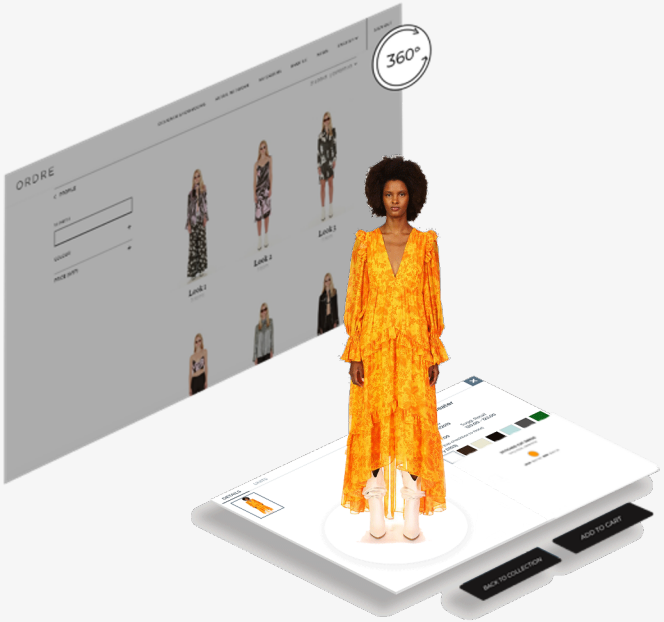
ORB360

TECHNOLOGY POWERING THE BUSINESS OF FASHION



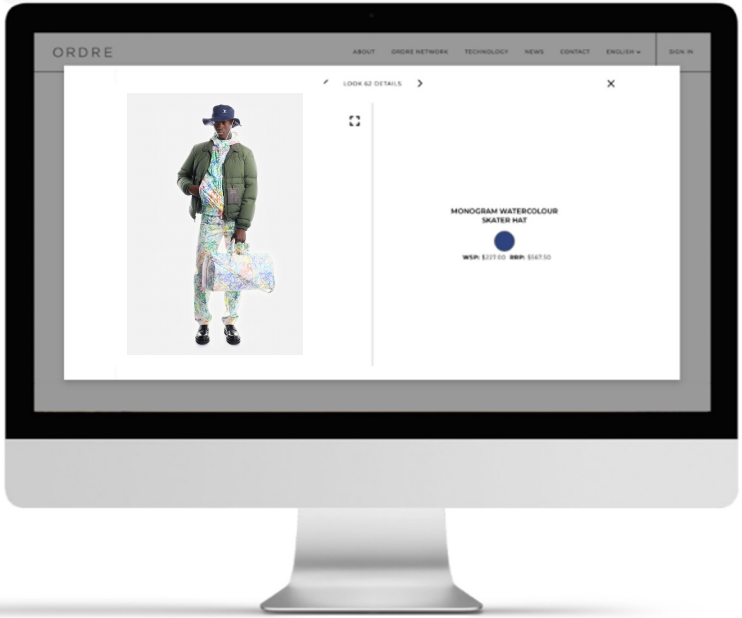
ORB360

SHOWCASE YOUR COLLECTION IN IMMERSIVE DETAIL

PRESENT 360° IMAGES USING ORB360° PATENTED MOBILE IMAGE-CAPTURING TECHNOLOGY

Create a superior digital experience for buyers

Elevate your branding image with designer-level assets



View ORB360° images on

ORDRE

COMPLEMENT OR REPLACE YOUR PHOTO STRATEGY

ORB360° ADVANTAGES

- High-Res 360° understanding of fabrication, construction, and all product details
- Top quality video and image assets available immediately without any retouching required
- Application beyond B2B by also utilising your assets on your e-commerce site
- ORB360° Is fully mobile coming to your showroom to capture your collection

ORB360° OPERATORS TRAVEL TO YOUR SHOWROOM

TO MANAGE TIMELY IMAGE CAPTURE WITH MINIMUM DISRUPTION OR USE OF SPACE

Model ORB360 Unit

Accessories ORB360 Unit

SHOWCASE YOUR COLLECTION IN IMMERSIVE DETAIL

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STEP 1

Decide how many looks by category you would like to shoot and when.

ORB360° confirms shoot schedule

STEP 2

Designer submits CSV linesheet To ORDRE and provides shot list

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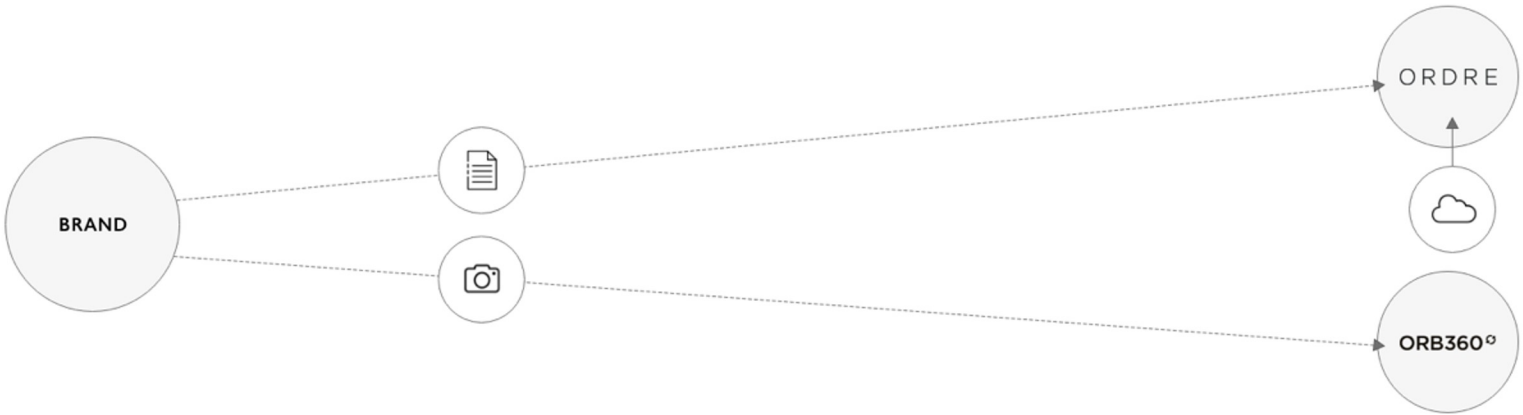
DAY OF SHOOT

the mobile capture unit is set up at your showroom and your collection is quickly digitised

FINAL STEP

ORB360° images are directly uploaded and served through the DAM



CUT COSTS & INCREASE ENGAGEMENT ACROSS YOUR BUSINESS

"WITH ORB360° WE CAN QUICKLY CREATE A BEAUTIFUL VIRTUAL PRESENTATION THAT IS SEAMLESS FROM OUR B2B TO OUR B2C CHANNEL, MAXIMISING ENGAGEMENT AND BUSINESS OPPORTUNITIES."

- MARINE SERRE

ENGAGEMENT	CONVERSION RATE	RETURN RATE	SHOOT COST SAVINGS
93% of consumers want product-level engagement	360° imagery increases consumers' willingness to purchase by +10-27%	360° imagery materially reduces returns by -22%	covers packshot used by production, marketing and merchandising teams

THANK YOU