



## The Story of Sharpics and the D-Flector Portable Photo Studio

Our family business was founded in 1967 offering professional portrait and wedding photography. In the transition from film to digital, our family business has become digitally savvy – enjoying the benefits of digital photography.

As a result, Sharpics was created to provide “do-it-yourself” applications for experts and novices that produce professional-quality pictures with ease and excellent service. Our mission is to re-define the digital photography industry with cost-effective and innovative solutions.

It’s amazing how many industries including commercial art, manufacturing, technology, publishing, graphics, retail, and the internet use product photography on a daily basis. Benefits from a digital camera include flexibility, immediate results and editing capabilities. Not to mention cost and time savings by sharing images professionally and personally through the internet. We saw a need for cost effective ways make product photography much easier than it currently was.

We were challenged by the expense and lack of studio equipment available to create an ideal setting for photographing products. This opportunity inspired the D-Flector portable photo studio.



### How did the D-Flector come to be?

That’s a good question. Jeffrey Mazon, Founder of Sharpics Inc. has been involved in the consumer electronics industry for over twenty years specializing in project management.

As an R&D Manager, part of his responsibilities include: creating training materials, product presentations, and other communication tools. He used digital photographs of products in his presentations because of the impact they provided in communicating information.

Jeff originally created photographs with a floating-on-air effect using expensive equipment in a dedicated studio environment. His colleagues wanted this effect for their presentations too. But it took too much time going back and forth from the office to the studio.

That’s when the light bulb went off and Jeff came up with the idea of a portable photo studio that any one could use on their desk. It would also be easier to down load photos directly to documents or web pages.

After many long months of developing the concept, the D-Flector was born. Together with his wife Danica, they created a business. It was Danica’s father, a professional photographer that inspired them to pursue this revolutionary concept in an industry they know extremely well. **Sharpics is dedicated to making pictures unforgettable!** Please contact us at [www.sharpics.com](http://www.sharpics.com) for more information on the revolutionary D-Flector.



Sharpics introduces the D-Flector Portable Photography Studio available in four sizes ranging from "Mini" (18"Wx28") to "MEGA" (36"Wx46"). It's a photographer's secret weapon for great photos!



**Taking product photographs is simple and easy for everyone.** No need to purchase expensive studio equipment. Now you can do-it-yourself with the D-Flector to help create web pages, catalogs, publications, packaging, sales and marketing materials, advertisements and much more. The D-Flector is excellent for taking photos of items to sell on the Internet or documenting valuables for insurance or estate planning.



**Dr. D-FLECTOR.**  
 Take shots without the pain!

### The Doctor is in! Presenting Dr. D-Flector's Advanced Tips

He has lots of great tips and ideas on getting great pictures using the D-Flector and a digital camera. Check the Doctor out at [www.sharpics.com](http://www.sharpics.com).

### Register to win the D-Flector's ULTIMATE SOLUTION.

- A Digital Camera with Built in Flash
- D-Flector Portable Photography Studio of Your Choice
- Tabletop Monopod
- Camera Bag
- Book "How to Buy, Sell and Profit on eBay" by Adam Ginsberg.

Visit [www.sharpics.com](http://www.sharpics.com) to register to win, for all the details and complete rules.

**E-mail Us Your Favorite Pictures for the Photo Gallery.** Do you have a photo or an application you used the D-Flector for such as a brochure, advertisement, new product announcement, catalog or web page that is outstanding? Please visit us at [www.sharpics.com](http://www.sharpics.com) and send us your jpeg pictures using our "Contact Us" form. Then, check the online photo gallery to see what's new!



*Pictures using a digital camera and the D-Flector portable photo studio*

## The D-Flector Portable Studio for Product Photography

The D-Flector contains a reflective background that activates when photographed with a flash or strobe lighting as the main light source. The result is a white background. Objects appear to be floating-on-air. The same effect that was once time-consuming and expensive can now be done in minutes. Other white background materials leave a grayish appearance. The D-Flector is portable, easy to store and clean.

Taking photographs of products is now simple and easy for professionals and novices alike. No need to purchase a translucent shooting table, energy-consuming hot lamps, or even contract a professional photographer. Now you can do-it-yourself! It also cuts down on editing time. Many of the photos don't need editing at all. It's a must for creating brochures, advertisements, proposals, new product releases, sales, marketing materials and keeping inventory for insurance and other purposes.

### IT'S AS EASY AS 1-2-3!



#### D-Flector Features:

- Opens into a seamless background stand.
- Highly reflective white background material reinforced with a polymer substrate.
- Durable photographic surface.
- Easy to clean with a damp cloth.
- Collapsible background stand turns into an attractive carrying case.
- Chrome-plated latches.
- The handle is top mounted for easy setup.
- Hardwood construction with overlapping corner joints.
- Sturdy lid support locks into a 90° angle.
- Four non-skid feet.

#### Descriptions and Dimensions of Different D-Flector Models:

- **DF-180-The "Mini" D-Flector** is 18"Wx28" curved length. This is the smallest and most economical photo studio specifically designed for small items such as model trains, coins, collectibles, CD/DVDs, bracelets, and watches. Retail for \$89.99.
- **DF-240-The "Original" D-Flector** is 24"Wx35" curved length. This is the best seller and perfect for mobile electronics, books, dolls/bears, collectibles, and antiques. Retail for \$129.99.
- **DF-300-The "Large" D-Flector** is 30"Wx41" curved length. This is the most sought-after model that covers larger items such as electronics, toys, footwear, handbags, novelties, and handheld tools. Retail for \$159.99.
- **DF-360-The "MEGA" D-Flector** is 36"Wx46" curved length. This is the largest photo studio yet small enough to fit a tabletop. The "MEGA" D-Flector can be used for most items such as pottery, clothing, and even small pets. Retail for \$199.99.

**Where can I purchase the D-Flector?**

The D-Flector is available to purchase exclusively online at [www.sharpics.com](http://www.sharpics.com). All major credit cards are accepted. Products are shipped via UPS Standard Ground unless otherwise specified. Shipping to Hawaii, Alaska, and Puerto Rico will be shipped via USPS Priority Mail. International shipping is also available. Please contact us for shipping options.

**Do your products have any warranty?**

Yes. We will warrant all D-Flectors to be free of defective materials and workmanship for a period of 1 year from the date of purchase and will repair or replace any such defective part without charge for 1 year. Please contact us at [support@sharpics.com](mailto:support@sharpics.com) for more details.

**Do you offer discounts on multiple orders?**

Yes, shipping is automatically combined on multiple orders. If you are ordering more than 10 units you may contact us for a special rate at [www.sharpics.com](http://www.sharpics.com) or (858) 780-0072.

**Does the D-Flector come with a User Guide?**

Yes, every D-Flector has a User Guide available to be printed and or down loaded at [www.sharpics.com](http://www.sharpics.com).

**What can I use the D-Flector for?** The D-Flector is designed for product photography. It is available in four sizes ranging 18"Wx28" to 36"Wx46 and is perfect for taking pictures of all types of products and sizes including cell phones, collectibles, packaged goods, computers, accessories, food, books, clothing, musical instruments, small furniture, electronics, and more. The D-Flector can also be used for creating packaging, materials for advertising, marketing, public relations or to sell items on-line. It can also be used to document items for inventory, insurance or estate planning. Please note: Objects that are predominantly white, reflective or transparent may not be ideal against a white background.

**How to take care of the D-Flector?**

The D-Flector has a protective coating. One of the best attributes about the D-Flector is how easy it is to clean. Unlike paper backgrounds, you can use Scotch tape to position products as desired. Just wipe any residue clean with a damp cloth. When not in use, the D-Flector collapses into a portable carry case. The D-Flector is made of a strong but lightweight wood exterior. Please store in a dry place and do not stack anything on top of unit.

**What makes the D-Flector stand out from all the rest?**

The D-Flector contains a reflective background that activates when photographed with flash or strobe lighting as the main light source. The background of the object being photographed is pure white. The object appears to be floating-on-air. Other product photography solutions require energy-consuming hot lamps or require a dedicated workspace and most of all could be very expensive. The D-Flector is very affordable, easy to use and produces results very quickly.

**What type of cameras does the D-Flector support?**

Most digital cameras today have the capabilities that you would need for the D-Flector. These capabilities should include a built-in flash, macro (close-up) feature, adjustable shutter speed, adjustable exposure, light metering and zoom. A three multi-pixel camera is sufficient for web pages or electronic media unless you intend to use the photographs for large prints.



### Why is a D-Flector background better than a plain white background?

Other white background materials leave a grayish appearance. The D-Flector contains a reflective background that activates when photographed with a flash or strobe lighting as the main light source. The result is a white background. Objects appear to be floating-on-air. The same effect that was once time-consuming and expensive can now be done in minutes.



**Using the D-Flector**

With a white background the product's shape is revealed even in a smaller thumbnail view.



**Plain White Background**

Other white background materials will leave a dull gray or yellow appearance.



**Typical Background**

A setting can be distracting or de-value the product.

### How do I use the D-Flector?

Just follow these simple steps.



- Place D-Flector on a tabletop surface.
- Open D-Flector and lock background support.
- Position the item to be photographed as desired.
- Set your camera on a stable platform (i.e. tripod or monopod). Slight motion can distort your image.
- Macro setting may be needed for close-up photography. Check your camera user guide for proper focusing distances and techniques.
- Make sure the flash is ready. Control light intensity by simply adjusting the distance between the object and the flash. For best results, the flash must be pointed at least 30-degrees above the reflective background surface. See illustration below.
- Then simply point and shoot.



LOCK SUPPORT



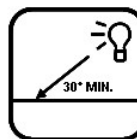
STABILIZE



MACRO



FLASH ON



POINT-N-SHOOT



**Choosing a Digital Camera** – Most cameras today have the capabilities that you would need for the D-Flector. These capabilities should include a built-in flash, macro (close-up) capabilities, adjustable shutter speed, adjustable exposure, light metering and zoom. A three multi-pixel camera is sufficient for web pages or electronic media unless you intend to use the photographs for large prints.

**Shooting Angle/Product Positioning** – With still photography, the object is adjusted for the best position and the camera becomes somewhat stationary.

**“Floating-on-air” Effect** – The floating-on-air effect is what makes an ordinary picture look more professional. You will see these pictures on most online catalogs. Set the object at an angle and change the resting plain for that floating-on-air effect.



**Using Strobe Lighting** – Professional photographers use strobe lighting to get a wider distribution of light. Strobe lights are instantly triggered off the camera’s flash bouncing off the D-Flector’s reflective background. Some digital cameras have a pre-flash to measure the ambient light and automatically adjust the exposure for the main flash a split second later. The pre-flash could set off the strobe light instead of the main flash. Be sure to disable the camera’s pre-flash. Another option to trigger the strobe light is to connect via PC sync wire. See camera’s User Guide for more details.

**Steady Platform (tripod, monopod)** – Still photography is exactly that - the object and camera must remain completely still. A steady platform is essential for a sharp photograph. Any slight movement such as pressing the shutter can cause a fuzzy photograph. This can be undetected until you download the photograph into your computer and view it on a bigger display. We offer an easy to use tabletop monopod in our online store to prevent any challenges with fuzzy pictures.



**Photo Editing Software (shadows, exposure)** – There are three situations where editing may be needed when using the D-Flector:

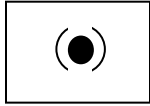
- Cropping/resizing – A large image on a web page or electronic document will load slowly. Consider resizing the larger images to where quality does not suffer.
- Color correction – Cameras will react differently with color in different lighting conditions. A photo editor can adjust hue, saturation and other attributes.
- Removing shadows – Shadows can provide a more dimensional look but if you desire a floating on air effect you could consider removing shadows. A large distance between the built-in flash and the lens will cause cast shadows. Some photo editing programs will allow you to select a certain area within the picture to remove the shadows. The D-Flector makes this process easy by minimizing the shadows.

**Using a Soft Box** – A soft box or umbrella/strobe lighting is used by many professional photographers for its wide distribution of diffused light. This is ideal to get rid of any unwanted shadows. A single soft box will provide enough light to surround the object and the reflective background.

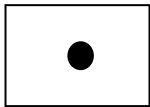
**Shooting Jewelry** – Reflective objects such as jewelry can become a challenge in any studio. It is recommended that a soft box is used for jewelry when using a reflective white background. The soft box can control the amount of diffused light and glare when shooting transparent objects like jewelry. Please note: *Objects that are predominantly white, reflective or transparent may not be ideal against a white background.*



**Evaluative Metering** – Most camera manufacturers use a pre-flash to measure the average ambient light and adjust the built-in flash output accordingly. Cameras interpret color in a gray-scale for flash exposure. An 18% gray-scale is a typically setting for flash exposure on digital cameras. This may be acceptable if you're taking a picture of newlyweds dressed in a black tux and white dress but can cause a dark image when using a reflective backdrop like the D-Flector. Other parts of the image can be under or over-exposed. If your camera only uses this technology, you can adjust Exposure Value (EV) or shoot outside the D-Flector frame then crop.



**Center-Weighted** – Some manufacturers use the auto-focus area (within the frame) to measure the ambient light. This will narrow the light measurement to the focus area and ignore the surroundings. Thus, the flash output will provide the necessary light to provide a white background off the D-Flector.



**Center-Spot** – More advanced cameras allow you to change the metering to three modes including center-spot. Center-spot mode will only measure a smaller area (less than 5%) of the picture to provide the necessary flash exposure. This mode is preferred when using the D-Flector for product photography.

*If you have a question to ask Dr. D-Flector please contact us at [www.sharpics.com](http://www.sharpics.com).*



Use the 1-2-3 method and see what you CAN create!



Compare pictures taken with and without the D-Flector Portable Photo Studio. Other backgrounds can be distracting or de-value the product.





## Here's what they're saying about the D-Flector!

**Clean Sweep** - "The background material is made of tough, extremely reflective plastic. We were able to make pleasing product shots using only an electronic viewfinder camera and its built-in flash. What more could an eBay Power seller ask for?" – **Popular Photography, July 2005**

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**Smart, Simple & Effective** - "You gotta love its simplicity! The D-Flector from Sharpics is one of those unique products with an uncommon combination of functionality, clean design, and affordability. Essentially a white seamless background inside an attractive hardwood portfolio case, the easy-to-carry D-Flector is ideal for shooting small objects. Place the case on a table or desk, open it up, position your subject on the background, and shoot away. Besides the D-Flector, all you really need to create great product photos is your camera, a flash unit and a tripod or other form of camera support." – **Petersen's Photographic Magazine, July 2005**

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"As an independent public relations practitioner on a tight budget for new business, I'm thrilled with D-Flector! **Now I don't have to take campaign samples to a photography studio to get simple table-top shots or product shots for clients.**" – N. Johnson, Richmond, Virginia

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"My wife and I are eBay Power Sellers and bought the photo D-Flector you offer. It is a GREAT product. In just a few short days, and without being experienced with the product or even all our camera settings, we have taken some wonderful photos. We feel it will greatly increase our productivity, as we will now be able to take pictures indoors with flash and get a catalog quality picture for our auctions. **I cannot thank you enough for your fine product, nor recommend it more highly for all sellers looking to get quality images.**" – Martin & Cheryl Adamo, Wallingford, CT



"Your product is amazing. It saves time and money. No more time wasted looking for a background or hours spent editing the photos. It literally pays for itself! The directions were easy to follow. The pictures looked extremely professional and clean. We took 10 product shots in record time and with virtually no editing. **The website and marketing materials were created under budget and in a timely manner thanks to the D-Flector!**" – Joe Suchy, President Bake Shoppe Specialties, Inc. Laguna Beach, CA



"When we were robbed of a priceless jewelry collection a couple of years ago, the police asked for photos. We didn't have any good ones that showed the intricacy of the designs or stones. **Now we're using D-Flector to document just about everything in our house that'll fit in the box from crystal pieces to small-to-medium sized artwork to new jewelry and our insurance files are up to date.**" – J. Johnson, Richmond, Virginia





“I’ve been an e Bay buyer for many years and am about to turn my sights to the selling side. I’ve had to rely on getting the just right light in the photos of my porcelain collectibles. **The D-Flector’s design is easy to use and has helped me get to the point of selling much faster than if I’d had to rely on someone else taking photographs of my items for me.**” – J. Lynn, Richmond, Virginia

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## More Buzz about the D-Flector Portable Photo Studio

- ⊕ “The product works great, will save me a ton of clean photo time.”
- ⊕ “Backdrop is great. Very pro all around.”
- ⊕ “Good deal here, just what I needed for my NEW CAMERA”
- ⊕ “Fabulous invention! I've needed this for years! Thanks!”
- ⊕ “All I have to say is AWESOME for what I take photos of. Thanks!!!!”
- ⊕ “Great product for eBay sellers. Fast service and email status. Recommend highly”
- ⊕ “AMAZING PRODUCT! VERY KIND PEOPLE. I LOVE IT! THANKS! STRONGLY RECOMMEND!”
- ⊕ “Fantastic item! Great packaging. Very nice quality, couldn't ask for more!”