

WE ARE
ELMARC
electronics marketing centre

ELMARC

Photography guide lines

Last modified
June 2016

Photography

CONTACT DETAILS

Got questions?

Name	Danny de Keizer	Mark van Kooten
Email address	d.dekeizer@elmarc.nl	m.vankooten@elmarc.nl
Working days	Tuesday - Thursday	Monday - Friday
Phone number	+31 180 487181 (#203)	+31 180 487181 (#219)



**CONSUMER
ELECTRONICS**

Product category

ACTION CAMS

BRAND	MODELNUMBER
NIKKEI	EXTREMEX1
NIKKEI	EXTREMEX3
NIKKEI	EXTREMEX4
NIKKEI	EXTREMEX6

Product photography

Number of pictures:

9 pictures

Filename:

BRAND-MODELNUMBER-#.jpg

Important notes:

- Photography only on full white background
- Please add shadow, but no reflection
- Remove all protective films from new product.
- Make sure the product is free of dust.
- Please use email attached inlay in display.

Please check enclosed email for any additions and or exceptions of photo order.



Picture 1

Front view of action cam in waterproof casing. Including basic mount.



Picture 2

Rear view of action cam in waterproof casing. Including basic mount and with display turned on.



Picture 3:

Front left perspective of 40 degrees including waterproof casing. Including basic mount.



Picture 4:

Front right perspective of 40 degrees including waterproof casing. Including basic mount.



Picture 5:

Front view of only the action cam excluding waterproof casing and exclusive basic mount.



Picture 6:

Rear view of only the action cam excluding waterproof casing and exclusive basic mount and with display turned on.



Picture 7:

Front left perspective of 40 degrees of only the action cam excluding waterproof casing and excluding basic mount.



Picture 8:

Front right perspective of 40 degrees of only the action cam excluding waterproof casing and excluding basic mount.



Picture 9:

Overview picture right perspective of 40 degrees with packaging contents. Shot without the packaging.



Inlay:

Please use this inlay attached in email in display (picture 2 and 6).

Product category

POWERPACK

BRAND

NIKKEI

MODELNUMBER

EXTREMEXPOWERPACK

Number of pictures:

4 pictures

Filename:

BRAND-MODELNUMBER-#.jpg

Important notes:

- Photography only on full white background
- Please add shadow, but no reflection
- Make sure the product is free of dust.

Please check enclosed email for any additions and or exceptions of photo order.

Product photography

Picture 1

Top view of battery charger and battery.



Picture 2

Perspective front right view of action cam upside down with battery pulled out.



Picture 3:

Perspective right view with battery charger and battery.

Product category

BOOM BOXES

BRAND	MODELNUMBER
NIKKEI	BIGBOX

Number of pictures:

9 pictures

Filename:

BRAND-MODELNUMBER-#.jpg

Important notes:

- Photography only on full white background
- Please add shadow, but no reflection
- Remove all protective films from new product.
- Make sure the product is free of dust.
- Please use email attached inlay in display.

Please check enclosed email for any additions and or exceptions of photo order.

Product photography

**Picture 1**

Front view of boombox with handle pushed in

**Picture 2**

Front left perspective 40 degrees with handle pulled out

**Picture 3:**

Front right perspective 40 degrees with handle pulled out

**Picture 4:**

Rear view of boombox with handle pulled in

**Picture 5:**

Top view of boombox with handle pulled in and display turned on (FM, 93.7)

**Picture 6:**

Front view of boombox with handle pushed in and tablet in tablet stand.

**Picture 7:**

overview picture of boombox with microphone and remote control (right perspective)



**HOME
APPLIANCES**

Product category

FOOD PROCESSORS

BRAND **MODELNUMBER**

BRABANTIA BBEK1113B

Number of pictures:

8 pictures

Filename:

BRAND-MODELNUMBER-#.jpg

Important notes:

- Photography only on full white background
 - Please add shadow, but no reflection
 - Make sure the product is free of dust.
 - Remove cable from pictures
 - Turn device on (Blue LED will turn on around switch)
 - For configurations please check user manual
- Please check enclosed email for any additions and or exceptions of photo order.**

Product photography



Picture 1

Front view of food processor in Chopping configuration (main unit, motor shaft, bowl, moving axle sleeve, maxi blend canopy, lid, pusher)



Picture 2

Front view of food processor in juicing configuration. (main unit, motor shaft, bowl, screening plate, rotating head)



Picture 3:

Front view of food processor in blender configuration (main unit, blender base, blender cup, blender cup cover, top cover)



Picture 4:

Front view of food processor in grinder configuration (main unit, grinder base, grinder cup)



Picture 5:

Front view of food processor in mincing position (main unit, mincing cup, mincing cup cover, scraper)



Picture 6:

Front left perspective in chopping configuration. 40 degrees angle.



Picture 7:

Front right perspective in chopping configuration. 40 degrees angle.



Picture 8:

Product and accessory overview including all parts.

Product category

TOASTERS

BRAND	MODELNUMBER
BRABANTIA	BBEK1021N
BRABANTIA	BBEK1031N

Number of pictures:

4 pictures

Filename:

BRAND-MODELNUMBER-#.jpg

Important notes:

- Photography only on full white background
 - Please add shadow, but no reflection
 - Make sure the product is free of dust.
 - Remove cable from pictures
 - Turn device on (Blue LED's)
 - Use toast to make the pictures more attractive
 - For configurations please check user manual
- Please check enclosed email for any additions and or exceptions of photo order.**

Product photography



Picture 1

Front view of toaster (incl. toast)



Picture 2

Perspective front right view of toaster in 40 degrees (incl. toast)



Picture 3:

Top view of toaster (incl. toast)



Picture 4:

Right sideview of toaster incl. toast)

Product category

Kettles

BRAND	MODELNUMBER
BRABANTIA	BBEK1113B

Number of pictures:

8 pictures

Filename:

BRAND-MODELNUMBER-#.jpg

Important notes:

- Photography only on full white background
 - Please add shadow, but no reflection
 - Make sure the product is free of dust.
 - Remove cable from pictures
 - Turn device on (Blue LED will turn on around switch)
 - For configurations please check user manual
- Please check enclosed email for any additions and or exceptions of photo order.**

Product photography

**Picture 1**

Front view of food processor in Chopping configuration (main unit, motor shaft, bowl, moving axle sleeve, maxi blend canopy, lid, pusher)

**Picture 2**

Front view of food processor in juicing configuration. (main unit, motor shaft, bowl, screening plate, rotating head)

**Picture 3:**

Front view of food processor in blender configuration (main unit, blender base, blender cup, blender cup cover, top cover)

**Picture 4:**

Front view of food processor in grinder configuration (main unit, grinder base, grinder cup)

**Picture 5:**

Front view of food processor in mincing position (main unit, mincing cup, mincing cup cover, scraper)

**Picture 6:**

Front left perspective in chopping configuration. 40 degrees angle.

**Picture 7:**

Front right perspective in chopping configuration. 40 degrees angle.

**Picture 8:**

Product and accessory overview including all parts.



**LIFESTYLE
ACCESSORIES**

Product category

IPHONE BACK COVERS

BRAND

MODELNUMBER

DECODED

Number of pictures:

5 pictures

Filename:

BRAND-MODELNUMBER-#.jpg

Important notes:

- Photography only on full white background
- Make sure the product is free of dust.
- Use dropshadow for the products
- Use inlay as attached in email
- Crop images with tight white background

Please check enclosed email for any additions and or exceptions.

Product photography



Picture 1

Front view of back cover. Add iPhone inlay as attached in email.



Picture 2

Rear view of back cover.



Picture 3:

Rear right perspective.



Picture 4:

Front right perspective.



Picture 5:

Left side image of iPhone case.
The side with Volume buttons.

Product category

BACKPACKS

BRAND

MODELNUMBER

DECODED

Number of pictures:

3 pictures

Filename:

BRAND-MODELNUMBER-#.jpg

Important notes:

- Photography only on full white background
- Make sure the product is free of dust.
- Use dropshadow for the products
- Makes sure all straps are tightened
- Crop images with tight white background

Please check enclosed email for any additions and or exceptions.

Product photography



Picture 1

front view of backpack



Picture 2

Right perspective of backpack



Picture 3:

Rear view of backpack

Product category

IPAD SLIM COVERS

BRAND

MODELNUMBER

DECODED

Number of pictures:

9 pictures

Filename:

BRAND-MODELNUMBER-#.jpg

Important notes:

- Photography only on full white background
- Please add shadow, but no reflection
- Make sure the product is free of dust.
- Crop images with tight white backgrounds

Please check enclosed email for any additions and or exceptions of photo order.

Product photography



Picture 1

Front view of iPad cover



Picture 2

Rear view of iPad cover



Picture 3:

side view in typing position.
Connections turned to camera.



Picture 4:

perspective right view in viewing position.



Picture 5:

perspective left view in typing position.



Picture 6:

perspective right view with