

TYRE PHOTOGRAPHY TOUCH-UP

RADAR TYRES

CURRENT PHOTOGRAPHY

- Images can be provided in either high resolution tiff files or jpgs
- Each product has been shot in 3 to 4 angles:
 - 0 degree
 - 15 degree
 - 45 degree
 - 90 degree
- Touch-up may require light adjustment, colour correction and intensive clean up on the tire tread and sidewall
- Additionally the design and selected details (brand name, product name etc) on the sidewall must be highlighted so it stands out
- Post touch-up each of the products should look similar in terms of colour lighting, and the highlights on the sidewall

CURRENT PHOTOGRAPHY LOOKS AS BELOW





REFERENCES TO THE LEVEL OF TOUCH-UP REQUIRED

- Here are some references of how the image must look after touch-up
- Touch-up requires the tyre tread and side to be cleaned up
 - The design and selected details on the side must be clearly visibly or slightly brightened so they stand out

PLEASE NOTE: We do not need a black background to be added. The references are just to show you the level of detail needed on the image









