- Operates on AC power, 230 V, 50 Hz. Can be delivered to operate at 120 V, 60 Hz.

### 6.4 Internet access and Security

- Required: Direct uninterrupted internet access via Ethernet cable or wall socket.
- The iPad is controlling StyleShoots through a discrete WPA2 protected Wi-Fi.

### 6.5 Safety

- Electronics, computer and camera are enclosed in the structure. Tools are required to access the internal components. Service and maintenance may only be done by StyleShoots staff on-site, or according to explicit instructions from StyleShoots staff.
- StyleShoots complies to CE safety regulations and part 15 of the FCC rules.

## 7 Warranty

- 12 months guarantee against manufacturing errors.
- Manufacturer warranty applies to branded products from, including but not limited to, Canon, Apple and Bowens.
- The Terms and Conditions for Software License, Maintenance and Support cover software updates and access to remote support (see section 4 of Appendix 2 for details).

Specifications described in this Data Sheet can be changed by StyleShoots at any time without prior notice.

www.styleshoots.com  
info@styleshoots.com  
+31 (0) 2 23 720 09 01

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