

3D-VIZ.COM AG

# AT360 Serie

more system | more passion





## Why 360° photography?

E-business has brought about distinct changes in the requirements for professional photographers.

Besides conventional product photography, interactive applications form an important business field of many photographers. Internet applications can do much more than a conventional print product. Depicting motion, zoom and films – innovative web design opens almost infinite options in terms of presentation of the object.

### 360° – the natural way of viewing

The natural need of the human eye for optical perceptions is fulfilled by 360° presentations. The human brain grasps and understands even apparently three-dimensional representations much quicker than two-dimensional figures.

With 360° visualisations, one gets an optimal presentation for all computer-based applications. Besides enhancement of images, 360° objects have a considerably higher competitive advantage.



### 3D-VIZ gallery

Visit the online gallery where you can find many examples and experience the variety and quality of 360° visualisation.

### Advantages of digital images

- Improved communication.
- Interactivity: The user can move individual products, zoom in on details or move sections
- Using this technology, even minute details of product features can be illustrated with quality that has thus far been beyond imagination.
- Complex processes and products can be portrayed clearly and represented using a variety of their functions and variants.
- Inhibition thresholds in making purchase decisions have reduced and security when making purchases has risen significantly.
- Users find three-dimensional representations to be more modern, attractive, interesting and these representations of products are more capable of arousing curiosity than two-dimensional ones.
- Unique data compression routines enable shorter download times.
- Phase One High-End cameras can be used to create printable data of the highest quality.
- In any product visualisation, „OneStop-Imaging“ enables developing formats for Web applications, multimedia-presentations, E-marketing, interactive assembling instruction manuals as well as printable front-views and side-views for packaging, advertising, catalogues etc.

## Hardware

Web shops, infotainment or presentation of objects in museums – for all these years, the creation seemed relatively complex and required comprehensive technical knowledge. With the systems of 3D-VIZ.com, which comprise a hardware and a software solution, 360° animations can be created very easily.

The modular system is compatible with professional camera systems and offers an extensive range of accessories for visualisation of various products. The computer-controlled stepper motor rotates the object in defined steps with an accuracy of about 0.01 degree. This makes most accurate visualisations of 2 to 360 shots possible.

The 3D-VIZ.com systems can be used with conventional studio lighting systems. Used in conjunction with high-end digital components of up to 80 megapixels, it allows for the most precise representation of materials and for magnification with a high resolution.



## Software

The 3D-VIZ software package comprises two independent elements: The 3D-VIZ control panel provides the parameters, for example for controlling the turntable, the speed and the braking time.

The turntable is connected to the computer via USB 2.0. The 3D-VIZ tool uses the images taken and creates a three-dimensional visualisation. The software based on templates creates individual functions and design quickly and perfectly to meet the customer's requirements. The visualisations are saved in HTML5 format and can thus also be used for devices or web pages that do not use flash animation.

Two preinstalled templates with several functions and designs are already included in the software package. Texts in the viewer can be modified quickly and easily via xml. Additional templates are instantly available on the website [www.3dflashtemplate.com](http://www.3dflashtemplate.com). Individual customized templates can also be ordered online.



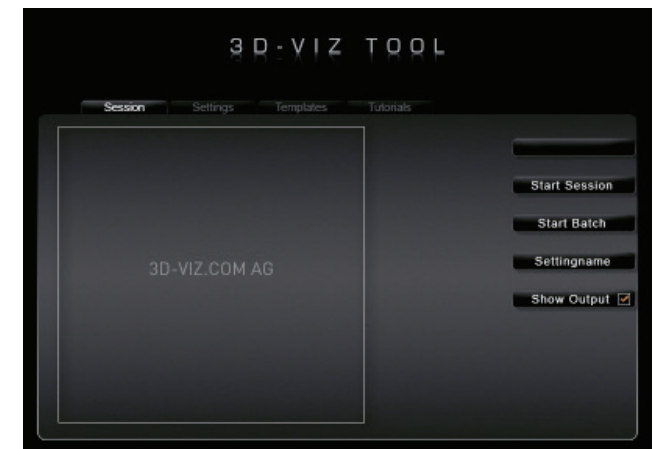
3D-VIZ Control Panel

Simple symbols and easy operation of the control tool make the working day less stressful.

The quality of the output meets the requirements. Whether they are web applications or CD-presentations, the special software always delivers images of the highest quality with the size of data being at a minimum.

The unique compression routines in this software create the smallest packets of data of around 200 KB with 16 images and reloading the zoomed files is rather quick even with low speed internet connections.

Designed to deliver a perfect and quick workflow – the software package for the AT360 system contains a software script for the Phase One software Capture One. From the back of a camera right onto the net in less than two minutes.



3D-VIZ Tool

Efficient monitoring of results without large computing periods make it a high-performance tool.

## 360° photography in the museum

3 questions for Dr Alfred Walz,  
Director of Applied Arts at the Herzog Anton  
Ulrich Museum in Braunschweig / Germany

### 1. What are the benefits that 3D-like representation offers for your scientific work?

First of all, when working scientifically on an item, a 3D-like representation, in contrast to a series of conventional photographs, offers the benefit of continuous processing of the surface relief and the inner structures. In this way, transitions and connections can be explored and detected in a much better way. Another benefit is the visual availability of the item in its in-the-round-view for the scientist working on the PC. A 3D-like representation offers essential benefits that can hardly be overestimated when there is a large distance between the scientist and the object. In this case, the density of the visual information, which is much greater compared to a series of conventional photographs, normally provides a sufficient basis for an objective assessment of the surface qualities of the photographed item.

### 2. In what way would the generated data change the presentation for the visitor?

The person looking at a 3D-like representation holds the object in his hand, so to say. And just like viewing an object that you are holding in your hand, you can rotate and turn the object at will by using the controls. In museum pedagogics, the playful experiencing of an object is considered an extremely efficient learning method. Unlike when looking at the normally imperfectly or „unilaterally“ illuminated original shown in the display case or on a base, a 3D-like representation, thanks to the sophisticated illumination of the picture, brings out details the visual perception of which can be experienced as an optimisation, if not a „revelation“.




### 3. Do virtual presentations allow for a different form of handling the objects, also considering the necessity to conserve these?

Without doubt, access to a 3D-like representation will reduce the number of times the researching scientist has to look at the original object to a minimum, which consequently, for manageable items, will also reduce the number of times it has to be moved from one place to the other. The 3D-like representation offers optimal imaging of the object for documenting its conservatory state. It will help to detect any subsequent gradual changes of the state in more detail and to assess these more accurately than when comparing it to two-dimensional representations.

Objects from the State Museum and the Herzog Anton Ulrich Museum in Braunschweig. Follow the link of the QR Code



Foto: HAUM / Vase aus Medici-Porzellan, Florenz, um 1575/80

Technical specifications	AT 360	ATM 360	ATS 360
			
Structure	Modular	Modular	Fixed
Ceiling installation	Available	Available	–
Support with opal plate	Available	Available	–
Diameter – turntable	700 mm	500 mm	400 mm
Load carrying capacity – base	240 kg	120 kg	80 kg
Load-carrying capacity – opal plate	20 kg	10kg	
Installation height – base	300 mm incl. feet	240 mm incl. feet	230 - 240 mm incl. adjustable feet
Installation height – column	680 mm	600 mm	–
Installation height – opal plate	135 mm		–
Speed	max. 2 rpm	max. 2 rpm	max. 2 rpm
Power connection	110 V / 230 V	110 V / 230 V	110 V / 230 V
Material	Stainless steel, polished	Casing stainless steel, polished / turntable acrylic	Steel, powder-coated
Direction of rotation	right / left	right / left	right / left
Dead weight	36 kg	18 kg	15 kg
Software	3D-VIZ CTRL (control panel) 3D-VIZ TOOL (visualisation software) MAC OSX 10.6 or better / Windows XP / Win 7	3D-VIZ CTRL (control panel) 3D-VIZ TOOL (visualisation software) MAC OSX 10.6 or better / Windows XP / Win 7	3D-VIZ CTRL (control panel) MAC OSX 10.6 or better / Windows XP / Win 7



## Zubehör

Perfect technology and effective software form the basis for precision work.

The extensive range of accessories offers the appropriate holder for individual fields of application thereby imparting variability and flexibility.

This converts the base unit into a universal working device. The basic unit of the AT360 and the ATM360 thus becomes a universal tool.



**AT 360002**  
**AT 360005**  
Stainless steel  
design in lengths  
68 and 46 cm



**AT 360004**  
for large objects  
Diameter 120 cm  
(not for ATM360)



**AT 360008**  
for suspended  
objects



**AT 360032**  
Heavy-duty  
aluminum plate  
(not with ATM360)



**AT 360014**  
with 3 axes



**AT 360015**



**AT 360006**  
**AT 360007**  
to be mounted di-  
rectly on the mo-  
tor  
unit or the column.  
Available in various  
sizes



**AT 360016**  
up to a weight of  
15 kg for suspended  
object



**AT 360024**  
Set of 4 sizes  
(also for ATS360)



**AT 360009**  
with acrylic shaft and  
Apertured holder



**AT 360012, AT 360013**  
**AT 360023**  
optionally for  
Elinchrom,  
Broncolor, Profoto



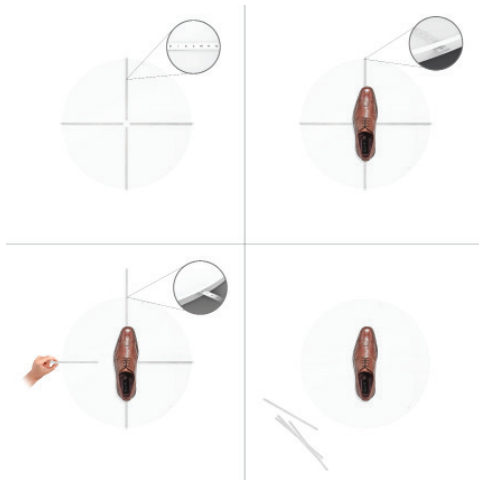
**AT 360010**  
for column



**AT 360003**



**AT 360033  
AT 360034**



**Linkbox**

for connecting base and camera for:

- Phase One 645 DF
- Nikon DSLR: D2X, D3, D300, D 300, D700 uvm.



**Kamerakabel**

for  
 Phase One 645 DF\*  
 Canon DSLR  
 Nikon MC-30\*  
 Nikon MC-DC2\*  
 Hasselblad H4  
 Leica S2  
 Sinar Hy6  
 Horseman G3  
 \* only when used in conjunction with the Linkbox



**ADRESSEN und QR CODE**