360° PRODUCT PHOTOGRAPHY

core products

Your guide to Core Products new 360˚ rotating product images.

We are delighted to introduce our new 360° rotation imaging of our furniture products. This is available to use by all our customers.

It has been developed to enhance your in store and online customer shopping experience ensuring your company is streets ahead of your competitors.

We see this as an important way Core Products can support quality online retailers and is therefore restricted to approved Core Products retailer websites where fair pricing and consumer service policy exists.

As well as providing 360° images, we will also have a new complement of still images available to our customers, as well as new lifestyle and room-set images.

What is 360° imaging?
This technology is already in use by some major online retailers from cars to jewellery. We are one of the first companies in the UK to apply this technology to furniture for our customers' exclusive use.

The 360° rotation Images are made up of between 18 to 36 still images that are crafted into a fully interactive ultra high definition rotating image, which when played looks like a video.

What benefit will there be to my customers?
Your customer will be able to view products from different angles and perspectives, see drawers and doors open and close and zoom in for product detail. The quality of the images far exceeds anything else currently available for our products.

Does this create a direct link between my customer and Core Products?
No, the images are hosted on a specialised server and there is no mention of Core Products in any link. All 360° images come with a watermark which is not distinguishable as Core Products unless you know our company. Due to the nature of this technology, it will have no effect on Google seller listings.

Can I use this facility for in store computers or tablets as a sales tool?
Yes you can, provided you have an internet connection. By using the direct link for each individual product it will allow you to demonstrate the product in great detail.

What effect can it have on my system/network?
Despite the quality of the images, the drain on bandwidth is minimal due to compression software that greatly reduces the size of the files. Also, as it is externally hosted on Amazon's Sun Server, it should have little effect on your network, while providing a smooth and reliable browsing experience for your customer.

It is built using a flash based format which is compatible with all browsers, including Apple.

How easy is it to implement the images to my website?
While we believe it is best to use someone with specialist knowledge of your site, we can provide a simple step by step guide for implementing the direct link codes on your website.

For more advance users, it is possible to embed the images directly on your website. This is a more complex procedure and we recommend it is only undertaken with people with solid html knowledge as the code we provide will need to be altered to your specific needs.

What are the costs involved with the 360° images?
The images are available to all our valued customers at no cost. All customers who request the images will have to agree to our user terms and conditions.

I'm interested! What do I do next?
Please email our marketing team on marketing@coreproducts.co.uk to request further information. This is also the port of contact if you require any other marketing support.