

3-D PRODUCT VIEW BOX

Products for Hallmark catalogs are digitally photographed using soft, semi-directional light. Once photographed, they are placed in a viewbox and color corrected to match the monitor. Because the traditional Hallmark viewbox was intended for viewing flat artwork, neither its configuration nor quality of light is appropriate when color correcting 3-dimensional items. The recently developed 3-D product viewbox provides the same quality of light used when photographing the products, and its design accommodates the varied sizes and shapes of 3-dimensional products.

Features:

- It is built from a flexible, lightweight metal called “alzak,” and can be bent open to accommodate large products.
- The product is illuminated from the left with two “Optima 50” tubes. The tubes are dimmed with baffles to bring the luminance down to match the Hallmark Standard. There is frosted plexiglass in front of the bulbs to provide the required diffusion.
This plex is on a hinge and can be positioned to provide the amount of softness you need. For example, when photographing metallic objects we diffuse the studio lights as much as possible to soften the reflections. By moving the plex in the viewbox further away from the bulbs, you can further soften the viewbox illumination.
- The unit is lined with a bright neutral white styrene. This material provides the same function as the “bounce card” does in the studio; it reflects the main light source back to fill in the shadows on the opposite side of the product.
- We provided 3 accessories to accommodate the variety of products:
 - The first accessory is the large bent piece of steel. We needed a flat plane in the rear of the unit for properly viewing color copies being held by magnets.
 - 2 combo magnet/hooks are provided with each unit. These are used both as magnets to hold copies up, and as freely positionable hooks to hang products from.
 - The third accessory is a small support stage. It can be used in any position to support and position products in the center of the box. It has small rubber feet and a lip to prevent items such as photo albums from sliding around.
- The height of the unit is such that it fits neatly under the standard AOII shelf. It is meant to be used on the right side of the monitor, so the direction of the light will be from 9 o'clock. The ballasts were placed on the opposite side from the bulbs such that the unit can be snugged up right next to the monitor without the ballast interfering with the monitor and causing a flicker. The ballast also acts as a weight to keep the unit stable no matter how far open the box is positioned.

5 of these boxes have been installed in the Photo Sample Department, and one is in use by the AMIS operator in Merchandising. Price for parts: approx \$50. GTS labor cost: approx \$175. Compare this to the Hallmark standard viewbox @ \$400 each, or a viewbox available from thr GATF @ \$700 each.

