

SHS Custom Matching

Photography Guidelines

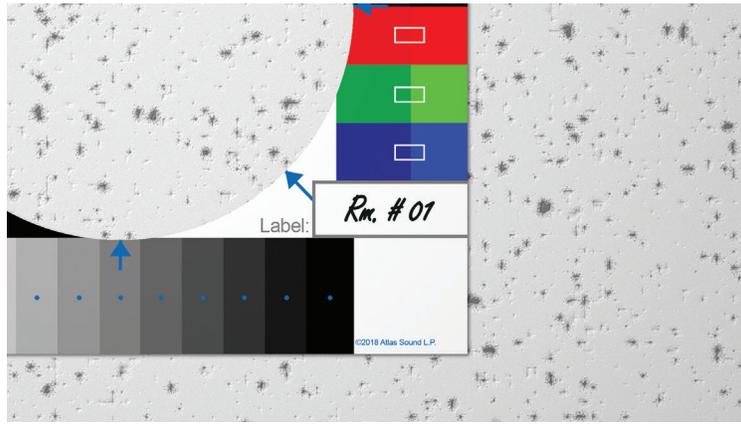
Enclosed is the SHS Camera Target for your AtlasIED SHS custom order. The following are general guidelines and best practices, as the quality of the picture submitted will impact the quality of the final print.

A few notes to consider:

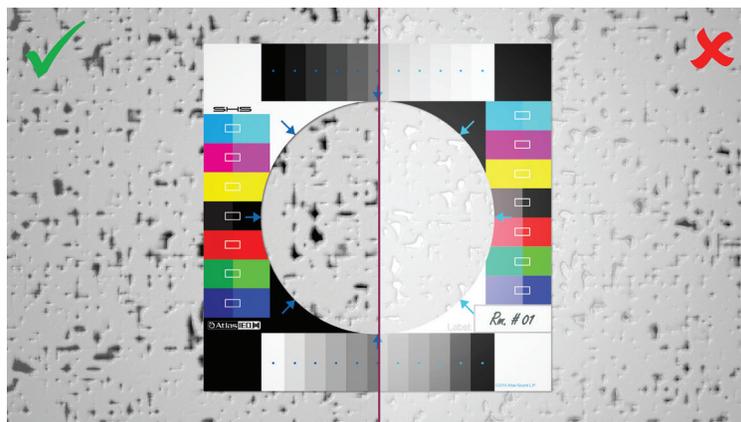
- Image dimensions must be larger than 2100 x 2100 pixels for a clear final print.
- Please make sure that the ceiling surface / material is clean before photographing.
- Only one photo is required if multiple speakers will be installed in tiles with the same pattern.

Directions:

1. Label the Camera Target. Create a unique identifier that will remain associated with the photo through the matching process and final print that AtlasIED will provide.



2. Center the Camera Target on the area to be printed on the SHS custom lens.
3. Carefully affix the Camera Target to the ceiling material. Tape or another adhesive may be required, unless you are able to remove a tile and take your photo on a flat surface.
4. Light the surface as "flatly" as possible without departing too far from the normal lighting conditions. A direct spot light on the material may illuminate otherwise dark areas of texture, and therefore is not recommended. If you are able to remove your ceiling tile, make sure the lighting on the surface you use is similar to the location in which it will be installed.



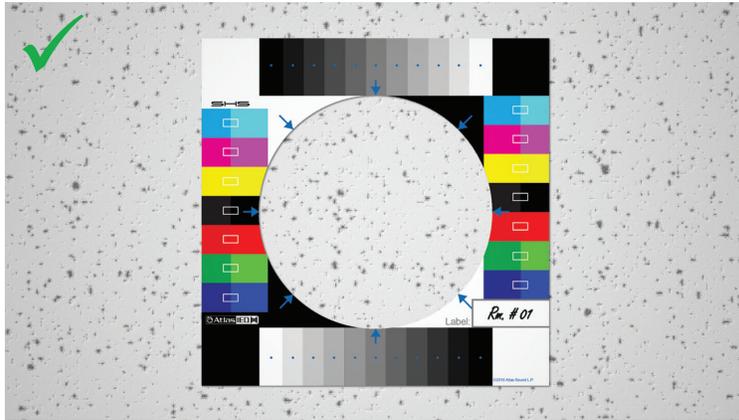
5. Frame the Camera Target in the camera viewfinder.
6. Capture the photo.
7. Visit our website to upload the image, www.atlasied.com/designlab/orders



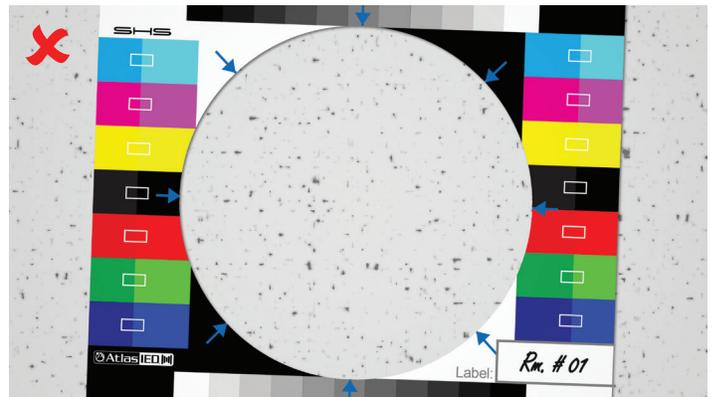
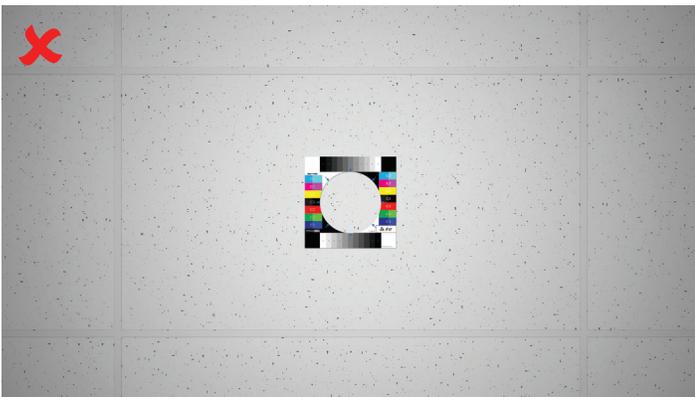
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Best Practices:

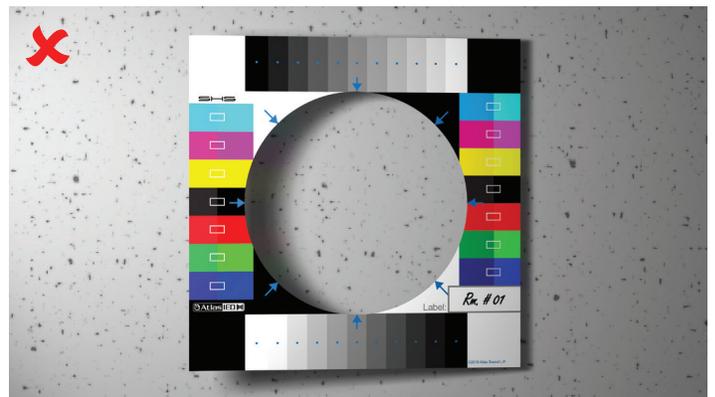
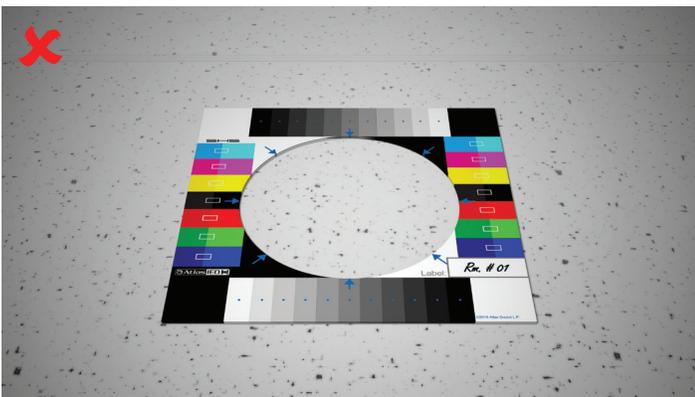
The ideal image should look similar to this:



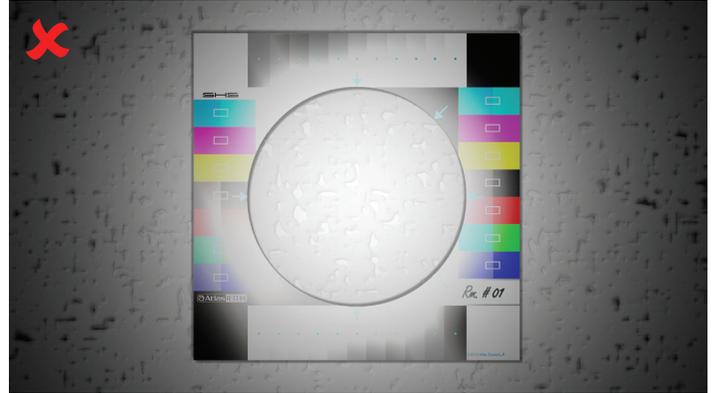
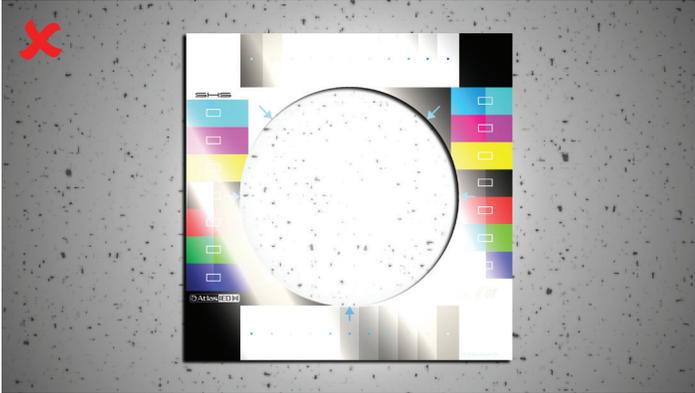
Framing should not be too wide or cropped at the edges of the Camera Target.



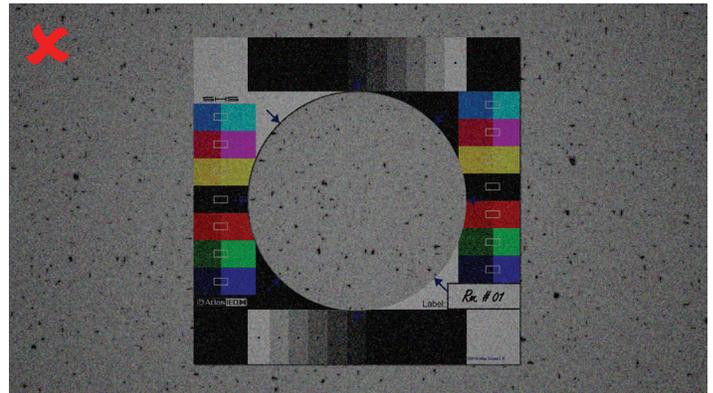
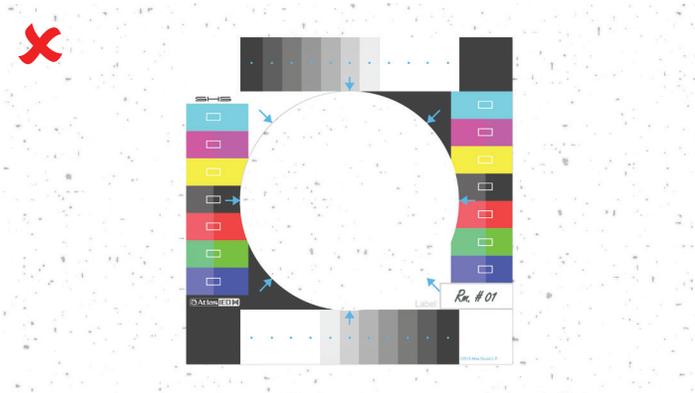
Ensure the camera is "square" with the Camera Target and not overly angled. The Camera Target must be flush against the surface with no long shadows in the target area.



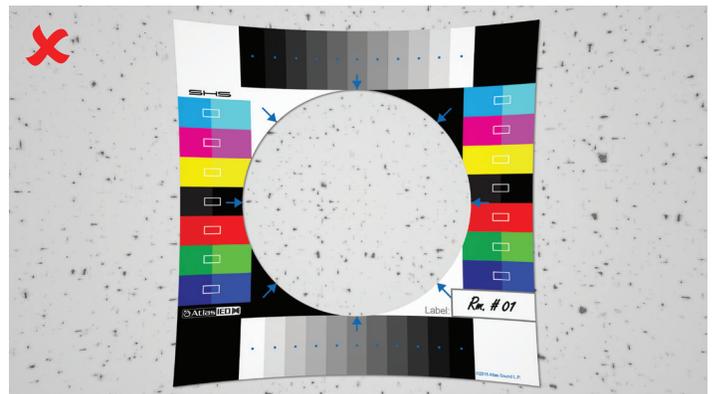
Turn the camera flash OFF to avoid glares and inaccurate texture replication.



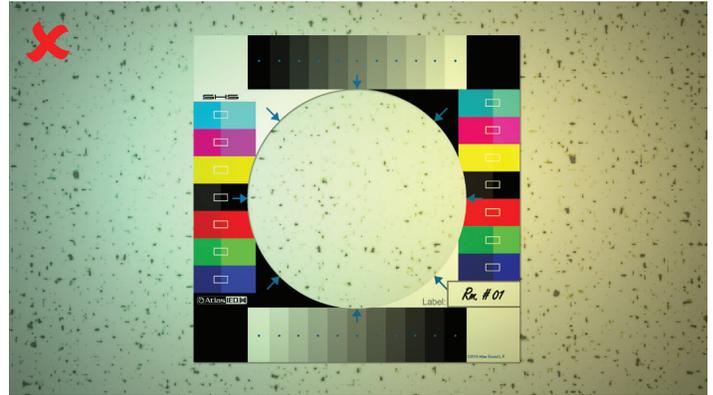
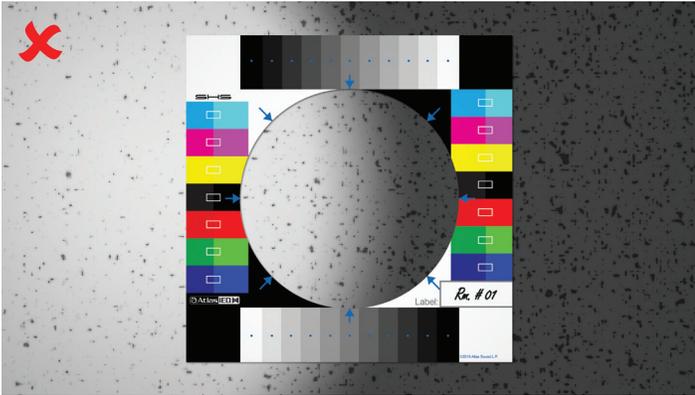
Over-exposure will result in loss of detail in highlights and under-exposure will result in loss of detail in dark areas. Dark lighting conditions may cause unwanted image noise or grain.



Ceiling material and the Camera Target must be in focus. Do not use a wide-angle lens or any filters.



Ensure the lighting is consistent in brightness and color temperature across the target area.



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