

ARQSPIN QUICK START GUIDE

360 PRODUCT PHOTOGRAPHY MADE SIMPLE

Arqspin is a software platform that allows anyone to create interactive 360 photography using their smartphone or camera. It is the first video-based 360 software, giving you the power to change the way you sell products online.

Our cloud-based software allows you to access your Arqspin account from any computer. You don't need to download any data or software to your local machine—it's all available in your browser. And when we upgrade our software, you automatically get the latest technology.

Each spin you create will come with a URL and an embed code so that you can easily integrate your spin into your website and/or social media. You can upload unlimited spins, make unlimited iterations, and you will never run out of space.

This guide will walk you through setting up a studio, shooting, editing, and embedding spins using both the app and web tools.



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CREATING AN ACCOUNT

To get started, go to Arqspin.com and click on “LOGIN” in the top right hand corner of the page to create an account.

Enter your email address, then verify it via the verification email we send you.

You can start with a free plan, which allows you to create up to five spins. Or, choose from our basic, pro, or enterprise plans. If you need help deciding which plan is right for you, or if you want a more customized plan, contact our solutions experts at support@arqspin.com and they can create a plan to meet your needs.

SETTING UP YOUR STUDIO

Background

Many people choose a pure black or pure white background to create the “floating” effect. However, some prefer the look of [natural spins](#). To begin your setup for a pure background spin, create an all white, or all black background. This doesn’t have to be huge, just enough to fit your turntable. You can create a background with background paper, poster board, or if you want to get fancier, a light tent. If you’re using background paper or poster board, you can attach it to a wall with tape or to an object with clamps. A benefit of using paper is that you can let it curve, or create a “sweep,” as it lays out, which helps prevent unwanted shadows.



Learn more about backgrounds in our [“Product Photography Background Buys and DIYs”](#) blog post.

Turntables

Arqspin works with any turntable. If you don’t have a turntable, we sell a variety of affordable and effective turntables for your 360 photography. If you don’t have one yet, visit our [hardware](#) page to see which one is right for you. Place your turntable in the middle of your background setup, and make sure it reaches a power outlet!

Make sure your setup is a proper size for the object you’re shooting. For example, a large men’s shoe won’t fit well in a small lightbox on a 9” turntable. There should be enough background and white space around the object so you can edit it properly.

Lighting

There are many ways to light your Arqspin studio. Some people rely on sunlight, while others simply use a couple of desk lamps, or clamp lights that you can find at your local

hardware store. The goal is to create consistent light, and to eliminate shadows in the background. Set these lights up in front of your turntable. You can adjust how far off to the side they sit until you find that it illuminates the object without a lot of shadows. If you want to make more of an investment in your studio, you can purchase a professional light kit. These range in prices and sizes, but you can find a decent one for a few hundred dollars.

Visit our blog and read our [“It’s the Lighting Not the Camera”](#) post for more in depth instructions and more of our lighting recommendations.

Camera

Arqspin works with any digital camera. Use your smartphone, point and shoot, or DSLR. To use your smartphone, download our iOS app in the app store. If you don’t have an iPhone, you can use the camera on any smartphone to capture a video of the object spinning, and upload that video to your computer and to your Arqspin account.

If you’re using a point and shoot or DSLR camera, just shoot the video of your spin and upload the file to your Arqspin account in your browser. While there are many advantages to having a high-end camera, it is not at all necessary to create beautiful spins.

Helpful tools

Tripods are extremely useful when shooting spins. You can buy a traditional standing tripod that you can attach any camera or phone to, or if you are shooting with a smartphone and want something more versatile, [GorillaPods](#) are great alternative tripods.

Diffusers take a single light source and spread it across a surface, creating a much larger light. This will help fill the space around the object with more light, “softening” the light and making the shadows in the resulting image less harsh

Museum putty is a great for holding small objects still. Most of the time you can stick it under the object and it will be concealed from camera view.

A plexiglass surface is a tool that creates a nice reflection under the object. Or, a block of plexiglass can hold something up without being super visible (like for a shoe, a book, etc.).

CAPTURING A SPIN

With a camera

To capture a spin with a camera, set up your 360 photography studio as we outlined in the previous section. Set your camera up on your tripod, or on a flat, still surface if you don't have one.

Center the product on the turntable in the middle of the camera's viewfinder. We recommend that you turn off auto focus, since the object in the frame will be spinning around and might cause your camera to refocus.



Although settings are personal preference and may change depending on the object you are shooting, we generally recommend that you set your camera to aperture priority mode [AV] and choose a setting for the aperture. It's generally a good idea to get as much of the item in focus as possible, so an aperture of around f/8, f/11, or f/16 will work to get good depth of field. If you want the shallow depth of field look for a product, then use f/2.8 or wider. Then set the ISO to around 100 – 400 for the best image quality. Once set, the camera will select an appropriate shutter speed for the exposure. This will depend on the power of your light source.

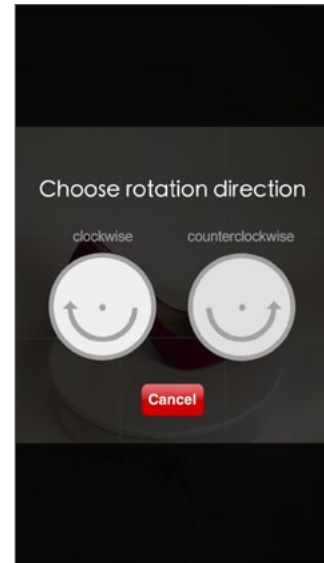
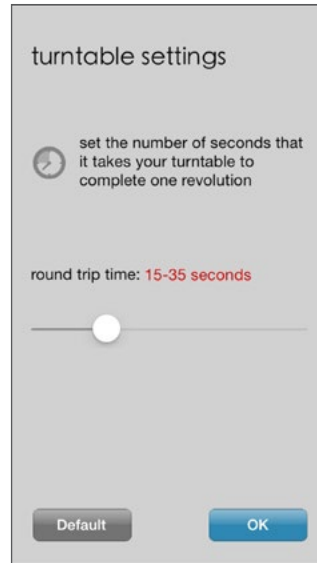
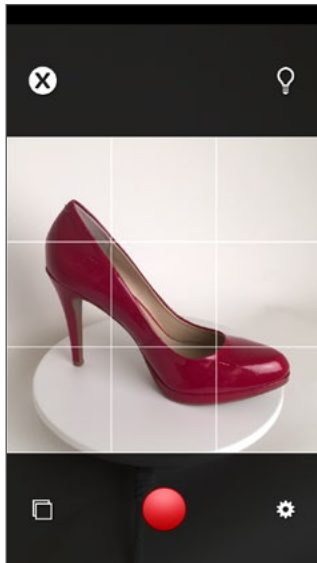
Once your camera is set up, power on your turntable. Double check that your object is centered by looking through the viewfinder to see if the object is swaying back and forth—this is a sign that the object is not perfectly centered. Shoot 1.25 revolutions of the object spinning on the turntable—this is ideal for our software to turn the video into a spin.

With the iOS app

Download the iOS app in the app store. Log in to your Arqspin account. Once your

360 photography studio is set up, affix your phone to your tripod or put it on a flat, still surface. Click the camera icon in the lower left hand corner of the app to capture your spin.

Center the product on the turntable within the square viewfinder in the app. Click the settings icon in the lower right hand corner to set the number of seconds that it takes for your turntable to complete one revolution. The default round trip time is 15-35 seconds, but check your turntable and see how long it takes.



Now, click the red record button to capture your spin and choose the rotation direction of your turntable. The app will count down from 5 and capture your spin. Don't touch the phone or the object while this is happening, the app will capture just the right amount of spin time.

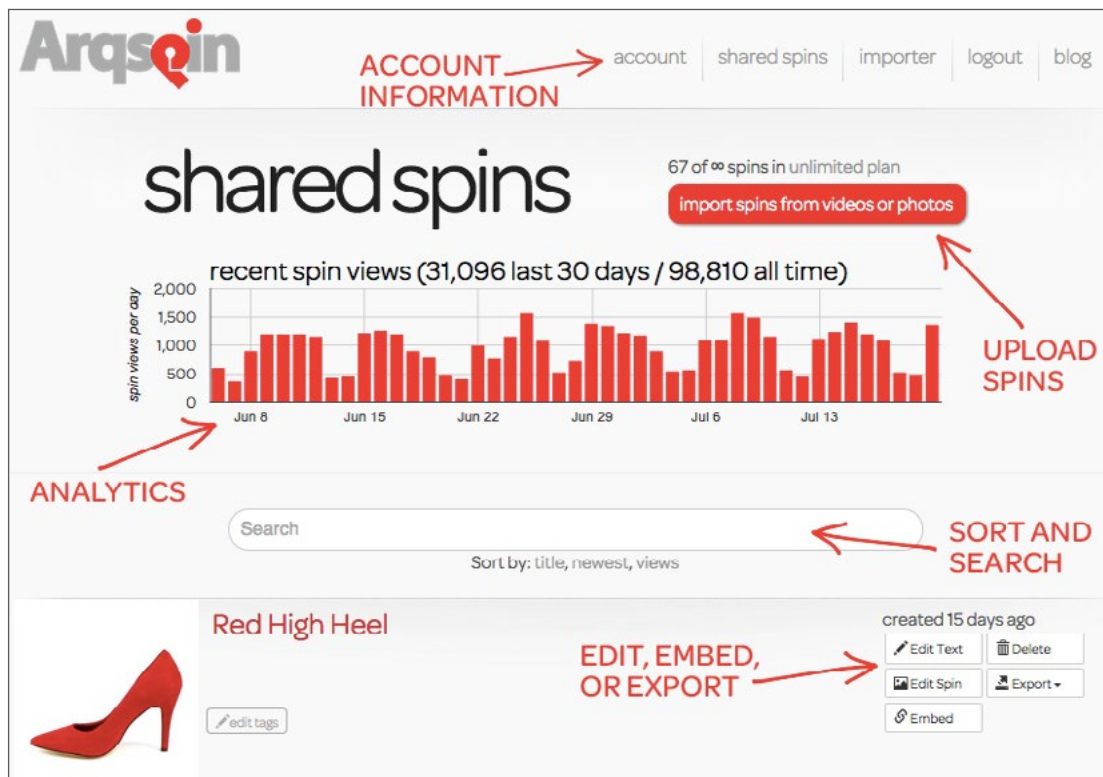
When the spin is complete, it will appear in your app's library. You can either upload your spin to your user account by clicking on the center button (the square with the arrow curving out of it) and it will be accessible via the browser, or you can edit it within the app.

YOUR ARQSPIN ACCOUNT

Accessing your account

Now that you've captured your spin, it's time to use your Arqspin account and editing tools. Go to Arqspin.com and log in to your account. On your shared spins page you can see the analytics of all of your spins, and find all of your spins in order to edit, export, embed, or delete them. You can sort your spins by title, newest, or number of views. You can also search your spins by using tags.

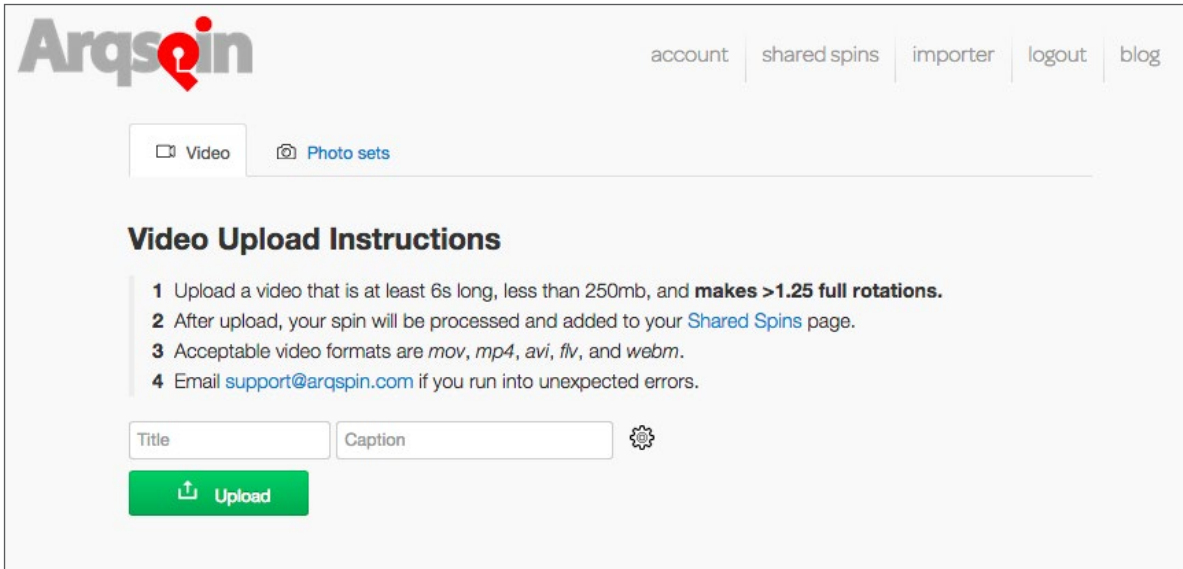
If at any time you want to see your account information you can visit the "account" tab. This is also where you can upload a logo for your spins if you have an account that includes custom logos.



Uploading spins

To upload spins to your account, either click the "import spins from videos or photos" button on your shared spins page, or click the "importer" tab at the top of the page. You will be prompted to upload your video that is at least 6 seconds long, less than 250MB, and makes at least 1.25 full rotations. Acceptable formats include .mov, .mp4, .avi, .flv,

and .webm. You can give a title and caption to your spin as you upload, or wait and do this later on your shared spins page.

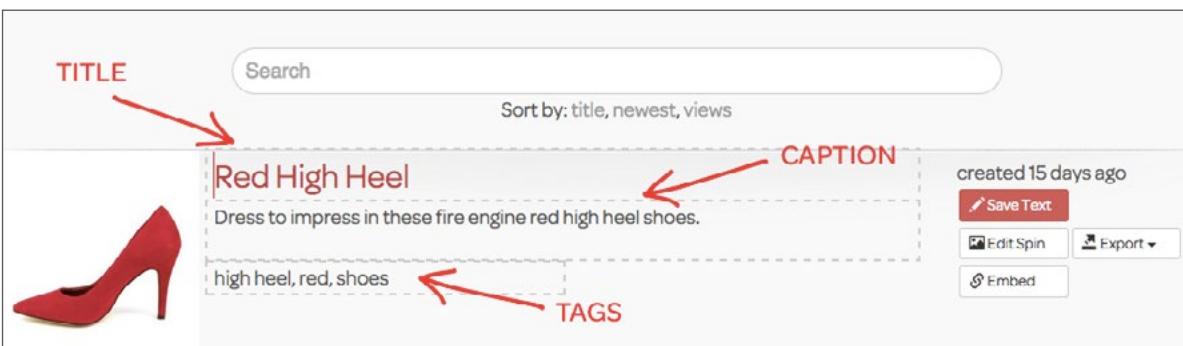


The screenshot shows the Arqspin website interface. At the top left is the Arqspin logo. To the right are navigation links: account, shared spins, importer, logout, and blog. Below the logo are two tabs: Video (selected) and Photo sets. The main heading is "Video Upload Instructions". Below this is a numbered list of four instructions: 1. Upload a video that is at least 6s long, less than 250mb, and makes >1.25 full rotations. 2. After upload, your spin will be processed and added to your Shared Spins page. 3. Acceptable video formats are mov, mp4, avi, flv, and webm. 4. Email support@arqspin.com if you run into unexpected errors. Below the instructions are two input fields: Title and Caption, with a gear icon to the right of the Caption field. At the bottom is a green "Upload" button with an upward arrow icon.

Once your spin is uploaded, go back to your shared spins page. This spin will now appear at the top of your list of spins. We recommend that you name and give a caption to your spin, as well as add tags to it for easy navigation later on. To do this, click the “edit text” button to the right of the spin. Add a title at the top, a caption in the middle, and tags at the bottom.

Tags

Tags are keywords that you would use to identify your spin or use to search for it later. So if your spin is of a red high heel, tag it with “red,” “high heel,” and “shoes.” This way if you want to find it later on you can specifically search for a high heel, or for items that are red, or for any shoe spins you have.

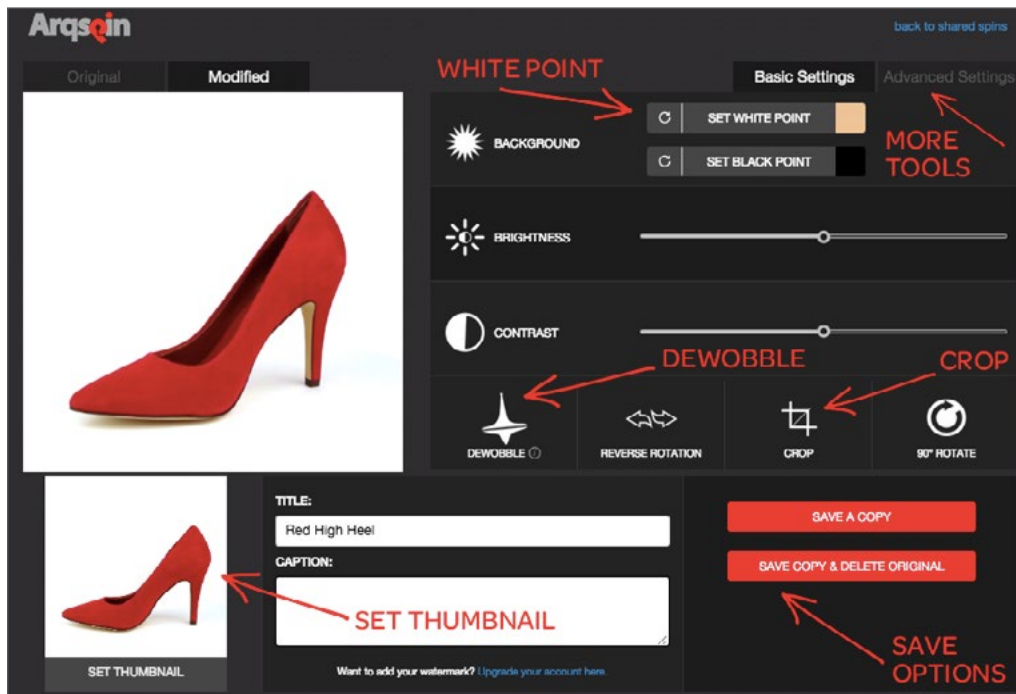


The screenshot shows a list of spins on the Arqspin website. At the top is a search bar and a sort dropdown menu set to "Sort by: title, newest, views". Below this is a spin entry for a red high heel shoe. The entry is highlighted with a dashed box. Red arrows point to the title "Red High Heel", the caption "Dress to impress in these fire engine red high heel shoes.", and the tags "high heel, red, shoes". To the right of the spin entry are several buttons: "Save Text", "Edit Spin", "Export", and "Embed". The text "created 15 days ago" is also visible.

EDITING YOUR SPINS

Using the web browser

From your shared spins page, find the spin you'd like to edit and click the "edit spin" button to the right of the spin. This will take you to our spin editor.



Crop

Start by cropping your spin. Click the "crop" button and drag the box that appears around your object until it's where you want it. Make sure that as the object spins, the crop isn't cutting any of it off. You can see this as the spin continues to rotate. You can also drag this box up and down or side to side to achieve the perfect crop.

Dewobble

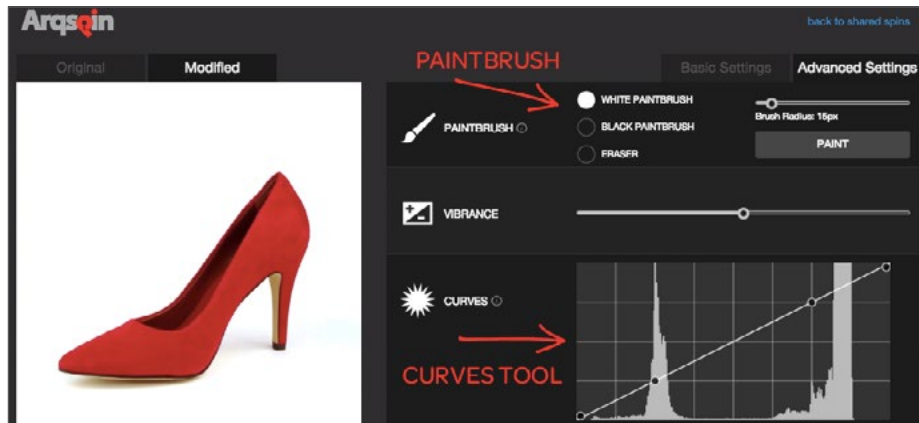
If your spin seems to be off center, our dewobble tool has got you covered. Click the dewobble button and a red vertical line will appear on your spin. Drag this red line to the center of your object in the 3 positions it gives you, and our software will fix the spin so that it rotates on its center.

White and black points

To get a perfect white background, use the white point. Click "set white point" and click on the area of your spin that should be white. Our white point tool is progressive, so you can continue clicking until you've found the perfect white background.

Curves

Our curves tool is perfect for achieving an optimal color balance and background. You can drag it to make the colors on your object deeper or lighter, or to whiten the background. The curves tools can act as an alternative to the white point tool. If the background of your spin is already fairly white, we recommend trying to use the curves tool before the white point tool to achieve a white background.



Eraser and white paintbrush

If there's a dark edge or object in your spin that you want to get rid of, go to the "advanced settings" tab to use the paintbrush tool. For a white background, use the white paintbrush. Select the brush radius depending on how large of an area you need to white out, then click the "paint" button. Draw over the area you want to fix in your spin then click "done." Make sure that your object doesn't collide with the paintbrush strokes once it spins, otherwise it will be whited out as well.

Pick your thumbnail

To set the thumbnail for your spin, click the "set thumbnail" button in the lower left hand corner until it's at a frame of the spin that you'd like to use.

Saving and deleting original

Once you're done editing, save your spin. You can either save a copy of the spin, which will save your edited spin as well as the original unedited spin. Or, if you don't want the original unedited spin anymore, you can just save the copy.

Using the iOS app

If you're using our app to capture your spins, you can also edit your spins there as well. While the tools are very similar to our web browser, the app editor is less extensive and is best used for quick and less detailed edits.

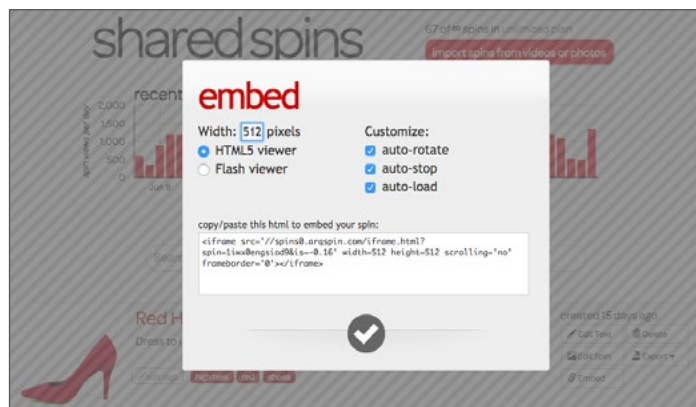
Select a spin in your library to edit. When it opens, click the "edit" button in the top right hand corner. You'll see a toolbar at the bottom with all of our editing tools.

EMBEDDING AND EXPORTING

Embedding

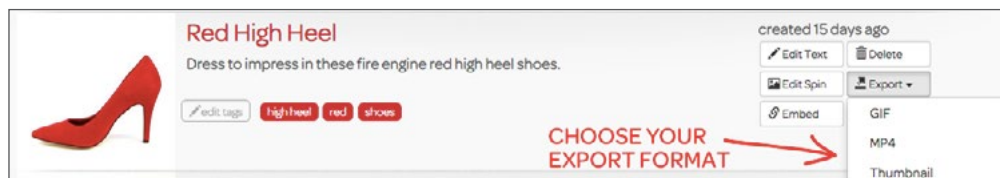
To embed a spin, go to your shared spins page. Click the “embed” button to the right of a spin. A window will pop up to give you your embed options.

You can choose if you want your spin to auto-rotate, auto-stop, or auto-load. You can also adjust how big you want your spin to be. Select whether you are embedding your spin into an HTML website or a Flash website. Copy the final embed code and paste it into your website.



Exporting

Find the spin you want to use and click the “export” button. Select GIF, MP4, or thumbnail. Thumbnails will load in a new window. Left click on the thumbnail and select “save image as” and save the it under any name you’d like. GIFs and MP4s will download to your computer.



All of these file formats are great to use in emails. You can also share them on Twitter, Instagram, or most of your favorite social channels.

Sharing your spins via Facebook is even easier—you don’t even have to export it. Just copy the URL at the top and paste this directly into your Facebook status. Read our [“Social Media Spin Sharing Guide”](#) for step by step instructions.

OTHER RESOURCES

Blog

The Arqspin blog is the best place to find answers to all of your spin questions. We have posts on cameras, lighting, how to shoot particular objects, fun ways to use Arqspin, and [features on Arqspin customers](#). Visit [Arqspin.com/blog](https://www.arqspin.com/blog) and use the search function to find what you're looking for.

Your Arqspin representative

When you sign up for Arqspin you will be assigned to one of our solutions experts. They're here to make sure you get the most out of your Arqspin experience and to help you every step of the way. Don't hesitate to reach out to them with any questions, concerns, or even for help editing a particularly difficult spin!

If you know who your personal representative is, please contact them. If not, email support@arqspin.com