Packshot*Creator* goes Mac

Paris - Packshot*Creator*, designer of professional product photography solutions, is finally conquering the highly demanding Mac users. After several years spent on exploring the best practices on product photography using the Windows platform, Packshot*Creator* software has now entered a new era, by releasing its very first Mac compatible software version.

The fastest way to develop an operational software at the time Packshot*Creator* systems were launched was to use a Windows based platform, which was then matching the needs of most of our clients. Though Mac users were eager to get their own Packshot*Creator* software version, our very tight project schedule led us to postpone such a development. Until now.

The Mac system has spread as a less exclusive solution, especially for corporate use, making it easier for customers to use Mac hardware as a work tool. Along the way, Packshot*Creator* has evolved in many different businesses, responding to their needs in terms of communication. It has become increasingly clear that Mac is getting quite popular among companies, leading us to make the final move and offer our software's great features to all of our customers. After several months of development, a preview version has already been sent to key accounts while waiting for the official version mid-November.

Oriented towards professional use, as it supports Canon EOS series only, this first version of the software is a powerful tool for Mac OS users. There is no doubt today in saying that this turnkey solution enables customers to boost their ROI.

To celebrate this launch, Packshot*Creator* invites everyone in becoming a contestant in our [iPod nano lucky draw contest](#). The rule is simple: you earn one chance to win either by spreading the news on twitter or register directly on our website. Entries will be accepted until November 9th 2010 at midnight.

 5 winners will be randomly drawn on November 10thand announced on our blog, http://packshot-solution.com/ and on our Facebook page, http://www.facebook.com/home.php?#!/packshotcreator.

Good luck and enter now!

About Packshot*Creator* :

Packshot*Creator* offers a new concept of digital photographic studios for companies. These innovative solutions create infinite product photos of professional quality as well as 360° and 3D product animations.
Packshot*Creator* studios have more than 3500 business users in 35 countries, including Essilor, Fnac, Philips, Fujifilm, Sagem, Schneider-Electric, L'Oreal, Swatch Group, Sanofi Aventis, Orangina Schweppes…