

PackshotCreator® propels OneDirect towards 3D

Paris, January 26, 2009 – Leader in Professional Telecommunications, the company OneDirect is known to be on the lookout for new cost-effective solutions. With the acquisition of the PackshotCreator 3D HD, it was able to enrich its website with new interactive content and favorably present its products.

A visitor remains an average of 7 seconds on each web page; a pure player will attach importance to aesthetics, usability and interactivity of its site. To capture the user's attention and therefore retain it, OneDirect decided to improve the web browsing experience of their site. **The redesign was accompanied by a new way of presenting certain products.** The product pages with the additional "3D View" tabs are targeted upstream by Marketing Director, Emmanuelle Tellier (for example, promotional gifts given to clients).

Continuously rotating and mouse controlled, the 3D animations on the OneDirect site are created in-house by Emmanuelle Campagna, the "Official" PackshotCreator 3D HD user. She embodies the client satisfaction associated with this range of compact photo studios: "What convinced me were the benefits for the PackshotCreator users. They can be summed up in 4 words: simplicity, versatility, efficiency and profitability." Now, she is able to create Flash animations in just a few clicks.

The 360° product views produced in-house with the PackshotCreator are fluid and "light" in terms of volume bytes. The web pages open immediately and bring comfort and efficiency to the navigation. There is no need to download any additional programs: the Flash® animation, created with the PackshotCreator, is the most popular format used in Internet browsers. You can then view the products from several angles. **3D animations allow the visitor to play with the product, creating interactivity.**

The 360 degree animations are very attractive for the users; Emmanuelle Campagna's work has gained in productivity. A procedure was implemented upon the receipt of the PackshotCreator solution. E. Tellier defines a weekly schedule of products to be photographed and puts it in a shared file with E. Campagna. 3D is not just for the best selling products but not systematically done either. In all cases, whether in 3D view or fixed view with zoom, the products are facing the same direction (forming a 45 ° angle on the left). The standardized exposure allows PackshotCreator to give all products the same brightness, the same color, the same professional look. **This tool was necessary for OneDirect's new communication plan**, strengthening the company with daily site updates, increased views at close range, the launch of two new prospect catalogs...



The site experienced a significant increase in traffic automatically improving the performance of the site. **Thus the monthly turnover in December 2008 was up 27% compared to 2007.** We understand better why **the 360° animations of products are the top means envisioned by companies to enhance their offer.** The purpose of a site is also to serve the widest audience possible. The founding president Emmanuel Stern draws our attention to this point: "This is to accommodate all visitors, including those who will not be able to go to the store to see the product before buying it on the Internet. Anybody may momentarily be unable to move: this is not just the disabled or people living too far from the stores. **Buying online must not deny the pleasure of the item display.**" E. Stern was satisfied with the results achieved quickly following the acquisition of

PackshotCreator an enriching image database, a more consistent and qualitative website content, and a more responsive and flexible website.

Emmanuelle Tellier explains to us why her choice fell on the PackshotCreator: "**Investing in this complete solution - hardware and software - is sustainable and minimal compared with a photography budget.** We need professional quality pictures for products such as wired phones. We also need to increase the number of "standard" visuals. For each technical product, there are at least 5 visuals (packaging, front, side, back, and if necessary the contents of the box). The user must be able to imagine how the product will be delivered; to see all angles when they cannot touch it, just as if they were in the store ... For hands-free kits, it is the bundles and accessories shipped with the product which were made visible. It is an **innovative and effective means to improve the customer's shopping experience**". And rich interfaces such as these are going to start spreading more widely on the web...

About OneDirect

OneDirect specializes in professional telecommunication distribution. The company is the field leader distance sales. Since 1999, OneDirect has continued to grow and expand within Europe: establishing itself first in France and then in Spain, the company is now present in Italy, Portugal and Germany. OneDirect offers over 1800 products and phone accessories that are sold directly to businesses.

About PackshotCreator

Created in 2001, PackshotCreator designs, develops and markets a range of office photo studio solutions for companies. The PackshotCreator concept, requiring 3 years of R&D, is protected by 12 international patents. This space-saving photo studio connects directly to a PC and produces infinite professional-quality product photos and 3D 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 1 500 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.

* Only with the PackshotCreator 3D and PackshotSpin range

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