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StyleShoots launches Live: the world's first robotic photo and video studio made for fashion

Haarlem, The Netherlands, February 22, 2017 – StyleShoots, the Dutch technology company known for producing the world's first all-in-one photo machines for fashion, introduces StyleShoots Live: a new machine that can capture video footage and stills without a camera crew by using a robotic camera setup. The "smart studio" is designed to create instantly edited video and stills for fashion lifestyle shoots in minutes.

StyleShoots Live is an all-in-one "smart studio" designed to provide both stills and video of brands shooting their latest apparel on models in one large steel enclosure. With advanced robotics and AI technology, the machine handles all of the technical duties that would usually be performed by a camera crew - such as setting up shots and lighting. It allows for instant review of stills and video with incredible production speed.

StyleShoots Live is designed to give fashion brands and their creatives a closer interaction with their models and improve the quality, speed and production efficiency of their shoots. The intelligent machine works alongside the user and model to record the required footage, and automatically edits it for instant review and export to multiple platforms.

"We proved that removing the technical obstacles to product photography was possible in our first machines. We decided to apply that same philosophy to lifestyle stills and videos." says Anders Jorgensen, Head of Product at StyleShoots

A motorized camera head with three axis movement uses a 4K capable Canon 1DX Mk II and a 3D depth sensor, controlled by the system's Style Engine™. The proprietary software controls the movements, camera and lights to produce the desired footage based on fully customizable styles.

The high quality videos and stills are automatically edited for instant review and export in multiple formats - ready for e-commerce, social media and digital signage. StyleShoots Live intelligently uses customizable preset output styles and handles cutting, aspect ratios, transitions and effects.

"StyleShoots Live will completely change the way brands capture video and photo content featuring their latest collections. It's all about fast moving content, for fast moving fashion."

"The machine intelligently works alongside the user, without the need for a large camera crew. With Live, it's possible to create magazine quality content with just one creative and one model." adds Jorgensen.



For a faster workflow, the user controls everything from the built-in iPad Pro with a Live View of the model. The fluid interface allows users to get an instant feel for how their videos and stills will turn out, allowing them to spend more time on styling the right shots.

StyleShoots Live also gives brands and their creatives unlimited possibilities in how they can change the look of their footage. The machine's stage area is fully configurable with different backdrops and flooring. The advanced, touch-controlled lighting setup allows for the angle of incoming light to be altered and the machine calibrates itself to keep color and light levels consistent between stills and video.

“Usually videos and photos are shot in two different locations, with different cameras and lighting. Because we combined everything into one unit, StyleShoots Live gives consistent color across stills and video, in half the space of a traditional setup.”

“Fashion brands need to keep their customers engaged with fresh content every day - and video shared on social media is the most powerful form of storytelling. To keep up with the continuous demand, StyleShoots Live creates stills and video ready for publishing on Instagram, Facebook, Snapchat, and websites within minutes - without any manual editing or post production.” finally adds Jorgensen.

– ENDS –

Further information and resources

- For all press enquiries please contact Stephen Warr, PR & Marketing Coordinator stephen@styleshoots.com or via phone on +31 629723359
- For all press materials - including product images, launch video and specifications - please view [StyleShoots Live Press Kit on Dropbox](#)
- For further quotes and answers to frequently asked questions please see [StyleShoots Live Press FAQs on Dropbox](#)
- To learn more, please visit www.styleshoots.com/live (22 Feb)

About StyleShoots

StyleShoots was founded to simplify one of the most critical parts of fashion e-commerce - product photography - by designing and manufacturing the world's first all-in-one photo machines for fashion.

In 2011 the company's first product StyleShoots Horizontal revolutionized flat photography. In 2013 StyleShoots Vertical brought the same ease of use to mannequin photography. In 2017, StyleShoots Live was launched to redefine live model photography with fast captured lifestyle stills and video without the need for a camera crew. StyleShoots' products are the result of Dutch engineering, Danish design philosophy and a fascination with sleek, useful technology.

Fashion brands and online retailers around the world use StyleShoots as their in-house photo equipment, including Macy's, Marks & Spencer, Zalando, Zulily, Toys"R"Us, Gerry Weber and Woolworths.