

IMAGE CAPABILITIES



FREEWAY

HRG's standard product imaging



SCENIC

Product capture with additional editing, plus primary image



ROAD TRIP

Product capture with dimensional modeling



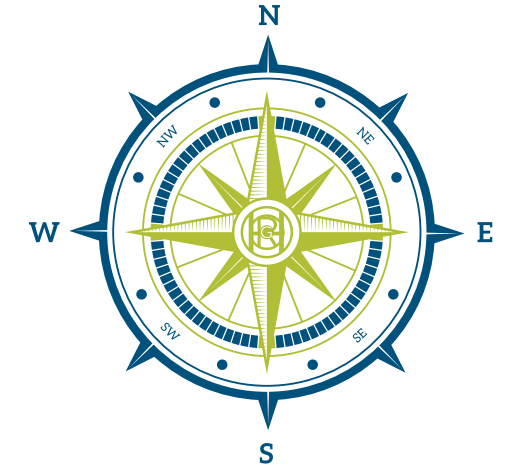
TOURIST STOP

Product dimensional modeling with 360° rotation



NAVIGATE*

Shelf or aisle rendering with dimensional products



COMPASS*

Animated shelf or aisle rendering with dimensional products

DELIVERABLES

- Content-rich panels only
- Customer-provided description, scanned barcode, and product dimensions
- Typically 4 images per SKU
- No primary image provided

- All panel views plus primary image
- Customer-provided description, scanned barcode, and product dimensions
- Typically 6 images per SKU
- Edited to eliminate glare, package imperfections, and rough edges
- Primary image is angled to show perspective

- Dimensional, high-quality, full-color modeling
- Image with a background offers realistic view with the opportunity to have different perspectives

- Dimensional, high-quality, full-color modeling
- Image offers shopping experience similar to in-person, in-store
- 360° rotation capability provides a "hands-on" experience for the consumer

- Enhanced, high-quality, full-color digital rendering of your set, section, or free-standing gondola*
- Helps buyers, merchandisers, or installers follow your vision

- Animation of the digital render to show shelf placement and product movement and/or assembly
- Enhanced, high-quality, full-color digital rendering of your in-aisle set, section, or free-standing gondola*

USE CASES

- Planograms

- Dimensional Planograms
- E-commerce

- Marketing Presentations
- Digital Promotions and Online
- E-commerce
- Buyer Presentations

- Marketing Presentations
- Digital Promotions and Online
- E-commerce
- Buyer Presentations

- Marketing Presentations
- Digital Promotions and Online
- E-commerce
- Buyer Presentations
- Installation Guides and Videos

- Marketing Presentations
- Digital Promotions and Online
- E-commerce
- Buyer Presentations
- Installation Guides/Videos

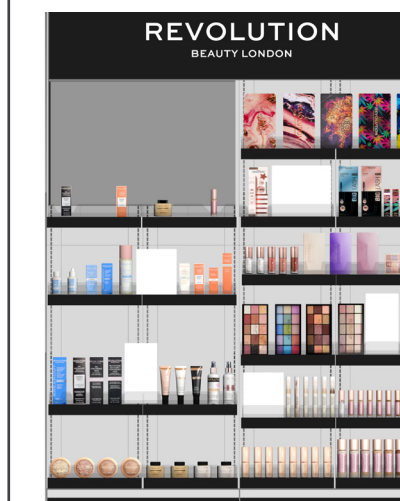
EXAMPLES



Primary Image



Scan for a demonstration of 360° rotation



Scan for a demonstration of animated installation