

A photograph of a car studio. On the left, a red car is parked inside a brightly lit studio. On the right, a black car is shown in motion, blurred horizontally, with a red light streak trailing behind it. The background is a white wall with a sign that reads "Premium Selection".

Premium Selection

Canon

**QUALITY, SPEED AND
EASY WORKFLOW: CANON'S
INNOVATIVE SOLUTIONS WITH
PRE-MOTION 360° STUDIOS**

Pre-Motion 360° Studios is a driving force in the world of 360-degree car photography. Partnering with Canon resulted in an easy-to-use, highly automated workflow, for delivering high-quality automotive imagery.



QUALITY, SPEED AND EASY WORKFLOW: CANON'S INNOVATIVE SOLUTIONS WITH PRE-MOTION 360° STUDIOS

OBJECTIVES

- ✓ Create a complete photography solution for consistent imagery to support car dealerships, furniture manufacturers, white goods wholesalers plus bicycle and motorbike suppliers, as well as rapid delivery of final images.
- ✓ Deliver high quality imagery to car dealerships as well as brands.
- ✓ Broaden the scope of available car photography packages to clients.

CHALLENGES

- Sourcing high quality imagery products that deliver reliably.
- Deliver high production value imagery in a short time.
- Integrate seamlessly into a wider workflow.
- Establish an automated process to capture and upload images efficiently.
- Create an easy-to-use solution for operators unfamiliar with imaging tech.

APPROACH

Canon EOS cameras are a vital component of Pre-Motion 360° Studios's car photography solutions. With vastly increased demand for images of cars from the internet-buying public, plus dealers keen to present high production values in their offering, a complete photography solution for cars was a natural evolution, explains Bart Hoogmoed, Product Specialist at Pre-Motion 360° Studios. "Often, clients in the automotive market would ... then request backdrops, good lighting and high-quality cameras – which is why we started to develop a total concept for the use case of photography."

THE SCOPE

The company offers three different automated photo studio solutions: Essential, Professional and Premium.

Using a single Canon camera for the Essential and Professional studios addresses the challenges for high quality imagery that's easy and quick to deliver, especially for the operator. The Premium studio is equipped with up-to six bodies, each positioned in a purpose-built arch. This provides 360-degree imagery for end-customers to not only move around the vehicle both horizontally, and vertically.

"The Premium setup means that everything is under control," Bart explains. "The system then automatically downloads the pictures from the cameras, uploads them to the cloud and connects to the client's website or inventory management system." The total solution delivers a wide range of high-quality images that are consistent across individual cars, and thanks to the ease of use designed into Canon cameras, ideal for untrained photographers.

It's one of the reasons, Bart says, that Pre-Motion 360° Studios was drawn to the Canon EOS system as a camera solution. "The intuitive menu and touchscreen means that the studio operators feel as though they're taking a picture with their phone, but with the image quality of a Canon camera."

COMPANY INFO:

Company Name:	Pre-Motion 360° Studios
Industry:	Automotive brands and dealerships
Founded:	2009
Location:	Veenendaal, The Netherlands
Services:	Complete turntable imaging solution
Website:	www.pre-motion360.com
Products purchased:	EOS DSLR and mirrorless cameras and lenses, EOS Digital SDK
Canon installation partner:	Canon Europe
The solution :	Fully integrated high-resolution cameras

Pre-Motion 360° Studios has integrated various EOS cameras and lenses into its automated solutions, all delivering quality, efficiency and added value. Of course, speed is crucial for online sales, and this is where the Canon EOS DSLR and mirrorless solutions excel.

Being able to generate professional, commercial images is of fundamental importance to Pre-Motion 360° Studios and its clients: "Of course one reason for having a studio is to automate the process in an efficient way, but then the other criteria is to ensure high-quality images and a more uniform presentation of the products online. Pre-Motion 360° Studios uses a range of Canon products and it's clear they all deliver for their customers: "When they see the improvement in image quality that they can achieve ... , especially when they zoom into the details on a car, they get very excited." Bart adds that Canon's in-camera image processing ensures a consistent output, regardless of the camera.

With online car sales driving demand for imagery at speed, Canon's imaging solution contributes to web-ready image delivery in minutes, crucial to today's expectations from dealers and consumers. It's the balance of high image quality, ease of use and integration that's key to addressing Pre-Motion 360° Studios highly specific needs.

Premium Select



RESULTS

“Canon colour science produces good looking and accurate images without any post-processing. With high colour fidelity and high-resolution we have very clear and appealing images for the buyer browsing cars online.”

Bart Hoogmoed, Pre-Motion 360° Studios

Excellent image quality, speed of workflow are key to delivering a successful solution for today's online car dealerships aiming to increase revenues from car sales across Europe. Canon's products also deliver a useful additional benefit: ease of use. Untrained staff find taking multiple photos as easy as pressing a button, thanks to extremely clever processing in the background. This is all made possible thanks to Canon's open approach to software controlling the cameras.

Automated photography solution

The Premium studio houses up to six EOS bodies, in a purpose-built support. It takes 5-10 minutes to photograph the exterior of a car, delivering 216 images for a detailed 360-degree view used on the client's website. An optional high-speed upgrade sees the turntable continuously moving while images are taken at a faster shutter speed and a high ISO.

Canon EOS Digital SDK control

The Canon EOS Digital SDK is a vital component in integrating the EOS cameras into the studio's software and automating the whole process. The software has been designed to keep things simple for the people running the studio, Bart explains: “The studio operator doesn't have to be a photographer who understands camera settings,” he adds.”

Compared to previous solutions, Pre-Motion 360° Studios now provides for its customers a solution with improved image quality, a broader range of images and much easier to use. All delivered in minutes.



Evolving the process

Bart says that the next step in moving the Pre-Motion 360° Studios solution forward could potentially be 3D modelling: “So, not only capturing the photos in the studio with Canon cameras, but using these images to make a 3D model which the end customer could look at virtually on their driveway, for instance.

Being able to access Canon's technical resources for assistance with future imaging developments is likely to prove invaluable. “Our relationship with

Canon Netherlands is very positive, both from a technical standpoint and the B2B relationship that we have,” Bart says. “We have a technical contact there, and I'm able to call him and talk about any questions that we have, and this really helps us to understand the cameras and find solutions.”

A strong working relationship with Canon is key to evolving Pre-Motion 360° Studios business, it's a partnership that supports their strategy to take imaging even further and support their customer's rapidly evolving needs.

Co-owner Jan Willem Mauritz offers a final thought: ‘As Pre-Motion, we value long-term relationships with suppliers and customers so that we can not only exchange knowledge and experience, but also keep challenging each other to keep improving our performance and applications. That's why Canon and Pre-Motion are a good match.’

Find out more about Canon's solutions, consultancy services and products, and how they can add immediate value to your business. Ask for a free consultation with one of our experts.

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