



360-Degree Photography

by Shira Ami

At the Jovella fair we found a photography system designed for capturing a 360° view of diamonds and jewelry, displayed by the Mode company, which came to the show from Poland. Edi Faltz of DBO and Faltz Diamonds & Jewelry is importing the photo composer to Israel and serving as its distributor

Edi Faltz has an eye for technology. The first time we met him, it was in his capacity as distributor of GemBox RFID (Radio Frequency Identification), the “magic device” that can count diamond envelopes (briefkas) at lightning speed, even if they’re closed in a box (on the condition that each one bears a chip that the device can read). Now he is importing another “magic box” to Israel, this time a photography system (camera, light table and software) that can photograph

diamonds and jewelry from 360 degrees:

“In order to compete with the diamond centers in India and other locations around the world, we need to dominate three relevant fields: diamonds, gemstones and jewelry, and employ the most sophisticated technology possible, thus enhancing our ability to make optimal use of the most advanced marketing channel available to us today - the internet,” he said.

The photo composer, which produces life-like, high-quality



photos that can be sent to any location at any time, is the type of development that Faltz was referring to.

Mode 360°

We spoke with Wlodzimierz Polanski of the Polish firm, Mode 360°, which developed the system about five years ago, in order to take advantage of online trade, which enables sellers to reach

numerous markets quickly and effectively. The use of the photo composer has increased and experience in the field has grown over the past four years. Recently, with the assistance of an expert in diamonds, the company added capabilities for microscopic photography of diamonds. The system is distributed in the US, Germany, Italy, China, the Czech Republic and now - Israel.

The product offered to diamantaires is comprised of a camera, a light chamber containing six separate adjustable high-power LED bulbs that simulate daylight, a computer-controlled photography surface and an attachment to the user's personal computer installed with the appropriate software. According to Polanski, the photography system is easy to use, fast and produces 3D, 360-degree photos that present a precise image of the real product. The system is controlled using the software and requires no previous knowledge of photography.

"5000 dollars and the entire photography system - including software and storage services on the cloud - is yours," Edi Faltz told us. "It can be installed in the office and every employee can learn to use it within a very short time. It doesn't involve a service center or a commitment to suppliers. The diamantaire buys the product and it is available for use in his own office."

At the beginning of the article we recalled the first product that





Watodzimier Patansky came especially for the Jovella fair from Poland, in order to present the camera for 360° photography of diamonds and jewelry. Photo: Shira Ami

Edi Faltz distributed in Israel - the RFID box for counting diamond envelopes. At the end of this conversation with Faltz, I told him that one of the criticisms I heard of this box was that it counted diamond envelopes, but not what was inside of them, and therefore it couldn't replace manual counting.

Edi Faltz immediately got up, went over to a cabinet and pulled out another innovation - a transparent diamond envelope that can be placed at a display point (on a plastic board with grooves, developed by Faltz) and also enables observation during the counting at the end of the exhibition day and at the end of the show.



A transparent diamond envelope enables Edi Faltz to know what's inside without opening it. Easy to exhibit, it also reduces the time devoted to counting at the end of the day. Photo: Shira Ami

“Instead of preparing an exhibit in two days, I get ready in two hours. Efficiency improvements like these enable considerable reduction of the company's operating costs and give it a competitive edge, “ he summed up, and then added: “Everything fits together - the system, the box that counts diamond envelopes rapidly, the transparent diamond envelopes - they all serve fast trade and all enable development in the diamond pipeline as an investment for private individuals and institutions. We'll discuss this more in the next issue of *Hayahalom*.” ●

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