THE ORBITAL IS A POWERFUL ROBOTIC CAMERA RIG DEVELOPED TO CAPTURE HIGH VOLUME PRODUCT SHOTS AND VIDEO. WITH PROGRAMMABLE, SAVEABLE PRESETS, THE ORBITAL BRINGS PRODUCTION LINE EFFICIENCY, ACCURACY AND RELIABILITY TO THE WORLD OF PRODUCT PHOTOGRAPHY. CREATE HIGH VOLUME CONSISTENT PRODUCT IMAGES AND VIDEOS AT THE TOUCH OF A BUTTON.
Asics is a Japanese athletic equipment company that has advanced to multi-national, producing everything from footwear to water bottles and cater to all needs within the sporting community. ASICS set out to find a camera solution suitable for mass product photography and, after undertaking extensive market research, ASICS discovered MRMC’s Orbital.

**PROJECT OVERVIEW**

ASICS have a team of professional photographers to capture stock images for their website, meaning hundreds of difference styles, designs and coloured shoes that had to be photographed in the exact same position, lighting and angle. This was proving to be a problem for the photographers due to being extremely time consuming.

**THE CHALLENGE**

The Orbital is custom-made for taking high-volume product shots, bringing production-line simplicity and reliability to the world of product photography. It offers 30 different shots, giving 360 degree views from 4 different angles in about as many seconds! ASICS had not previously found such speed and accuracy within the market.
CASE STUDY

A TIME & MONEY SAVING SOLUTION

The Orbital dramatically reduces set-up times by removing the need for the photographer to manually set up individual shots between each shutter movement. A test was done to see the speed of the Orbital.

Here are the shots made in what time on what moves:

- 1 spin with 10 photos and 1 top photo = 11 photos, one rotation, two elevations, 13 seconds
- 1 spin with 36 photos and 1 top photo = 37 photos, one rotation, two elevations, 33 seconds
- 3 spins with 10 photos each and 1 top photo = 31 photos, three rotations, four elevations, 40 seconds

Furthermore, the added bonus with the MRMC rig, is it can shoot full-blown video, giving ASICS the ability to do flying 360 video shots for social media and even commercials.

THE RESULTS

Key Achievements

- Reduce product photography time
- Accurately photograph each product exactly the same
- Ability to shoot video for Social Media and Commercials

AFTER SEEING THE ORBITAL SPEEDS AND ACCURACY, AUSTIN LANGLEY, DIGITAL PHOTOGRAPHER FOR ASICS AMERICA CORPORATION, MADE THE RECOMMENDATION TO GO WITH MRMC’S ORBITAL, STATING, “THOSE ARE SOME IMPRESSIVE STATS. I’M DEFINITELY SEEING THE POTENTIAL WITH THE ORBITAL.”

AUTOMATED CAPTURE

40 photos/m

PAYLOAD

15 kg

MAXIMUM SPEED

130 mm/sec