designed for

BIKES

& more

CUT COSTS | OWN THE KNOWHOW | SPEED UP TIME TO MARKET

BIKE STUDIO

Ultimate imaging solution
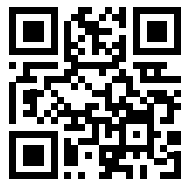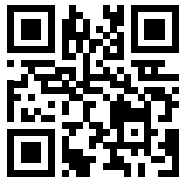for the bike industry

Made for bike e-commerce

Work your way through visual content production with the ease of a downhill ride. Templated lighting and camera control simplify your workflow while advanced software accelerates your time-to-market to a new level. And your studio stays versatile for product types all the way.

Why Bike Studio?

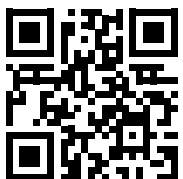With **Orbitvu Bike Studio** you get an integrated solution for the bike industry. High-quality photos, 360° views, and videos of bikes, clothing, shoes, and accessories can be shot and published in one streamlined process that matches the pace of your enterprise. Plan your work dynamically with flexible templates, shoot freely in a versatile space, and get the content hype from social media and advertising.

360° VIEWS

You get the unique ability to create 360° spins of bikes and products, all with the background cut from the pictures within seconds. It is easy, automatic, and frees you from tedious post-production.

ALL-IN-ONE SOLUTION

The studio adapts to your style, skillset and workflow. It allows you to shoot bikes and all related goods as well as live models. Full range of applications in your hands.

FAST AND REPEATABLE

Studio software controls all the necessary settings during the session and in post-production. Keep them safely in templates to invoke any time you need to repeat a setup. Workflows get faster and repeatable with a view to your growing business.

How it works

1 AUTOMATED IMAGE CAPTURE

Bike Studio was created to simplify the production of your photos, 360° spins, and videos. The integrated software automatically controls the parameters of the camera (incl. camera movement) and lights, 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 removes the background on the fly, both from stills and 360°spins.
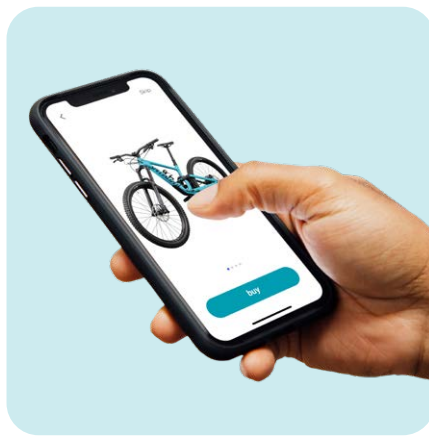
3 INSTANT ONLINE PUBLISHING

Output files can be uploaded directly from the application to a number of popular e-commerce platforms (e.g. Shopify and Magento), YouTube, **Orbitvu Sun Cloud** and many more.

See how Bike Studio works
orbitvu.com/bsworkflow

Hardware features

1 TOP LAMP

Double top lamp instantly ready to shape your scene.

2 BIKE PULL-UP AND SUSPENSION SYSTEM

A convenient system operated from the ground. You are able to suspend your bike in seconds and rotate it to create 360° views. All easier and faster than ever.

3 SLIDING PANELS

They change the interior to black or white, for better contrast control.

4 ORBITVU STATION

Powerful software that controls Bike Studio and automates the entire photoshoot workflow.

5 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 the photo studio.

6 ORBITVU MOTORIZED STAND

Easy to operate, controlled by the Orbitvu Station software, ensures smooth camera movement (tilt, height and zoom).

ORBITVU **BIKESTUDIO**

7 WIDE LAMPS

Set the foundation of light atmosphere, create volume, plasticity & shadows.

8 NARROW LAMPS

Brighten the shadows, decrease contrast and bring an extra punch to your photos.

9 MODEL INTERACTION KIT

Includes a virtual mirror and sound/visual signals to facilitate the work of models, stylists and photographers.

10 BACKLIT BACKGROUND

3 meters wide, for pure white background in an instant; can be controlled as a single unit or the centre part and the sides separately.

11 MODEL POSITIONING KIT

Marks the proper position on the stage and automatically turns off when the capture starts.

Technical specifications

HARDWARE SPECIFICATIONS

242H6	BIKE STUDIO	
	Orbitvu motorized stand	✓
	Backlight	✓
	Wide lamp	✓ (2 pcs)
	Narrow lamp	✓ (2 pcs)
	Top lamp with top mount	✓ (1 pcs)
	Motorized hanging kit	✓
	Model interaction kit	✓
	Model positioning kit	✓
	Operator stand for PC and monitor	✓
242A14-ES2	Top lamp with front mount	optional
242A15	Product positioning kit	optional
242A24	IQ mask upgrade kit	optional
242A8	Backlit turntable	optional
238A31	Magic table	optional
299A3	Column stand	optional
	Camera + lens	optional
242A25	Computer	optional

SOFTWARE SPECIFICATIONS

ORBITVU STATION

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

* For more information, visit our compatibility page:
orbitvu.com/compatibility-guide

ORBITVU VIEWER

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

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**
- **1 × Ethernet port or WIFI connection for the Internet connection**

395 cm

6 cm

292 cm

70 cm   547–847 cm   10 cm

70 cm   301 cm   10 cm
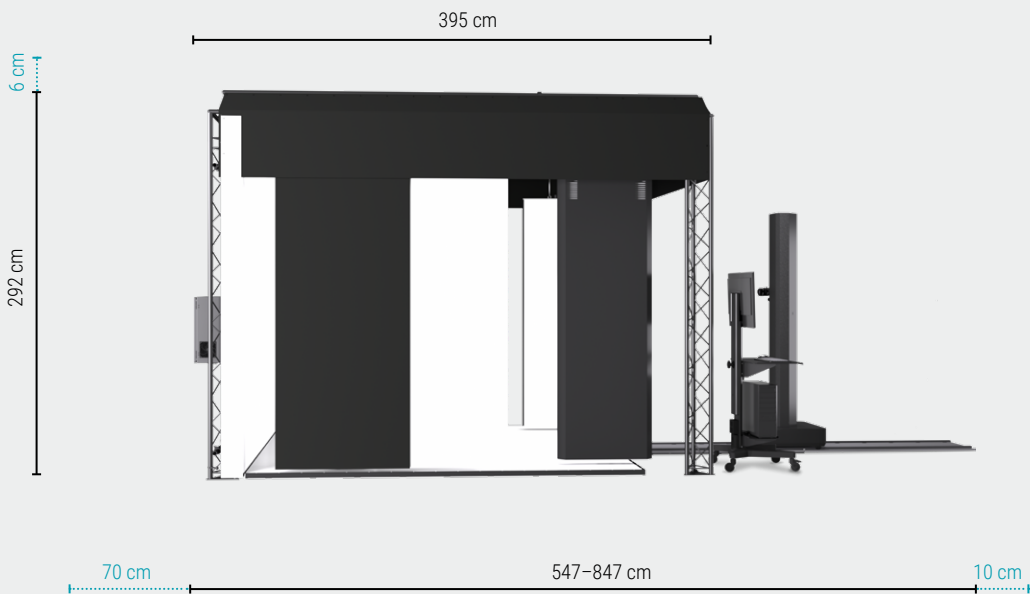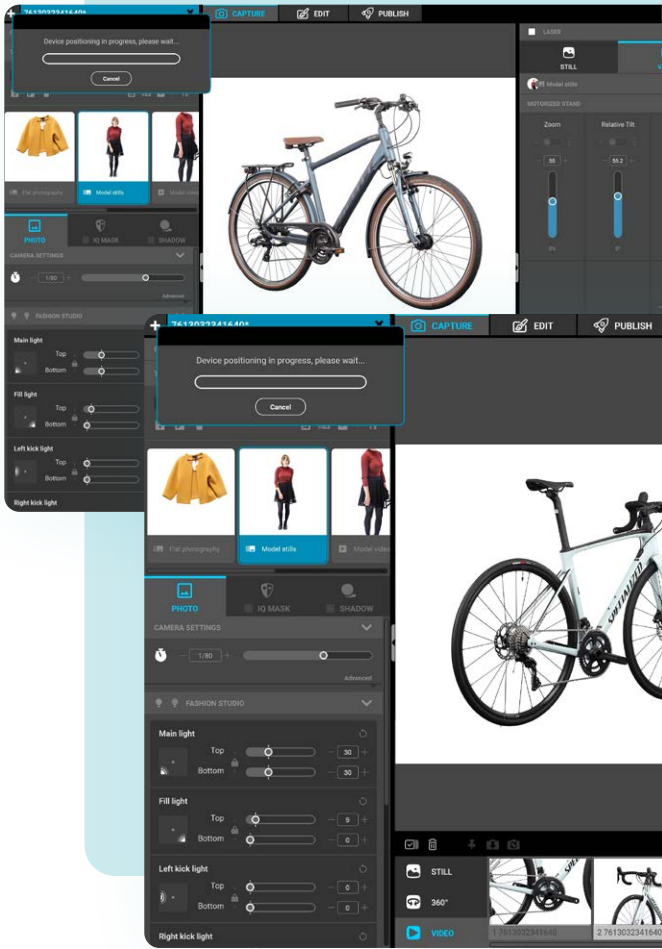
Length with Motorized Stand rails	**547–847 cm**
Minimum Room Requirements (L × W × H)	**627 × 381 × 298 cm**
Power supply	**3 phase 100–230 V AC**
Max. current @100V per phase	**16 A**
Max. current @230V per phase	**7 A**
Max. power consumption	**4800 W**
Laser class	**2M (From IEC: 60825-1)**
Operating temp. range (Min. – Max.)	**10–35°C**
Number of lumens	**189 600 lm**
Max. suspended product weight	**35 kg**

* Using two fishing lines per one wheel.
Specifications are subject to change without notice.

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

[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.

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

Control the light and play with exposure on a large stage in Bike Studio. The studio provides all the equipment needed to unleash your creative powers and make your products shine in perfectly crafted photos, 360° views and videos. Take your free-riding spirit to visual content production!

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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