

**The modern way** to  
optimize a +100.000/  
year **packshot operation**

# The Role of Automation in Modern E-commerce Photography

E-commerce photography has witnessed a paradigm shift towards automation, elevating both efficiency and scalability.

Businesses like Boozt, Lyko, and Mikkeller have pioneered this transition, recognizing that automation, when applied appropriately, can significantly enhance both the creative and operational aspects of the process.

This whitepaper is therefore focused on the 8 areas, we believe to be crucial, to the seamless integration of automation that can transform e-commerce product photography.

If you have any feedback we would love to hear it.

**Enjoy!**



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## 1) Clear Definitions of Angles and Photos

- **Standardize:** Define standard angles for every product.
- **Special Features:** Identify unique aspects for extra angles.
- **Guideline Document:** Create a visual guide for reference.

In our digitally driven marketplace, precision is essential. Regular angles like front, back, and side give customers a comprehensive product view. But the uniqueness of a product often lies in its special features. By emphasizing these features with additional photos and guided by a visual reference, studios ensure product differentiation.

Automation tools can potentially capture different angles, reducing the need for multiple photographers and ensuring consistency across shoots.

## 2) Efficient Post-production

- **Necessity:** Determine if all photos require editing.
- **Automation:** Utilize software for standard corrections.
- **Retouching:** Set retouching boundaries.

Post-production has become an integral part of the photography process. However, it's essential to question the extent of its necessity. If the shooting conditions are consistent and standardized, many products may need minimal to no editing. For routine corrections like color balance or exposure adjustments, automated software tools can be employed. They provide efficiency and maintain a uniform look for all images. Yet, it's crucial to set boundaries on retouching. Over-editing not only consumes time but can also misrepresent the product, leading to potential customer dissatisfaction and a higher return rate. Color accuracy is crucial, and retouching of colors can often be reduced significantly by investing in high-quality lights.



### 3) Export

- **Web-ready Photos:** Ensure exports are optimized for online use.
- **Integration with PIM; DAM, and ecom.**
- **Platforms:** Utilize direct export features.

Investing in seamless integration between photo software and e-commerce platforms marks a significant automation advantage. Direct export features ensure photos transition smoothly from studio to online store, optimizing images for web view and maintaining quality while ensuring fast loading speeds.



## 4) Creativity at Scale

- **Batch Themes:** Organize shoots by common themes.
- **Modular Sets:** Design or use adaptable sets.
- **Collaborative Brainstorms:** Engage in team idea sessions.

Creativity thrives when complemented by operational efficiency. Organizing shoots around common themes, designing or using modular sets, and engaging in collaborative brainstorming sessions reflect this balance. Automation in organizing and categorizing themes can further streamline the process, and overall create a better brand experience for the customer.



## 5) Maintenance of Lights

- **LED Lights:** LEDs typically last 25,000 to 50,000 hours. However, check the specifications from the manufacturer. Orbitvu's last 80,000 hours. They require minimal maintenance.
- **Flash/Studio Lights:** Flashes can last between 100,000 to 150,000 flashes for many models, but it varies. Regularly check for signs of wear and tear.
- **Maintenance Schedule:** Stick to a routine check-up. High volume studios usually replace flash lights every quarter.

Lighting plays a pivotal role in photography. LEDs, known for their longevity, typically have a longer lifespan than traditional bulbs, but it's crucial to be aware of their specific lifespan and performance degradations. Flash units, on the other hand, have a finite number of flashes before they begin to falter. Knowing this number can help studios prepare for replacements or maintenance. Regardless of the type of light, a regular maintenance schedule is a must. Periodic checks can catch issues before they escalate, ensuring that shoots aren't interrupted unexpectedly.



## 6) Scripting

- **Automate Repetitive Tasks:** Use scripts or softwares for recurrent tasks.
- **Use Tools:** Harness built-in automation in platforms.

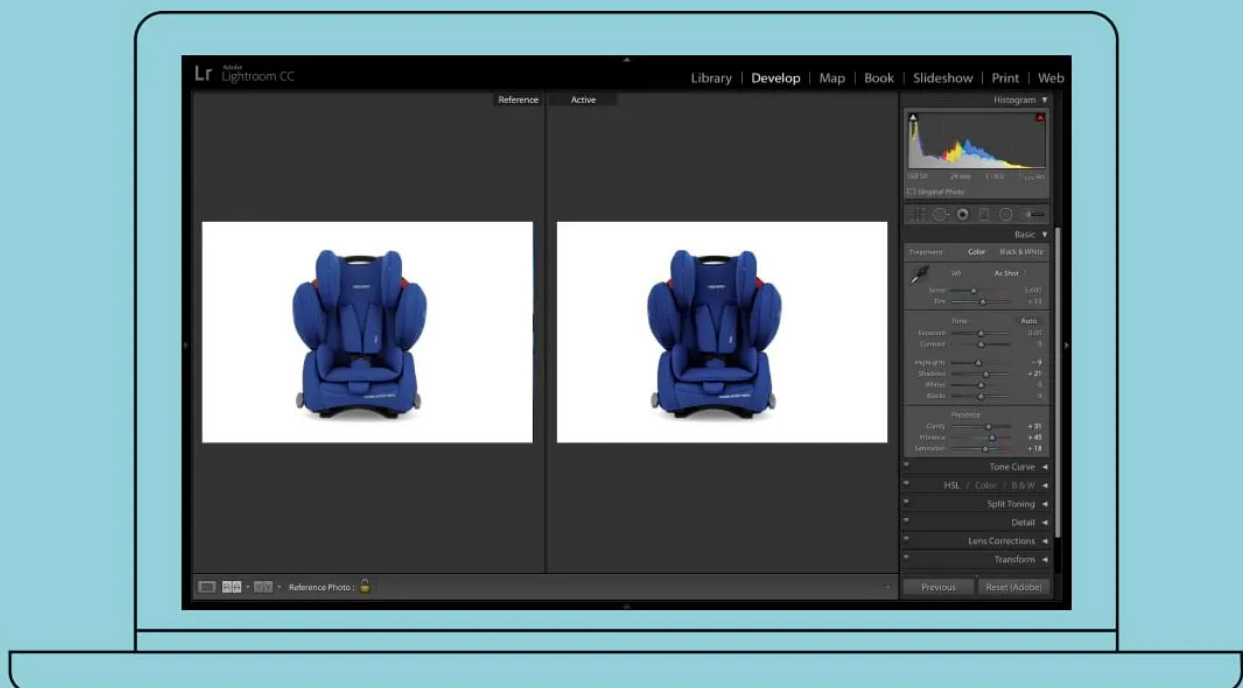
Repetitive tasks can consume an inordinate amount of time and lead to manual errors. Scripting offers a solution. With languages like Python, it's possible to automate tasks such as batch renaming or categorizing, thereby increasing efficiency and reducing human error. Additionally, many professional platforms, such as Photoshop or Orbivtu, have built-in scripting or automation tools. Utilizing these tools can drastically reduce post-processing time, ensuring that the studio operates at peak efficiency.



## 7) Templates for Product Categories

- **Lighting & Camera Settings:** Document consistent settings.
- **Guideline Document:** Include detailed settings in the guide.

Consistency is the key to efficient e-commerce photography. Once a lighting setup and camera setting is determined for a product category, it should be documented meticulously. This "template" can be invaluable. When similar products are introduced, photographers can refer to this template, ensuring that lighting and camera settings remain consistent. This not only saves time but also ensures uniformity in the product images. These settings can be incorporated into the broader guideline document, creating a comprehensive reference tool for the photography team.



## 8) SEO, File Saving, and Naming

- **Standardized Naming Convention:** Employ a clear naming system.
- **Metadata:** Use embedded data for search benefits.
- **Alt Text:** Prioritize SEO and accessibility.
- **Organized Folder Structures:** Systematize image storage.

SEO plays a crucial role in the visibility of products online. Adopting a standardized naming convention for files can enhance searchability. A structured system, possibly incorporating elements like SKU or date, can make file retrieval faster and more straightforward. Metadata, when embedded, can further boost search results. Alt texts, on the other hand, improve website accessibility and can give a subtle SEO advantage. Lastly, a well-organized folder structure simplifies the process of locating images, making campaigns or product updates significantly more streamlined.



## Conclusion

In conclusion, as businesses venture further into the digital realm, integrating automation in e-commerce product photography processes will be indispensable. The synergy between creativity and automation, as emphasized by pioneers like Lyko, holds the key to the future of the industry.



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