



# PRESS RELEASE

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## Swiftspin's New Year's Revolution

At the request of some of its clients, Swiftspin, the UK's 360 product photography specialists, have just added a full zoom feature to their popular rotating image software. The new feature allows users to zoom in to any angle of a 360 spin to inspect a product in minute detail. It joins a growing line-up of functions which includes single zoom, magnify, hotspots and bespoke animation features.

Matt Pope, Swiftspin's technical director, says, "The full zoom feature is perfect for products which have areas of interest all the way around, such as clothing and collectables. It allows users to zoom in at the click of a mouse and continue to rotate the product whilst zoomed in." There were a number of factors which the development team at Swiftspin had to bear in mind when creating the new feature, such as keeping file size to a minimum so that it downloads quickly, and making the file 'self-contained' so that it doesn't rely on externally hosted images.

**Continues...**

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'Swiftspin' is part of trm:vs ltd

Based near the beautiful city of Bath in the UK, Swiftspin are one of the longest established specialist 360-degree spin companies. They offer their services to online retailers and web designers as well as their software to other photographers. They have rotated a huge variety of items online including shoes, bicycles, toys, furniture, lingerie, figurines and handbags.

Swiftspin's website can be found at [www.swiftspin.co.uk](http://www.swiftspin.co.uk). It is packed full of useful information including a free downloadable guide to 360-degree product photography aimed at helping retailers implement 360 spins onto their websites.

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To view examples of 360 degree product photography please visit [www.swiftspin.co.uk](http://www.swiftspin.co.uk).

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