



Canon

**FOTOGRAFIA ECOMMERCE:
LEVERAGEING CANON'S
CUTTING-EDGE TECHNOLOGY
TO ENHANCE IMAGE QUALITY,
STREAMLINE WORKFLOWS,
& DRIVE BUSINESS GROWTH**

Fotografia eCommerce leverages Canon's cutting-edge technology to enhance image quality, streamline workflows, and drive business growth with automated solutions.

Fotografía eCommerce, a pioneer in eCommerce photography, faced challenges in maintaining image quality and efficient workflows as the demand for online visual content grew.

By adopting Canon's R series cameras and implementing a blended shooting approach between traditional and automated, Fotografía eCommerce achieved a 20% reduction in editing time. This strategic partnership enabled them to streamline workflows, boost client satisfaction and expand their business reach across Europe and Latin Europe.

This case study delves into how Fotografía eCommerce leverages Canon's cutting-edge technology to maintain high standards in ecomm photography, adapt to increasing demands, and stay ahead of the competition.

ABOUT THE CUSTOMER

Fotografía eCommerce, part of the Wimgroup, is an innovative digital photography agency company founded in 2012 by Montse Labiaga.

The company specialises in creating high-quality audiovisual content for digital clients across various industries, including textiles, accessories, jewellery, home goods, electronics, food, and industrial products.

With a strong presence in Europe and Latin America, Fotografía eCommerce is renowned for its technological advancements and dedication to delivering exceptional visual content that drives business growth.

CUSTOMER OBJECTIVES



Increase Efficiency:

The rapid increase in volume and variety of products required a more efficient and consistent photography process to meet client demands in the ever changing e-commerce landscape.



Process the demand for High-Quality Image Standards:

Lower image resolution, reduced dynamic range, and limited versatility led to increased client requests for corrections and workflow inefficiencies.



Potential Declines in Sales:

Fotografía eCommerce end-clients risked a decrease in sales if subpar image quality led to lower customer perception and trust for brands.

WHY CANON?

Fotografía eCommerce chose Canon as their imaging technology partner due to Canon's reputation for delivering superior visual quality and cutting-edge technology.

Sonia, a professional photographer and sales consultant at Fotografía eCommerce, had a longstanding relationship with Canon, recognizing the brand's ability to meet the high standards required for eCommerce and advertising photography.

"I have been dedicated to professional photography for over two decades but 12 years ago I sold all the equipment I had to reinvest the money in the purchase of a Canon EOS 5D and with it, I saw how the quality of my work increased, since Canon offered me a substantial improvement in both the focus system and the quality of the images."

The adoption of Canon's R series cameras, including the Canon R5 with lenses 100mm, 24-105mm, and 70-200mm, provided the necessary quality and versatility to address their challenges. Canon's technology also facilitated an approach combining automated and traditional studio shooting for maximum efficiency and creativity.

TRADITIONAL OR AUTOMATIC

Automated photography at Fotografía eCommerce uses StyleShoots machines such as StyleShoots Live and StyleShoots Vertical, equipped with Canon's advanced imaging technology like the Canon EOS R5. This approach is ideal for high-volume projects where consistency is crucial, allowing for uniform shots and lighting across batches. Automation streamlines the process, making it efficient for photographing numerous items quickly, especially for flat lay textile, hanger, mannequin, and small product photography.

Traditional studio photography is employed for projects requiring greater creativity and flexibility, such as arranging products with props or using creative lighting. This method is also preferred for photographing larger volume products. Utilising Canon's EOS R5 camera alongside RF 24-105mm F4L IS USM and RF 70-200mm F2.8L IS USM lenses, Fotografía eCommerce ensures high-quality imaging with the ability to manually adjust details to capture the product's best features. This setup allows photographers to fully control the creative process, adapting to various product presentations and complexities.

RESULTS AND BENEFITS

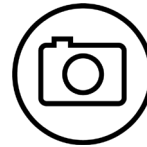
Implementing Canon's advanced imaging technology and an approach brought significant improvements to Fotografía eCommerce.

"Canon has always offered me a substantial improvement in both the focus system and the quality of the images. But the surprise came with the R system, a versatile, stable, and comfortable system. The R5 has been a great improvement in both quality and comfort."



Operational Improvement

Automation and predefined presets minimised human errors and streamlined the photography process from shooting to post-production. This technological integration allowed Fotografía eCommerce to handle large volumes of images while maintaining high standards.



Efficiency

By integrating automated shooting solutions like StyleShoots for flat lay textile and Orbitvu for 360° video with traditional studio methods, Fotografía eCommerce achieved a seamless blend of speed and creativity. This hybrid approach allowed the company to handle large volumes of references quickly while maintaining high-quality standards and creative flexibility.



Business Growth

The superior image quality and efficient workflows positioned Fotografía eCommerce as a leader in the industry, attracting higher-profile clients and enabling business expansion.



Enhanced Image Quality

The Canon R-system delivered true-to-life colours without the need for extensive colour calibration, resulting in higher quality images that boosted user confidence and conversion rates.



Consistency and Time Savings

Configuring presets for each client ensured consistency across images, reducing the need for manual adjustments and enhancing workflow efficiency. The alpha channel feature enabled automatic background separation, reducing editing time by up to 20%.

FUTURE PLANS

Fotografía eCommerce plans to continue leveraging Canon's advanced technology and solutions to explore new avenues in video creation.

Recognizing the growing importance of video content in eCommerce, the company is committed to producing high-quality videos that enhance the online shopping experience. This ongoing collaboration with Canon will ensure that Fotografía eCommerce remains at the forefront of innovation, delivering exceptional visual content to their clients.

CANON'S COMPREHENSIVE SUPPORT

Canon has proven to be a trusted partner for Fotografía eCommerce, led by Sonia and her team, by providing pioneering image solutions tailored to their unique needs.

Fotografía eCommerce has harnessed Canon's cutting-edge imaging technology to excel in the dynamic eCommerce arena. This collaboration has empowered them to produce stunning, high-quality images that captivate customers and boost sales, transitioning smoothly from capture to commerce. With solutions tailored to their specific needs—from textiles to electronics—Canon's technology has enabled Fotografía eCommerce to manage diverse product types effortlessly, ensuring consistent quality and efficiency. This tailored support has been instrumental in enabling Fotografía eCommerce to grow and succeed in a competitive market.

SUPPORTING DIVERSE WORKFLOWS

In the competitive eCommerce landscape, Canon's solutions help retailers stand out by producing creative, high-quality images that capture attention, highlight product value, and stimulate sales while reducing returns.

Fotografía eCommerce has significantly enhanced its business operations by integrating Canon's high-performance imaging technology. The precision and color fidelity of Canon's equipment ensure that every product shot—whether textiles or electronics—reflects true-to-life colors and detailed textures, minimizing the need for post-shoot corrections and thus freeing up resources. With less time spent on edits, Fotografía eCommerce's team can now focus more on creative projects and exploring new market opportunities.

The seamless integration of Canon's technology into Fotografía eCommerce's workflows has also sped up their production process. This efficiency allows for rapid shooting and quicker product listings, enabling them to refresh inventory online swiftly and maintain a distinctive brand style. With these improvements, Fotografía eCommerce has observed a boost in customer satisfaction and repeat business, evidencing the power of quality visuals in eCommerce success.

CUTTING-EDGE COMMERCE SOLUTIONS

In a competitive eCommerce landscape, Canon's solutions enable retailers to stand out with creative, high-quality images that capture attention, highlight product value, stimulate sales, and reduce returns.



Fotografía eCommerce achieves 20% faster delivery times and produces superior quality images, significantly enhancing client satisfaction and business growth.



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English edition
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