Alchemy IMAGEWORKS
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Project Spec Sheet

Holographic display content

Fill this in on screen — the grey boxes are typeable. You do not need to complete every box before talking to us; send what you have and we will tell you what is missing. Sections F and G are the two that need someone with the product in their hands, and they can be forwarded to a brand partner on their own.

THE SIX THAT LET US QUOTE A FIRM PRICE

Everything else can follow later. These six decide whether we can give you a fixed price or only a range.

- [ ] **Every asset you want, with part numbers and full product names — section C**
- [ ] **Vector artwork for every brand mark — .ai, .eps, .svg or vector .pdf — section D**
- [ ] **The ten reference photographs, for every product — section F**
- [ ] **Make, model and resolution of the display — section B**
- [ ] **The date you need files in hand, and what is driving it — section A**
- [ ] **One named person whose approval is final — section A**

WHAT IS IN HERE

A	Project basics — people, approvals, deadline	2
B	The display and where it will live	3
C	Asset schedule	4
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WHY WE ASK ALL THIS

Building a product in three dimensions from flat photographs means reconstructing things a camera never recorded — whether a bore is open or blind, which side takes the battery, whether a casing is matte or bright. A photograph cannot answer those. The person who sells the product can answer all of them in about a minute each.

HOW LONG THIS TAKES

About fifteen minutes for sections A to E, plus roughly ten minutes per product for section G. Short answers are fine throughout, and “don’t know” is a genuinely useful answer — it tells us where to be careful.
Sections F and G are written to stand alone. If a brand partner is the one who knows the product, send them those pages and nothing else; they will know exactly what to do.

Completed sheets come back to admin@alchemyimageworks.com, either with the Submit button on the last page or simply by attaching the saved file to an email. Both reach the same place.

SECTION A

Project basics

Who decides, who else reviews, and what happens when they are away.

YOUR COMPANY

Company (legal name)

Project contact — name and title

Email and direct phone

APPROVALS

Approver — final sign-off

Approver email and phone

Alternate, if they are unavailable

Anyone else who must review files

WORKING WITH YOU

Business hours, and days closed

How long per review round?

Absence or travel in the project window

Accounts payable contact / PO number

DEADLINE

Date you need finished files in hand

What happens on that date?

Holidays or shutdowns in the window

RIGHTS AND USAGE

Where will this be shown?

Shared with dealers or other branches?

- [ ] We are happy for Alchemy Imageworks to show this work as a portfolio piece.
- [ ] We are licensed to use every brand mark supplied, for this purpose.

TELL US THE DRIVER, NOT JUST THE DATE

On a recent project the agreed date was the 15th. The manager taking the display to the show flew out on the 14th, and the 12th was a holiday — so the real cut-off was the 9th.

SECTION B

The display, and where it will live

Content for a POV fan is built to the pixel for one specific device in one specific room.

HARDWARE

Make and model of the display	
Disc diameter	
Native resolution, in pixels	
Brightness in nits, if known	
Input — HDMI, USB, wi-fi app, SD card	
File format or codec required	
Maximum file size or storage	
How many displays will run this?	

INSTALLATION AND ENVIRONMENT

Mounting — wall, stand, ceiling, case	
Height of disc centre above floor	
Viewing distance — nearest and furthest	
Ambient light	
What is directly behind the display?	
Hood, cover or shroud fitted?	
Who installs and loads the files?	
When must they have files to test?	

BLACK IS NOT A COLOUR HERE

A POV fan draws with light. Black is an LED switched off, so pure black reads as empty air. Anything you want seen must be lighter than its surroundings, and artwork with dark lettering on a pale ground has to be reversed to work at all. It is also why what sits behind the disc matters — dark matte fabric holds up where a pale wall competes.

SECTION C

Asset schedule

One row per asset. This is what we quote against and what we build — anything added later is handled as a change order.

Type: brand mark · product render · packaging or fastener pack · other

#	TYPE	PART NUMBER / SKU	FULL PRODUCT NAME (YOUR CATALOGUE WORDING)	BRAND MARK

☐ **This is the complete list. We understand anything not listed sits outside the quoted scope.**

Part numbers in this batch that look alike

PART NUMBERS ONE CHARACTER APART

On a recent project two part numbers differed by a single digit and one product was built in the other's slot. Flag any lookalikes here and we will check every file twice.

SECTION D

Brand marks and on-screen text

BRAND MARKS — ONE ROW EACH

Logos are extruded into three dimensions, so we rebuild them from the outline. A vector file reproduces exactly; a PNG has to be traced, and tracing is where straight letters go crooked and a rounded corner becomes a flat chamfer.

MARK / BRAND	VECTOR SUPPLIED?	VARIANT	TAGLINE THAT GOES WITH IT	EXACT COLOURS

- ☐ Vector artwork is attached for every mark above.
- ☐ Some are raster only. We understand this means tracing, and small distortions are possible.

Depth preference — shallow and crisp, or deep and sculptural?

ON-SCREEN TEXT

Text on a spinning LED array must be far larger than on a screen. The card stacks three things: the brand mark as a graphic, then the product name, then the model number. Because the mark is already there, the brand name does not need repeating in the text — which buys back the characters that matter. Give exact wording, character for character.

PART NUMBER	PRODUCT NAME (24 CHARACTERS MAX)	MODEL STRING (16 MAX)

SECTION E

Motion and playlist order

A full revolve shows every side but spends half its time showing the back of a logo, mirrored and unreadable. A limited swing keeps the face legible throughout.

MOTION

Default motion for product assets	
Default motion for brand marks	
If limited swing — how many degrees either side?	
Rotation speed — slow, medium, brisk	
Direction	
How long should each asset hold on screen?	
Target total loop length	

PLAYLIST ORDER

A separate decision from which assets exist. An asset may appear more than once.

SLOT	ASSET	SLOT	ASSET
1		11	
2		12	
3		13	
4		14	
5		15	
6		16	
7		17	
8		18	
9		19	
10		20	

TWO THINGS WORTH KNOWING ABOUT LOOP LENGTH

A sequence with a title card and an entrance runs roughly twice as long as a plain spin. For a booth that is usually a plus — longer dwell, more chance a passer-by catches the product they care about — but it is worth deciding deliberately rather than discovering it.

If you want an asset to appear more than once in the loop, say so above. Repeating a brand mark between product groups is a common and effective choice.

SECTION F

Reference photographs and supplied material

A phone camera is fine. Even light, a plain background and the whole item in frame beats a studio photograph from a flattering angle — we need the unflattering ones.

THE TEN SHOTS — FOR EVERY PRODUCT

#	SHOT	WHAT IT TELLS US	HAVE IT
1	Straight down the nose or muzzle, square on	Is the bore open or faced, and what is inside	☐
2	Rear, square on	Exhaust and fan — see-through or blocked	☐
3	Left side, full length	Profile and decal placement	☐
4	Right side, full length	Asymmetry — what differs from the left	☐
5	Top	Caps, fittings, markings	☐
6	Bottom	Air fittings, battery foot, base colour	☐
7	The hook or hanger, isolated and close	Loop shape, springs, fixings, section	☐
8	Every decal, square on and legible	Exact wording and placement	☐
9	Each adjustment mechanism, close up	Threads, dials, where detail stops	☐
10	The whole item as sold, everything fitted	What belongs on it that we would omit	☐

AVAILABILITY AND SOURCE MATERIAL

- ☐ All ten are attached for every part number.
- ☐ Some products are not physically available to us — listed below.
- ☐ **We can lend you the physical product for the build.**

Products with no sample available

Manufacturer 3D data — format and source

Packaging artwork or dielines available?

Who approves brand-owner artwork?

LENDING US THE PRODUCT CHANGES THE ECONOMICS

Put the actual item in our hands for a week and most of section G stops being necessary, and the revision rounds largely disappear. For anything you stock anyway this is usually the cheapest decision available to you, and we price it accordingly.

SECTION G

Product specification — sheet 1

IT DOES NOT NEED TO BE TECHNICAL

A note such as “the hook is silver, the nose is solid black, and there are threads on the collar” saves a full round of revisions.

Part number

Product name

Manufacturer

1 · POWER TYPE

- ☐ Pneumatic / air — it has an air fitting
- ☐ Cordless, battery only
- ☐ Cordless, fuel cell plus battery
- ☐ Corded electric
- ☐ Manual, no power

2 · COLOUR AND FINISH

Body colour

Base / foot

Accents, and where

Must NOT appear

Matte, satin, gloss or bare metal — per part

3 · OPENINGS — OPEN OR BLOCKED?

Nose / muzzle — open bore or solid face?

If solid, what covers it?

Rear exhaust / fan — see through it?

If blocked, with what?

Side ports — open, or something inside?

4 · HOOKS, HANGERS AND SPRINGS

Material and colour

Closed loop, or open hook?

Round in section, or flat anywhere?

How many springs, and to what?

Mounted to the body or the magazine?

5 · ASYMMETRY — VIEWED FROM BEHIND

Which side takes fuel cell / battery?

Magazine release — both sides or one?

Which side carries the stickers?

6 · DECALS — EXACT WORDING AND FACE

Decal 1 — face and wording

Decal 2 — face and wording

Decal 3 — face and wording

Text is never mirrored on the far side unless you say so.

7 · THREADS, PATTERNS, AND ANYTHING THAT MUST NOT APPEAR

Threads or knurling — where present, where absent

Must not appear — exposed springs, bumps, seams, stray colour

Should this asset show more than one item together?

8 · ANYTHING ELSE WE SHOULD KNOW ABOUT THIS PRODUCT

Anything a tradesperson would notice if we got it wrong.

SECTION G

Product specification — sheet 2

> Copy this sheet for each additional product, or send the answers as a short email — either is fine.

Part number

Product name

Manufacturer

1 · POWER TYPE

- ☐ Pneumatic / air — it has an air fitting
- ☐ Cordless, battery only
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2 · COLOUR AND FINISH

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Should this asset show more than one item together?

8 · ANYTHING ELSE WE SHOULD KNOW ABOUT THIS PRODUCT

Anything a tradesperson would notice if we got it wrong.

SECTION G

Product specification — sheet 3

> Copy this sheet for each additional product, or send the answers as a short email — either is fine.

Part number

Manufacturer

Product name

1 · POWER TYPE

- ☐ Pneumatic / air — it has an air fitting
- ☐ Cordless, battery only
- ☐ Cordless, fuel cell plus battery
- ☐ Corded electric
- ☐ Manual, no power

2 · COLOUR AND FINISH

Body colour

Base / foot

Accents, and where

Must NOT appear

Matte, satin, gloss or bare metal — per part

3 · OPENINGS — OPEN OR BLOCKED?

Nose / muzzle — open bore or solid face?

If solid, what covers it?

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Should this asset show more than one item together?

8 · ANYTHING ELSE WE SHOULD KNOW ABOUT THIS PRODUCT

Anything a tradesperson would notice if we got it wrong.

Sign-off and submit

Returning this lets us quote a firm price rather than a range, and fixes the specification so that both of us know what "finished" means.

Name and title	
Company	
Email	
Date	

☐ **The information in this form is complete and accurate to the best of our knowledge.**

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