

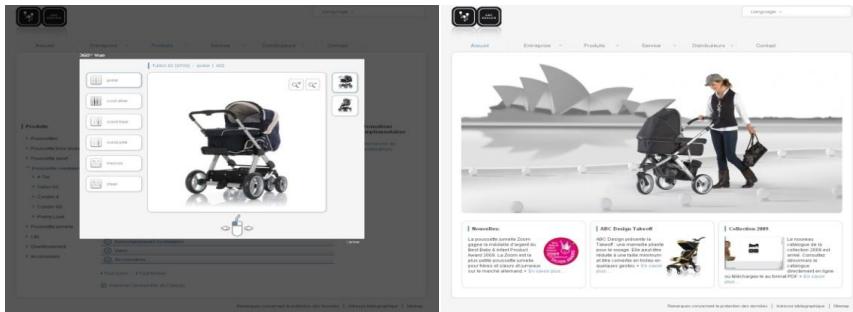
For ABC Design, PackshotSpin studios make visual creation as easy as 1,2,3

Paris, July 20th, 2009 – Aware of the great potential of Rich Media interfaces on the Web, the ABC Design company opted for an innovative way to present its products: 360° animations. In order to achieve this online strategy, the German pushchairs and children accessories specialist acquired the PackshotSpin O9T creative workstation. The one and only integrated solution able to create Flash animations of voluminous objects weighting up to 310kg. Today its corporate website proposes series of 360° animations of all its large products.

Publishing 360° animations of prams, strollers and buggies has never been so easy for ABC Design. The well-known producer of children quality products made the choice of the PackshotSpin O9T creative workstation to improve its clients experience online. The integrated and all-in-one features of this technology were the main reasons motivating this acquisition: *"we were searching for a system which offers the hardware and the software for 360° photography"*, explains Patrick Straub, webdesigner for ABC Design and main user of the solution within the company.

Specifically designed for voluminous and/or heavyweight products, PackshotSpin workstations are well adapted to ABC Design ranges. Among their most popular articles are pushchairs, prams, strollers and buggies, all large objects which obviously lead to specific constraints for shooting. Thanks to its tailored turntable and its synchronous action with the software, PackshotSpin O9T is able to create numerous Flash animations.

With PackshotSpin O9T, the company's Marketing and Communication department made the choice of an efficient and cost-saving way to create 360° products views. Only integrated solution providing automatically interactive and high quality visuals, this innovative concept permits to rationalize the visuals production process. *"When all settings are done for the first product, following objects are all made very quickly with these settings"*, explains Patrick Straub.



The German company can now propose a real immersive experience to its online customers. Today, it has more than 200 realistic products pictures at its disposal. Its strategic use of the high tech creative workstation also contributed to reinforce its online presence through massive publishing of interactive animations. A format very appreciated by customers. *"360° animations are always a big eyecatcher and give the consumer a better and more realistic view on the product which also gives them an easier buying decision"*, says Patrick Straub.

According to the webdesigner, PackshotSpin O9T proved to be easy to use and efficient during the creation process of new visuals - 360° animations and high definition photos of products: *"this 360° photography system combines easy and quick build-up hardware and a very intuitive way to use the software"*. Moreover the Flash animations are easily integrated to the interface of its corporate website. The site is now updated on a frequent basis, always in line with new products launches. Patrick Straub sum up: *"the benefits for our company are a big added value and the fact that we are on newest technical level in terms of creation"*.

Communication costs were also a major requirement for the company concludes Patrick Straub: *"with the system we also wanted to be autonomous from external agencies which offer 360° pictures. The*

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price performance ratio of the PackshotSpin studio is very good. With the help of PackshotSpin O9T, ABC Design plans to differentiate its trademark from competitors through rich interface, high quality contents and 360° animations.

Equipped with this new generation of photo studio, the company's return on investment is guaranteed for all its communication operations focusing on the products. Through a massive use of 360° animations, ABC Design is adopting an all new way to communicate online and thus, to improve relations with customers.

PackshotCreator will have exclusive presence during the next [Mail Order World event](#) taking place in Wiesbaden from September 30th to October 1st 2009. PackshotSpin range as well as the others PackshotCreator product lines will be presented on this occasion.

Visuals available on demand

About ABC Design

The medium-sized, family-run company ABC Design from Albrück in the Black Forest has been offering high quality and innovative products for children since 1988. The southern German company places greatest importance on personal contact with the customer and a comprehensive range of services.

Since 2005, ABC Design has been the market leader in the segment of pram/pushchair combinations on the German market. Awarded with the iF Product Design Award and nominated for the Design Award of the Federal Republic of Germany, ABC Design is a driving force of the market with ever new products and technical solutions. ABC Design has an international distribution network representing it in 30 different countries. The company ensures the high quality of its products by performing regular tests in its specially outfitted laboratory in Asia.

<http://www.abc-design.de/en/home.html>

About PackshotCreator

Created in 2001, PackshotCreator designs, develops and markets a range of photo creative workstations for companies. The PackshotCreator concept, requiring 3 years of R&D, is protected by 14 international patents. This space-saving photo studio connects directly to a PC and produces infinite professional-quality product photos and 360° animations. The key to the solution is the intuitive software interface, which allows users to easily take instant photos and manage pictures (editing, emailing, commenting, printing...)

PackshotCreator is designed for non-expert users and responds perfectly to every company's product communication needs: Marketing & Communication, Web (Multimedia, E-commerce), R&D, Production, Quality Control, Archives...

The PackshotCreator range boasts over 2 000 users worldwide, including such industry leaders as vin-malin.com, EBay, Cristal d'Arques, AchatVip, Essilor, Fnac, Philips, Fujifilm, Thomson, Sagem, Schneider-Electric, Henkel, Nina Ricci, Tupperware, Yves Saint Laurent, Franck Provost, Tissot, Nivea, Masterfoods, Swatch, Sanofi Aventis, Colgate Palmolive, Auchan, Fauchon, Yoplait, Bata, Aubade, Nature & Découvertes, , Harry's, etc.

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