HOW TO GET THE PERFECT
PICTURE

Tips & Tricks

Spottune

Environmental photos:
Show the Spottune system in its space

Also known as lifestyle photos, these show the product in use or within a real-world setting. The product is part of a scene that illustrates how it fits into a specific environment or context. Environmental photos help customers visualize how the product can be used in their own venues, adding context and emotional appeal.

Orientation

The orientation can make or break the photo.
Horizontal orientation is ideal for retail floors for instance if you can find a wide space showing how Spottune speakers cover large areas seamlessly.

Vertical orientation is better at creating focus on detail (Spottune). Use vertical in spaces that is higher than wide, for instance a fitting room, a hall or spaces where you can't get far enough back to capture enough in the frame of the camera.

Wrong orientation

Distance

In environmental photography, distance shapes the relationship between the subject and its surroundings. A wider shot shows context, like how Spottune speakers enhance a space's ambiance.

This is a nice product picture in itself but it does not show the products its size or how the speaker fits into a room. Try to include more of the room.

Not enough context

Perspective

Perspective can be used creatively. But generally you should **aim for "eye level"** making the photo look as natural as possible.

Avoid "low angles": Shooting from too low can reveal too much of the ceiling ⬇

Too much ceiling

A nicely balanced photo, capturing both the atmosphere in the room and the Spottune speaker

Product photos: Show the product

These images focus solely on the product itself. The product is typically shown against a neutral background (like white or grey) to highlight its features, shape, and details without any distractions. Product photos are often close-up shots that emphasize the product's design and qualities, making them ideal for catalogs, e-commerce listings, and packaging.

Tip: If you only have environmental shots you can often transform them into product images using a background removal tool. This tool can be found in Canva, Photoshop or as an online image converter.

The story:
A picture is worth a thousand words

Before snapping a photo, take a moment to consider what you want it to convey.
Every image tells a story, so think about the feeling, message, or detail you want the viewer to focus on.

Is it the product's design, its place in a real-world setting, or how it enhances an environment?
By clarifying your intention, you can choose angles, lighting, and framing that highlight the right aspects and ensure your photo communicates exactly what you want.
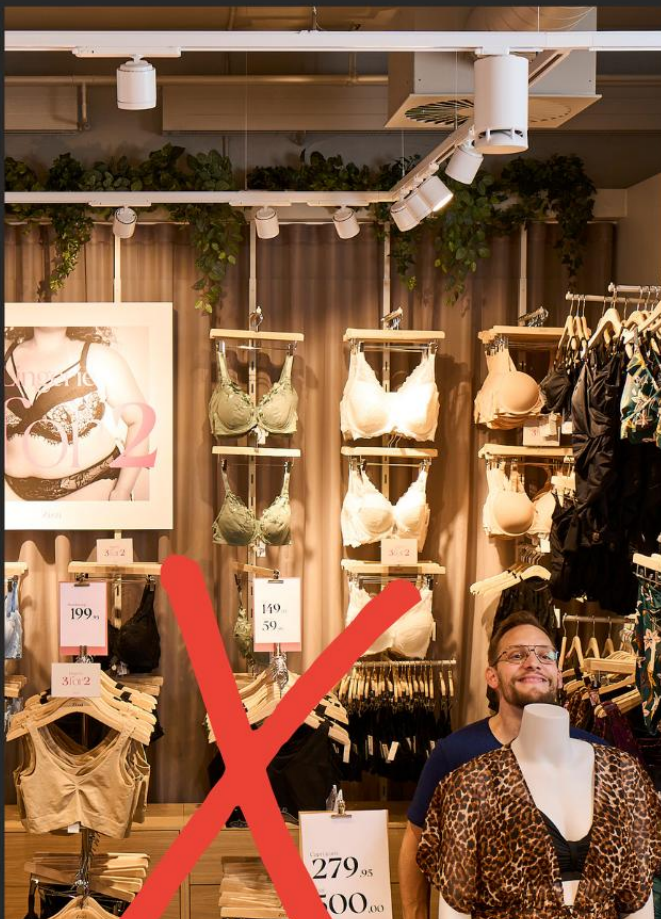
Include people when:

People can help **tell the story**. To the right we were trying to show how easily you can install a Spottune speaker.

The facial expressions of the people within the photo can also help, but be careful not to create a "stock photo feel" with big fake smiles.

Exclude people when:

People can also become **an unwanted distraction** causing people to focus on the wrong thing.

Remember consent

If you include people in a photo, you must ensure to have written consent, stating that you are allowed to use the photo of them, what you intend to use it for, and how they may retract their consent if they want to.

You are allowed to take "situational photos" with people in without their consent, but the photo cannot be a close up or have people be easily recognizable. An example could be a grand opening of a new store with people in line.

A PHOTO IS BETTER THAN NO PHOTO

That is the most important tip.
We love sharing your cases, don't let excuses like "I'm not a photographer" or "I don't have the right equipment" hold you back from sharing your great work.

Use this guide to get better photos of your Spottune installations.

The tips in this guide will help you work around challenges and keep attention on the speakers.

Quick checklist: Remembering what to shoot.

The above guideline is worth nothing if we become so overwhelmed that we forget to take the photos we initially wanted. så here is a short checklist

☑ Where are we?

Get a quick photo of the entry/logo, this makes it easier to remember where the photo was taken and it's great for SoMe. If possible get a photo of the entry with a speaker in the background.

☑ Horizontal and vertical environmental

You never know what you might use the photos for, so remember take plenty of environmental photos both vertical and horizontal.

☑ Semi close and close-ups

Show what part of the scene is actually your product. Get closer and have the speaker take center stage. Play around with the perspective to capture different angles and highlight the unique features of your product. By experimenting with distance, framing, and focus, you can create a dynamic and engaging composition that draws attention to what makes your product special.

☑ "Behind the scenes"

Capture the process and the effort involved; photos like these are perfect for social media posts.

Have fun shooting!