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## OPV Image Specification

The reason that OPV has image validation is to ensure all parties that receive images from OPV Online, that the quality is constant and that the image can be used for whatever purpose. A large number of end users also requires that images are quality assured according to GS1 Product Image Specification. The two important main criteria for a good image is:

- Image saturation / sharpness / exposure / compression artifacts / image effects
- Image size in pixels

### Image saturation / sharpness / exposure / compression artifacts / image effects

In order for delivered digital image to be accepted as the original image it needs to be photographed in a studio environment and with a camera so that the color saturation, sharpness and exposure is acceptable. The picture may not be too hard File-format compressed or shadow or reflection from light such as flash destroy or obscure important elements of a product such as product name, weight or brand. An original image may not have mirror effects or shading, the image background has to be completely white, R 255, G 255, B 255. You can store images with effects as an additional coupled product image.

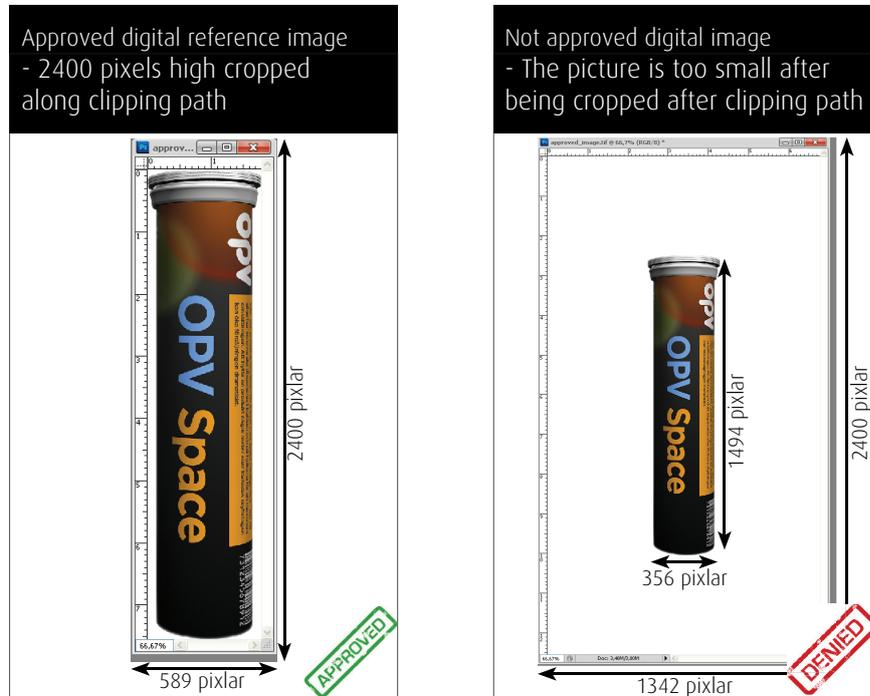
Example:



## The image size in pixels

A supplied digital image must be large enough in terms of pixels to be accepted. OPV Online is a media system that stores high-resolution images of consumer products and the stored original image must be at least 2400 pixels high or 2400 pixels wide. A stored original image can be reduced while maintaining quality to better suit different kinds of printing techniques, but you can never enlarge an image while maintaining quality.

The digital image minimum requirements of 2400 pixels applies cropped around the product range. A picture may therefore be at least 2400 pixels high, but after the image has been cropped along clipping path fall below the threshold of 2400 pixels and then consequently not be accepted.



## Automatic image validation/image adjustment

All images to be stored in OPV system must be uploaded via OPV Order (order.opv.se). OPV Order have an automatic image validation that validates images according to GS1 Product Image Specification. Image validation is even capable to adjust the majority of any errors that an uploaded image has, for example: change the resolution to 300 ppi, renaming clipping path to path1, delete unwanted working paths, delete alpha channels, Flatten Image, erase guide lines, etc.

## Manual image validation/image adjustment

Images uploaded through the OPV Order and passed the Automatic Image validation ends up in the manual validation. The manual validation is to ensure that the image is properly exposed, compression artifacts, has no date marking etc.

// OPV Photo Studio