

SCAN GUIDE

How to film a product for a perfect 3D model

A five minute read. After it you will deliver footage we can work with straight away.

01 Before you start

A good 3D model starts with the setup. These five minutes save a whole second shoot later on.

WHAT YOU NEED

- A smartphone, photo camera or video camera. Newer is nicer, but not required.
- The product raised up: on a pedestal, stool or glass plate, so the underside is captured too.
- Room to walk all the way around it, at least a metre on every side.

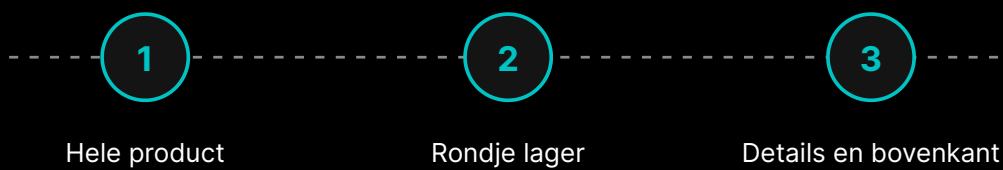
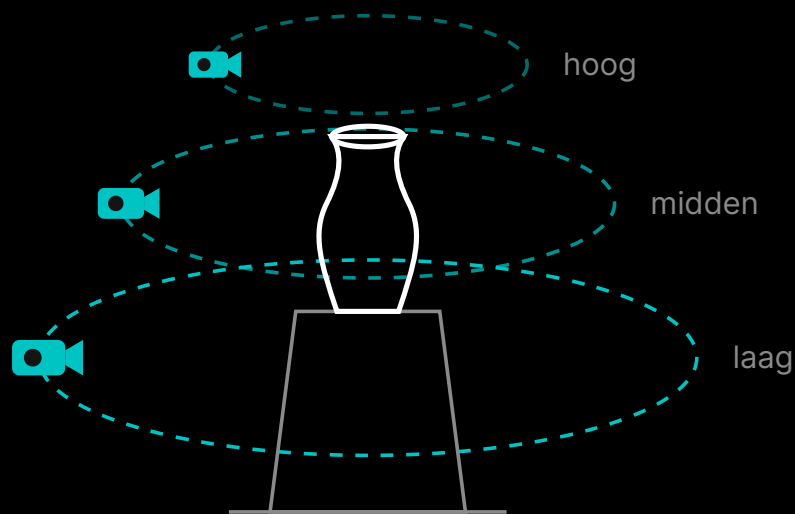
GROUND RULES

- Three minutes of video or 300 photos at most. More does not make a better model.
- Soft, even light. Hard shadows get baked into the model.
- Move calmly, no jolts. Motion blur is the single biggest spoiler.
- Record straight to .mp4, or shoot .jpg or .png. Converting costs quality.

Unsure about your setup? Take a photo of it and mail it to info@twinity.eu. We will look before you start, which costs us five minutes and saves you a second shooting day.

02 Circle the product at three heights

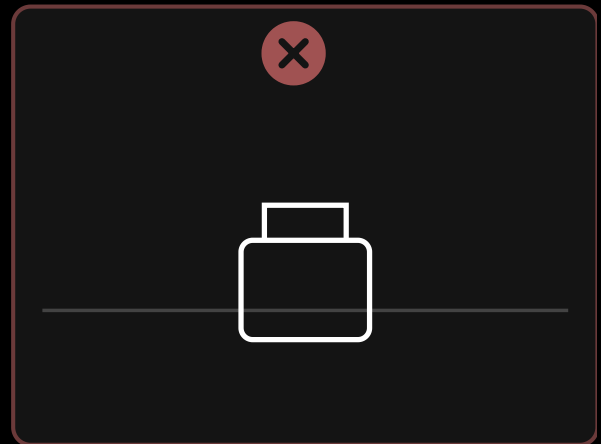
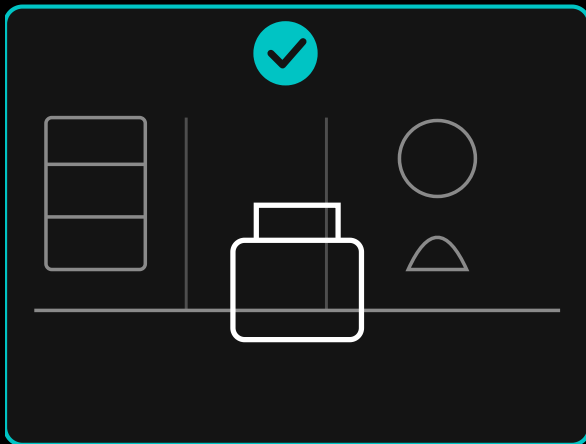
Walk around the product three times: low, at eye level and from above. Each height reveals surfaces the other two miss.



Keep the whole product in frame on your first pass. Only then move in on details. And do not forget the top, that is the surface most often missing.

03 Give the room some texture

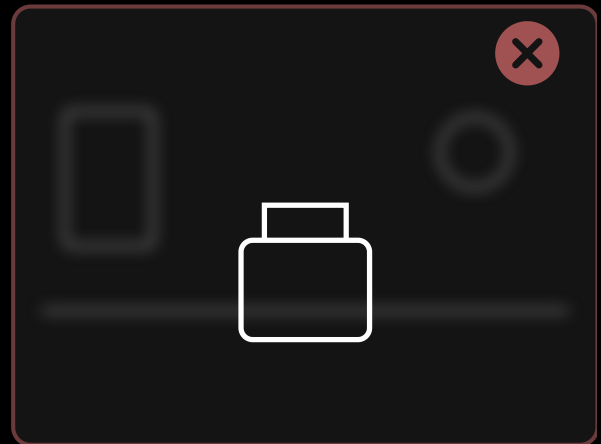
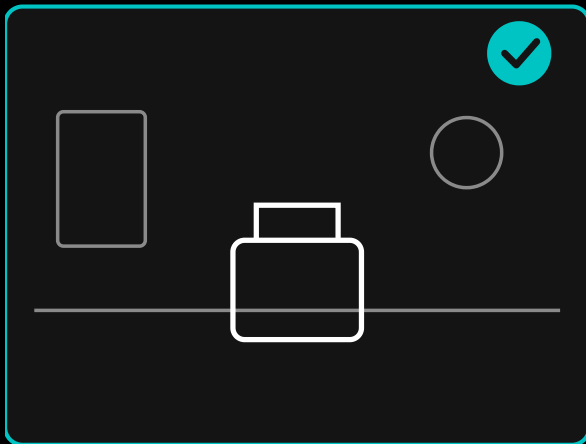
The software works out the camera position from fixed points in the surroundings. A blank white wall offers none, and the reconstruction stalls.



- An ordinary, lived-in room works better than a tidied studio backdrop.
- Avoid plain walls, glossy floors and seamless cloth.
- Glass and glossy surfaces are fine. That is what we are built for.

04 Camera settings

Left on automatic, your camera picks a wide aperture and throws the background out of focus. Exactly what we do not want.



Left is right: product and surroundings are both sharp. On the right the background is blurred away and the software loses its reference points.

Resolution	4K or higher
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Frames per second	50 or 60
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ISO	800 maximum
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Aperture	f/8 or smaller
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Lens	standard or mild wide angle
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05 Do and do not

The short version, for when you are already on your way out.

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|---|--|
| ✓ Contrast and texture in the room | ✗ Plain, smooth backdrops |
| ✓ As much of the space in frame as possible | ✗ Objects blocking the product |
| ✓ Everything sharp, front to back | ✗ Little contrast when zooming in |
| ✓ Calm, even movement | ✗ Light that changes mid-shoot |
| ✓ Product clear of the background | ✗ Starting zoomed in, with no overview |

In short: film as if you are showing someone the room the product is standing in, not as if you are taking a product photo. The surroundings are not a distraction, they are your reference.

06 Sending it in

Done filming? We take it from there.

1 Put your files on WeTransfer

Send them to the link on twinity.eu, or paste your own transfer link into the form.

2 We build the model

Your interactive 3D model is ready within two to five working days.

3 You put it live

You get an embed code plus the files in OBJ, GLB and USDZ.

Not sure whether your footage is good enough? Send it anyway. We will look at it free of charge and tell you honestly if it works.

Your first scan is free.