



Professional automotive
photography on mobile

Features & services

31|08|2020

Presentation

myCarlab is an app dedicated to the automotive photography on mobile devices and a complete solution, from the actual photo shooting to the upload, but also the management of the vehicles, the customers and users for a quick workflow production and high quality results.

The app allows its users to create 3 main types of views:

- **Exterior views:** 8 views taken all around the vehicle, with the automatic generation of a dynamic 360° view
- **Detail views:** a series of photos presenting details of the vehicle (as a wheel, a door, the dashboard...)
- **Interior VR view:** a view of the vehicle cabin, taken with the 360 camera



Exterior views

8 photos + dynamic 360° view



Detail views



Interior VR view

made with the 360 camera

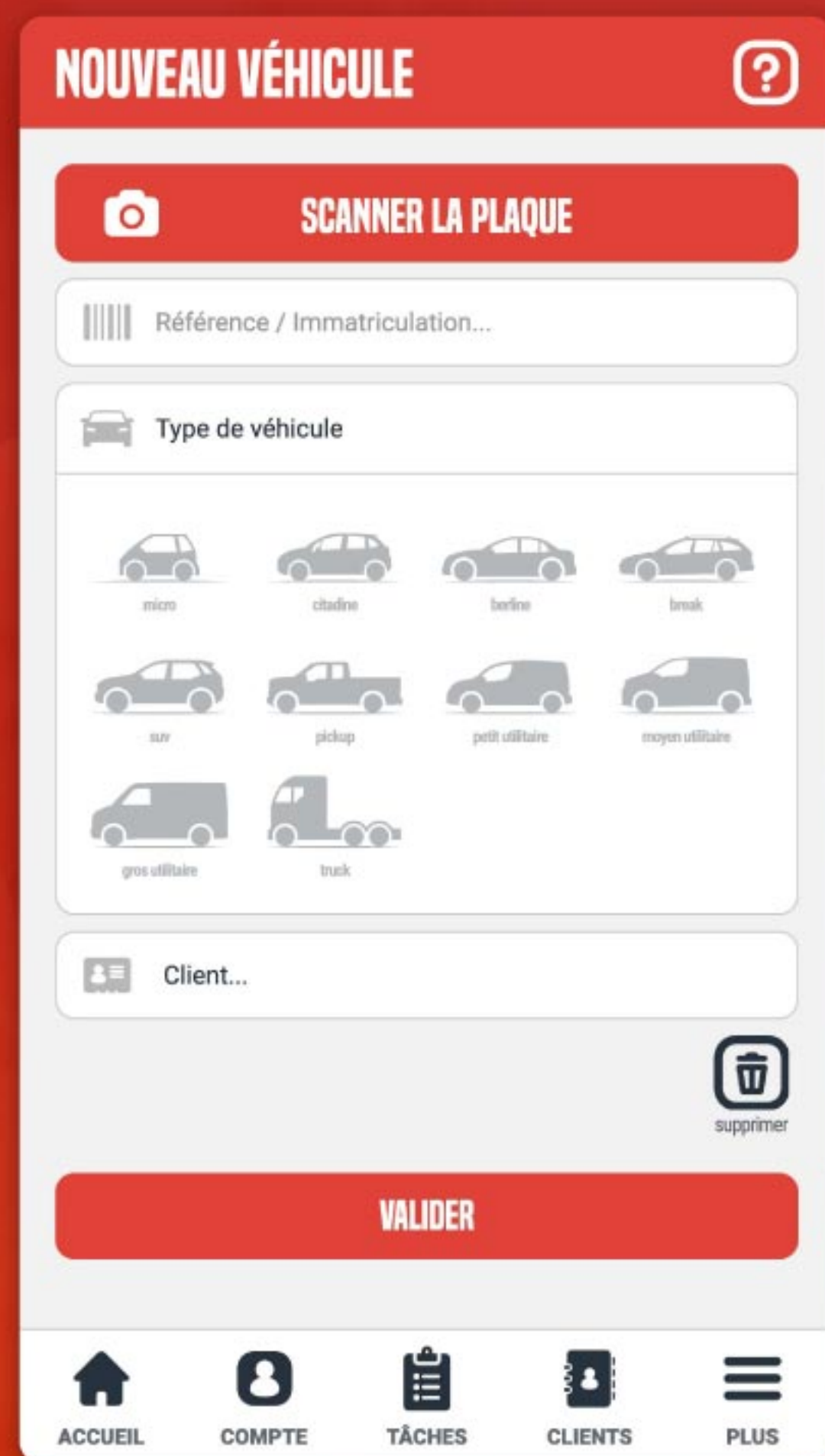


WI-FI OR 4G CONNECTION REQUIRED

For an optimal use of the app, a Wi-Fi or 4G connection is required before starting the photo shooting.

Adding a new vehicle

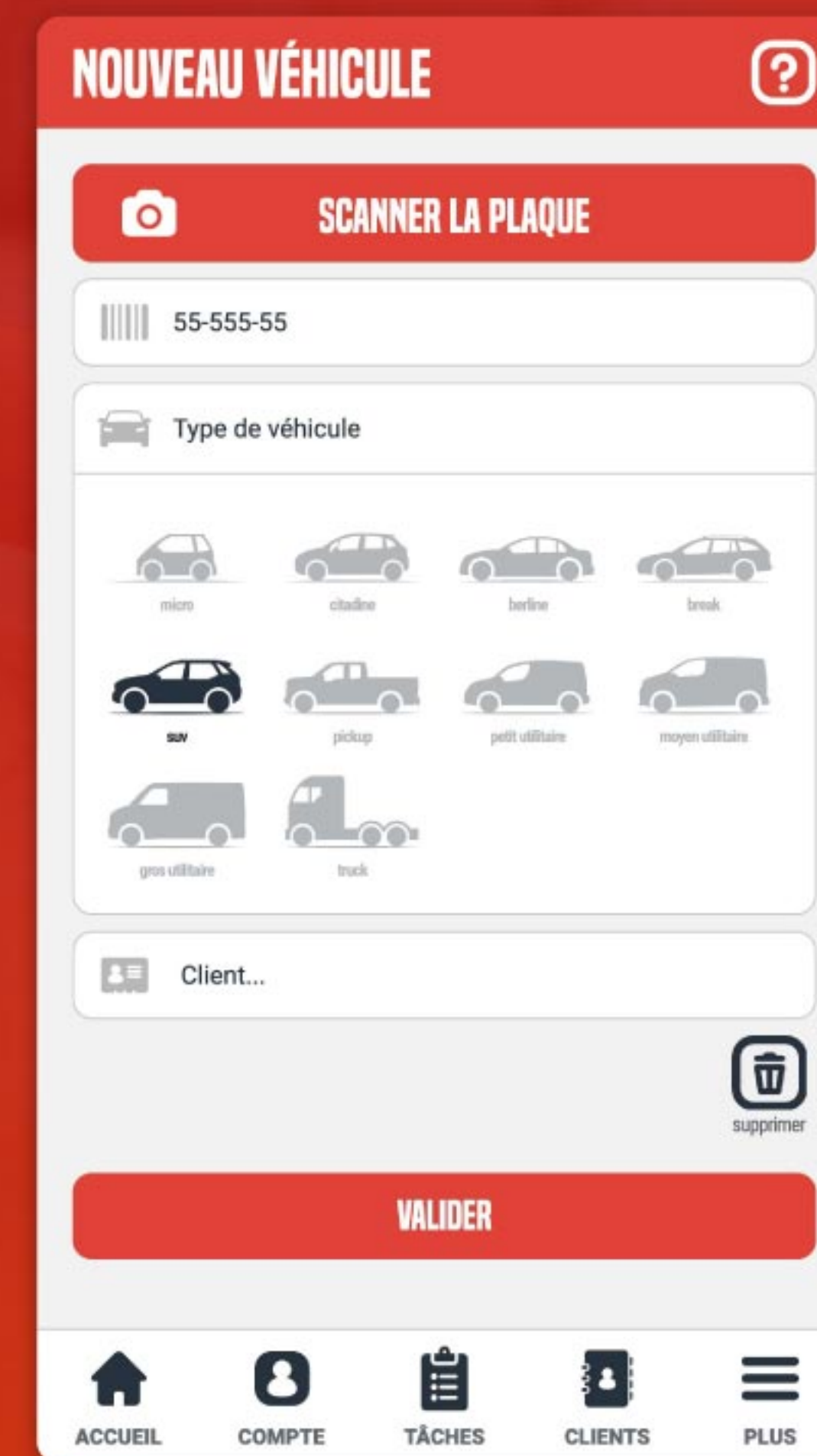
The operator reviews his queued tasks or adds a new vehicle. To add a new vehicle, the operator scans the licence plate, which will be automatically recognised by the app. Then, the operator chooses the vehicle type and, if necessary, the client for whom the shooting is made.



New vehicle
press the "Scan" button



Scanning the plate
take a photo of the plate
for an automatic analysis



Validation
choose the type and the customer
and validate

Automatic vehicle list with the API

The myCarlab app can display the list of the vehicles waiting to be photographed, listed by site and by day of production, by synchronising data directly with the client CRM/DMS with a dedicated API.



CRM / DMS
client vehicle list

API
sync between CRM/DMS and myCarlab app

MYCARLAB

List of vehicles
sorted by production sites and production dates

Exterior views

In the vehicle page, the operator selects the first type of view to produce, the exterior views: 8 photos taken all around the vehicle. Those photos will then be automatically cut out and assembled in a dynamic 360° view.



For each view, the operator must follow the positioning masks for optimal results.

The goal is to adjust the orientation to have the vehicle wheels displayed at the same position while maintaining the device in a horizontal position.

Shooting advices

For optimal results, it is necessary to follow as much as possible the following shooting advices.



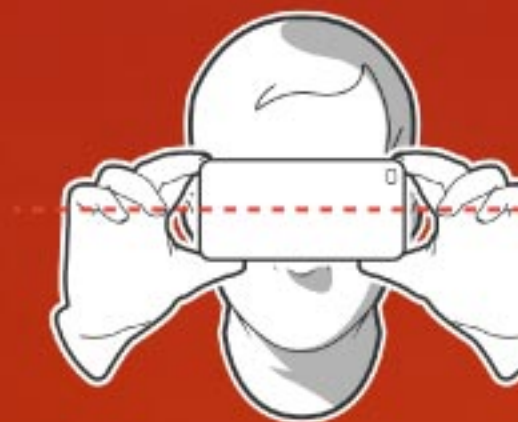
3,50m distance

Have at least 3,50m between you and the vehicle to be sure to have the full vehicle in all the views.



Isolated vehicle

For an optimal result, be sure to have the less possible vehicles around the one you are shooting.



Eyes height

For a correct framing of the vehicle, have the mobile device at the height of your eyes.

360° module

Made with the 8 exterior views previously created, this module displays the vehicle in a dynamic 360° views, letting visitors the possibility of turning the vehicle as they wish and inspecting it in all its details, on desktop computer and mobile devices.

Integration

With a 360 account, it is also possible to directly embed this view in a **La Centrale** listing. The 360 module is then hosted by myCarlab while being displayed in the online listing.



Rotation

With the mouse on desktop or the finger on mobile, the visitor can turn the vehicle.



Zoom

The visitor can also zoom (with the mouse wheel on desktop or by pinching on mobile) to see all the vehicle details.

Other types of views

Detail views

As with the exterior views, the detail views are a series of photos to produce one by one, following the app instructions onscreen.

It can be photos of the dashboard, of the steering wheel, or any other detail.



Examples of detail views

Interior VR view

If the interior VR option is enable, the operator can create a 360° view of the vehicle cabin.

To do that, the 360 camera is placed inside the vehicle and remotely activated to capture the entire 360 view in one click.

For further information, see the dedicated documentation for interior views.



Example of an interior 360° view

Validation and automated processing

When all the views have been produced, the operator can validate the vehicle. The photos are then submitted for checking and an automated processing.

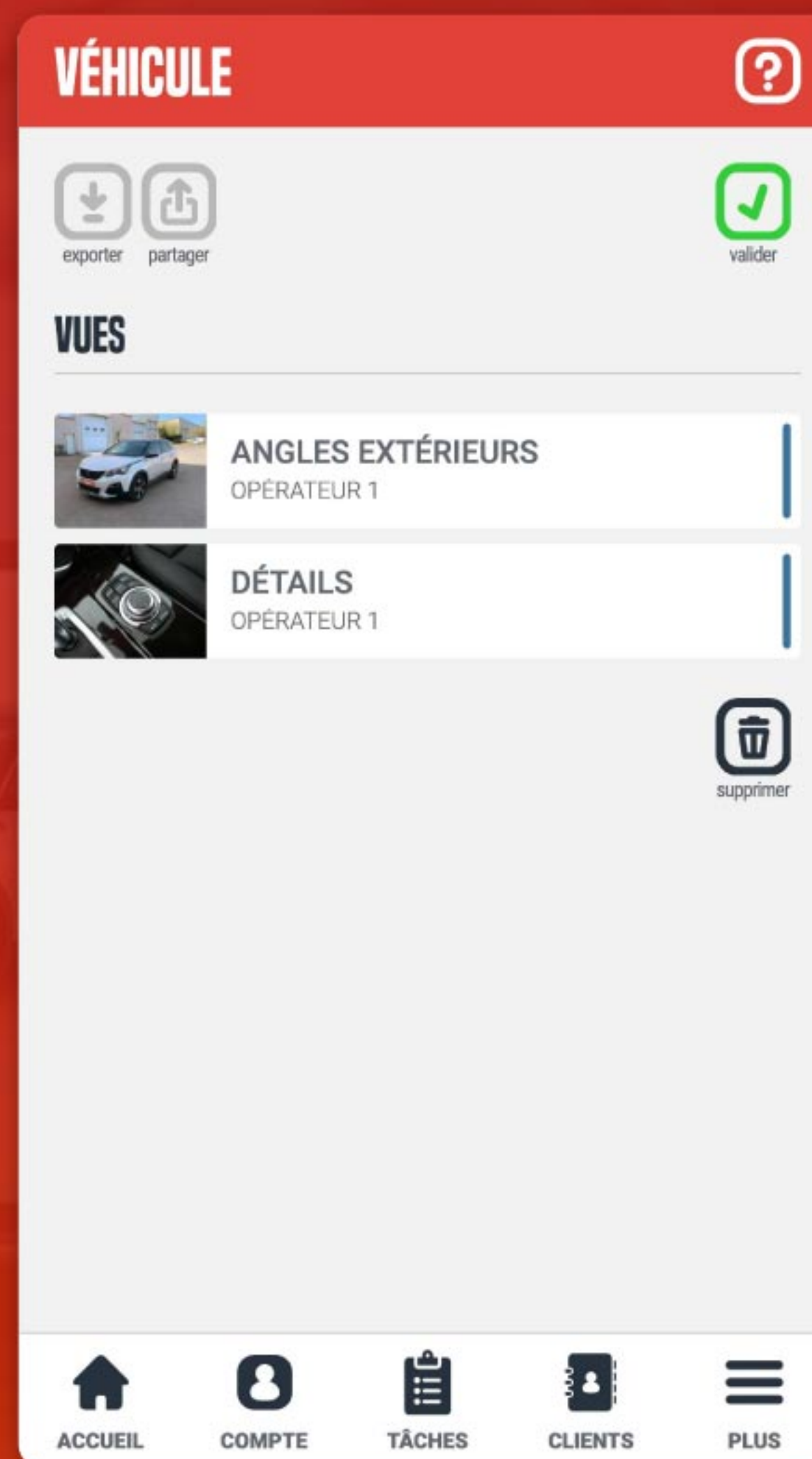
Control

To assure optimal results, the photos are submitted to a control.

This control will eventually validate or refuse the photos.

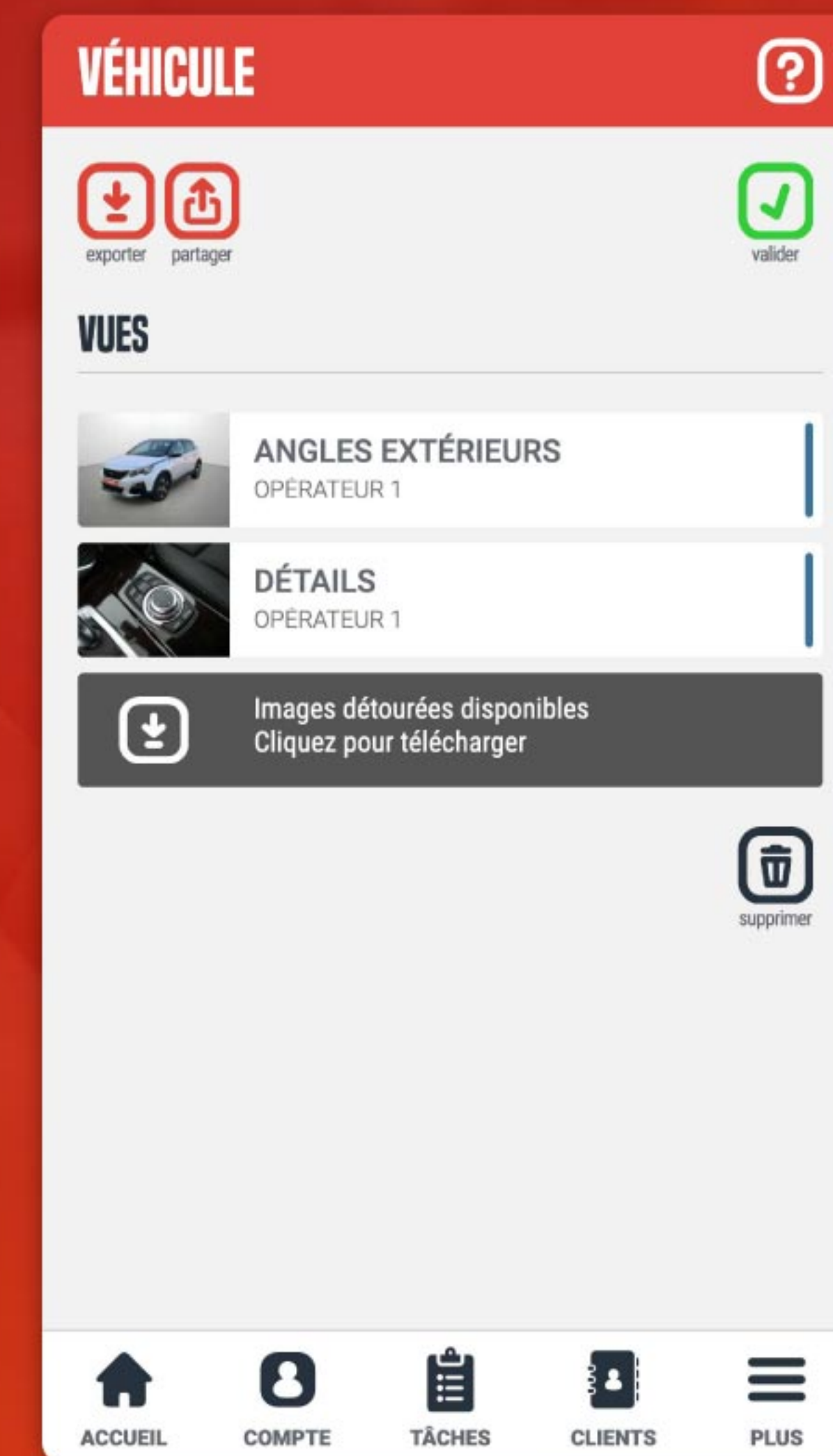
In the case of a refusal, the operator is notified that he/she must make a new photo shooting.

In the case of a validation, the photos are processed and are then ready for usage: they can be downloaded, shared and uploaded online.



Produced photos

the operator validates the vehicle
(green button)



Validated photos

the control has accepted
and processed the photos

Automated processing

During an automated processing, the exterior views are automatically cut out. The original background is deleted and replaced with a professional background.

A dynamic 360° view is also automatically generated.



Original photo
with the original background

Replaced background
the vehicle is cut out
and a new background is added

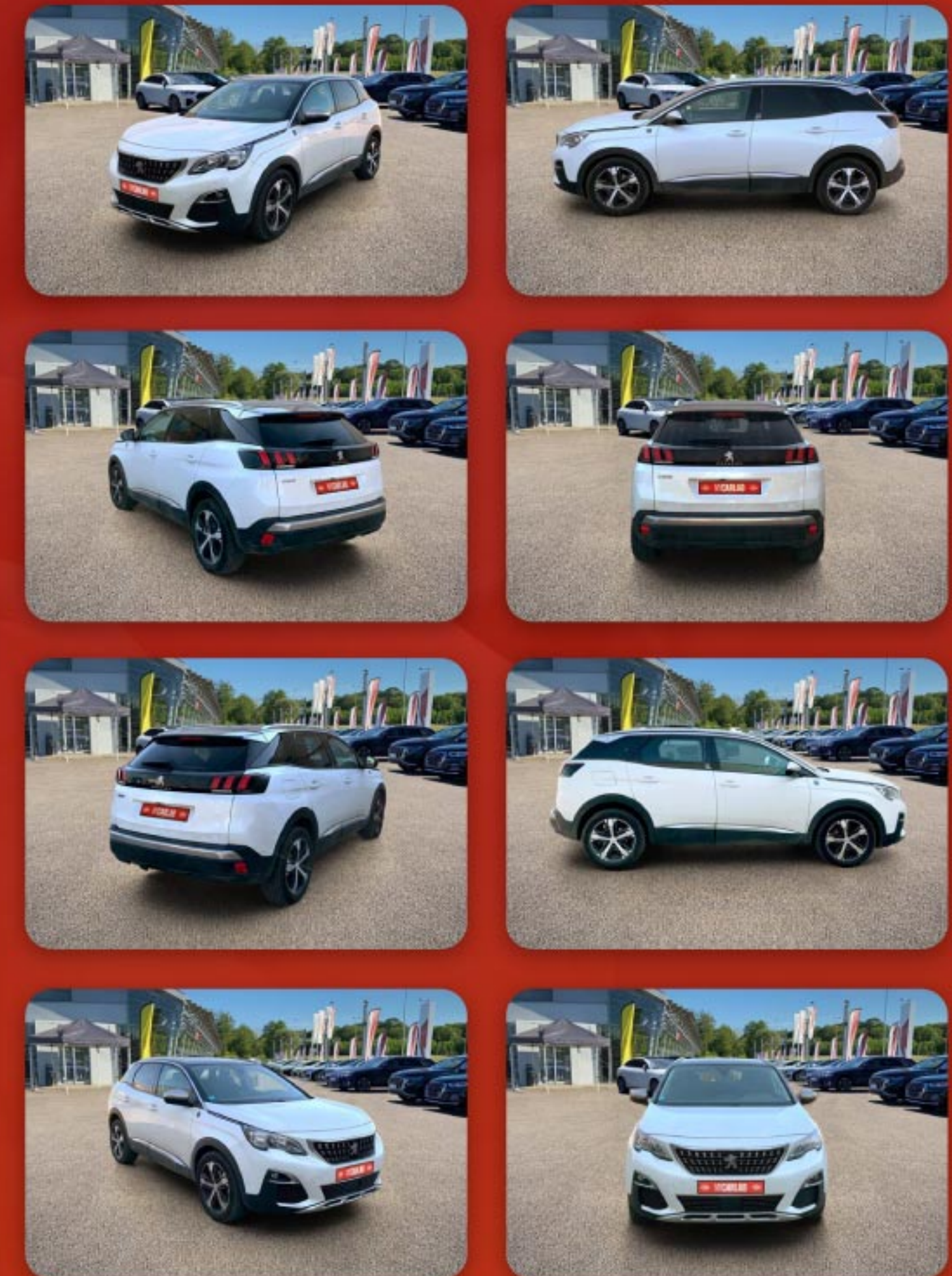


Hotspots feature

With this feature, it is possible to add hotspots (points of interest) on the photos, directly with the mobile device.

Custom background

It is also possible to add the vehicle on a custom background by using a photo made inside or outside the car dealership building.



Optimised background

For an adapted background, respecting as much as possible the perspective and lighting of the original photos, please see the dedicated documentation or contact us for a custom made creation.

Using the validated photos

When all the views have been produced and validated, the whole photo pack can be used in various ways.



Download

Downloads all photos in a static form for all kinds of manual usage



Sharing

Creates a page containing all photos and 360° views, to be shared with potential clients



Upload

Embeds the vehicle and its photos in the CRM of various online selling sites

Sharing feature

myCarlab has an advanced sharing feature, consisting of a vehicle sheet containing important technical data, as well as all the photos and dynamic 360° views produced with the app.

The sheet can be shared and sent directly to a potential customer who will have access to dynamic and detailed views of the vehicle, while also having the power to contact the seller and share the sheet with other people.



Mobile display



Tablet and desktop display

