



How to create 360° views of packages, components or equipment

As an exhibitor at PACK EXPO, you don't need to have a Hollywood studio or professional equipment to be able to demonstrate your components or small products via 360° images.

For a package or component, you will need the following: A mobile device, table, product turntable, tripod, solid background wall, good lighting, a helper. For larger machinery, just the phone/camera, tripod, and good lighting.

It is important to note that hosting 360° images in your online showroom is 100% self-service. PMMI doesn't perform any of the photography or hosting, but we do provide these instructions on how you can do this yourself. Once you create the 360° images, you can paste a link to them in your showroom under "Additional Content", which in the back end is labeled "Add collateral."

Please note, there are modest fees with the third-party tools we recommend using. You don't have to use these tools; there are many similar platforms, and they are all roughly priced about the same. We chose the one we thought would be best suited for exhibitors.

Photography and Rendering

There are a couple of major steps to developing your 360° image project: Picture taking, and 360° image rendering. We recommend using [Glo3D360](#), which offers an all-in-one solution. The mobile app, available for IOS and Android devices (smartphones and tablets), allows you to take your photos, render your 360° image, and publish it as a GIF file, an MP4 video file, as an embedded file for, say, your website, and most importantly, as a standalone link that you can embed in your virtual showroom. They also have an application for Microsoft Windows as well as Mac OS X. Their website provides many [tutorial videos](#) for using the product. The app itself is free to download but requires a subscription for full access to advanced features.

Pricing information for the different subscription plans is available on the [Glo3D website](#).

Choosing a place to photograph your product

Ideally, your product should be positioned in front of a solid color background or wall. You will also want to control the lighting as much as possible. Try not to shoot in front of windows, as that will cause a mixture of indoor and outdoor light. If you can't move your product, then cover the windows. If you can't avoid windows, consider shooting at night. If you are in a room without windows, turn on your overhead lights. If you need more lighting, use lamps. Avoid having low light, as this will cause the image to look grainy.

Shooting Small items such as packages or components using a turntable

Product Placement

For smaller items, use a table for product placement. Position your product near where the table and wall meet and move the product towards the center until there is no product shadow on the wall. If using a tripod, place the tripod close to the table. Make sure you balance your tripod so that your shot is even. A recommended tripod can be found [here](#).

Product Turntable

For smaller items, we recommend using a turntable. The turntable can be used to rotate your product in between shots. Some are motorized while others are not. Some of the fancier ones include third-party software to automate the shoot-and-rotate sequence from your phone. (Or you can just turn it by hand in between shots.) A recommended turntable can be found [here](#). If using a turntable, place it in the center of the table, and distance it away from the wall. This will create depth in the shot. [Here is a link to a video tutorial on how to use a turntable](#). If you prefer [not to use a turntable, this tutorial will show you how it can be done](#).

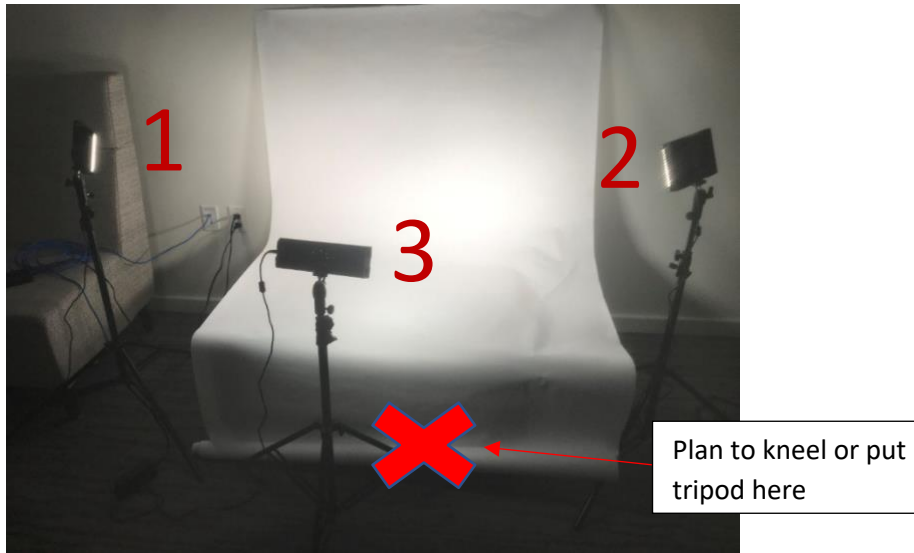
Advice for those who prefer to work with studio lighting

While the process above will produce quality finished images, if you prefer to use lighting on tripods, here is an explanation of how to set up your workspace.

This setup is in front of a wall. The corners of white background paper are taped on each side. A small coffee table is pushed against the wall. The white paper is then dropped on and pulled across the coffee table, so it is covered. Three LED lights are used to control the lighting in the room. We used an iPhone 7 to take test photos, but any recent mobile device will work.



Tape each corner of the backdrop paper against the wall. We taped the edges of the paper a quarter of the way up on the wall. You may need to use two or three strips of tape to hold the paper. After taping both sides, drop the backdrop paper down and cover the coffee table. Any excess paper should be placed in front of the coffee table on the floor.



Lighting

The next step is to light the backdrop properly. In this case, three lights are being used. Two of the lights are set to each side of the coffee table, and are aimed at a 45-degree angle, hitting the backdrop paper.

Lights 1 and 2 are set to the sides of the coffee table, aiming at a 45-degree angle at the backdrop. These are set to 80% power.

Light 3 will be set up in front of the coffee table, a little bit offset of where the product will be. We have the light raised higher on the stand to prevent any glare. The light is set at 100% power. As soon as all three lights are set up, turn off any overhead lights in the room. Plan to stand to the right of light 3. You may need to move light 3 over, which will give you room for your tripod and for yourself to kneel.



You are now ready to take the photos with your mobile device. Place the product in the middle of the coffee table. Make sure light 3 is aimed directly at the product. If you have a reflective product, light 3 should be raised and pointed down at the product.

Taking the Photos

For best results without a turntable, we recommend a two-person process. One person should be the photographer. The other person should move the product. It is important that the photographer not move.

Using the Glo3D app, the photographer should select the camera setting on the mobile device. Disable any filters. Position the shot so that the entire product is in the frame. Hold the camera as steady as possible, to avoid having any motion blur the shot. Make sure the product is in focus, and any words are easy to read.

Take a sample photo and review it to be sure you are happy with the focus, lighting, etc. Once you verify that the photo looks good, your helper should rotate the product 10 degrees. (Remember, the photographer **should not move** to rotate the product. The helper is on hand to move the product.) They can do this process by using the app from their phone. Continue with this process until you have taken 36 images from all different angles of your product. Be sure to review each photo and all of your pictures before breaking down your equipment.

Shooting Large Machines

Unlike small items, machines on your plant floor require the photographer to walk around the object. Things to consider when doing walk-around 360° photography are background, lighting, and product placement and surrounding space. When possible, make sure you have a blank solid color wall behind the product you are showcasing. If this is not possible, draping is a viable option. To give a more professional look, remove any items behind or to the side of your product. This will make your image cleaner and less busy. Once the background is set, the next step is to check the lighting in the room. If you have windows near the product, shut the blinds or cover the window completely to avoid mixed lighting. If you are not able to block the light from windows, consider shooting at night. It's important to avoid having low lighting. It will cause your image to look grainy and of low quality no matter what camera device you use.

Adjust your overhead lighting if possible so that your product is well lit and looks good through your mobile device display. Use additional external lighting sources to light up the scene if the area is dimly lit. Make sure to position additional lights so they are not in your shot. To shoot your images, open the Glo3D app and follow the instructions on this [tutorial for shooting walk-around 360° image](#) (see the 4:56 mark). [Here is an example of an 360° image created outdoors.](#)

Rendering and Uploading Your Images

Rendering your photos with Glo3D

There are two ways to use Glo3DApp: from your mobile device, or from your computer.

From your phone:

This is the recommended way. Start by downloading the Glo3D app if you have not already done so and log in using your account. Once you are on the Explore screen, click the three dots on the bottom right-hand corner, and select "Multi-Images to 3D photo." This is where you can select all of the images that you have taken on your phone. Keep in mind that you need to select the pictures in order from when they were taken for each product. Glo3DApp will process each photo. You are also able to check the order, rearrange the photos, or add any that are needed. After hitting next, you will come to the Preview screen. You can rotate the image by sliding your finger left and right on the phone. Select Next, and a thumbnail of the image will start to process on the 'My Page' screen. You can also get to the 'My Page' screen by selecting the 'Home' icon on the bottom left-hand corner of the app. Once the thumbnail has finished processing, tap on the three dots on the lower right-hand corner, and select Share. Copy the embed code and upload it to your company's Map Your Show account.

Using Glo3DApp with your computer

The Glo3D app allows you to edit images taken with the app or uploaded from a digital camera. The first step is to go to the Glo3DApp [applications](#) page. Once you scroll down, you will be able to see the options for Windows or Mac OS X. Select DSLR Capture Tool under the system you are using. Select the appropriate software and download it. Once you download the App, launch it and log in. From the home screen. Select Multi-image to 360 Photo then. Add the images. Once you do, Glo3D will load all of the photos in order of file name. If your photos aren't in order, you can click and drag them. You can also remove any by selecting the X on the top right of each thumbnail. Once you are satisfied with the order, select Next. This will prepare to Preview. You can click and drag left and right to rotate the item. Select Next. **Make sure you click on no crop and select Next.** You have the option to change and adjust any of the filters on the next screen. Select Save when you are finished. Glo3D will take all of the photos and create an interactive model. Once the 360 photo has

been uploaded, you can access the finished image from the My Page screen. Find the thumbnail created and select the three dots. Choose the first option, which is Share. Make the image public and select embed. Copy the embed code and upload it to your company's Map Your Show account.

Uploading your Rendered 360° Images to Map Your Show

To upload your rendered images, login to your Map Your Show account. Once logged in, select ADD COLLATERAL. This will take you to the upload page where images, videos, documents, and PDFs can be uploaded. Name the image you are uploading so that you can easily identify it. For file type, select 360 image from the pull-down menu. Select the URL option and enter the embed code you previously copied and click ADD COLLATERAL.

Questions or Need Help?

Glo3D photography and rendering help: Email your company's assigned Glo3D representative or info@glo3d.net

To embed 360 images to the Map Your Show Account: Email help@mapyourshow.com