



PRESS RELEASE

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New technology puts retailers in a spin

You'd have thought that the fashion business, a traditionally tactile industry, would shy away from interactive on-screen technology to help sell their wares, but retailers are rapidly embracing a new technology which may change the way online shoppers make their decisions in the future.

Tipped to be one of the fastest growing product display systems on the internet, 360 degree product photography threatens to leave traditional product photography in its wake as internet shoppers demand more and more from their online shopping experiences.

360 degree product photography is a process whereby multiple photographs are taken of a product as it revolves on a turntable. These images are then merged in a computer program to create a Swiftspin which allows them to be viewed very quickly one after another to create the illusion of movement, a digital end-of-pier peepshow if you like. Simply by clicking and dragging on the image, the website visitor can recreate the rotation and is able to see all around the item including zooming in to see detail.

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'Swiftspin' is part of trm:vs ltd

The technology is relatively new but is rapidly being embraced by online retailers, especially those in the fashion industry, where buyers like to see products all the way around. Shoppers want to inspect a product in detail before they contemplate purchasing it, and by being able to rotate an item on-screen and see it from all angles, it is the closest they will get to physically seeing a product in-store. Another reason shoppers are demanding 360 degree product photography is because it means retailers can't cheat in their photography. There's no chance to pin excess fabric or hide an untidy seam, with rotational photography what you see really is what you get. The use of live models add a human element which shoppers prefer to computer generated images as well.

In a recent survey, Swiftspin, one of the UK's leading 360 degree product photography providers found that 97% of all retailers they asked said they believed it was an improvement on what they were using at present. You may think that today's uncertain financial climate is the worst possible time to invest in such a new idea, but it seems not. While many retailers cut back on their spending canny marketeers are taking advantage of the low introductory prices on offer for 360 degree product photography, with some suppliers providing rotations for less than a traditional flat shot. When you realise that the images used to make up the rotations are able to be used in print too you can see the thinking behind the investment.

But it's not just the large high street retailers who are introducing 360 degree product photography to their websites, the smaller independents are finding that it is affordable for them too and they're making the most of being able to compete with the 'big boys'.

It just goes to show, if your customers demand change then you'd better join the revolution, if not you may find yourself going round in circles.

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To view examples of Rotational Photography please visit www.swiftspin.co.uk.

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