

Creative Services

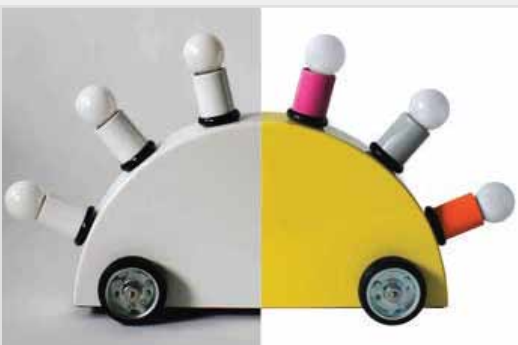
Several companies are constantly trying to gain an edge on their competition. To stay ahead, they have to invest in engaging content and it starts with enticing and eye-catching images. This allows for a compelling shopping experience, and allow customers to enjoy their time on the site as they explore various products.

Helping Brands Navigate the World of eCommerce



Background Removal

Image Background Removal (also known as image clipping or image cut-out) is a versatile photo editing action. Get rid of distracting backgrounds, ensure your product image stands out, or ensure image uniformity. By analysing your image and its background, our experts choose the most appropriate technique to use. Clipping paths, alpha channels or layer masks are applied as necessary to achieve the best results.



Color Correction

Our experts adjust exposure, improve contrast, enhance saturation, or choose from a host of other image adjustments, all with the objective of optimizing your image. Color correction can also be used to reduce the number of photographs you need to take. Our editors can create perfect color variants from one single color image of your product, without losing any important details.



Skin Tone Adjustments

Our professionals can reproduce natural skin tones for all your models, regardless of imperfect studio lighting. They can remove skin blemishes, tattoos, piercings & more, while faithfully reproducing your models skin tone and color temperature. This is accomplished by analysing, contouring, removing imperfections, smoothing textures, dodging and burning and other techniques to provide the final results you desire.





Shadows & Reflection

Natural and drop shadows add a subtle depth that improves your product's appeal. Our professionals are skilled in the art of adding natural looking shadows to any type of product. We make your products stand out with a subtly applied natural shadow. Our experts can also add gorgeous natural reflections that will subtly but surely distinguish your products photographs from those of your competition.



Ghost Mannequin

Model photography is expensive and mannequins are distracting. Our experts can overcome the challenge by combining multiple images into one single image, making sure the focus is on your products.



How does Lumina Datamatics help?

- Improve Customer Experience
- Improve Customer Loyalty
- Mitigate Financial Losses on Fraud
- Protect Brand Image
- Improve Seller Performance
- Reduce Chargeback Losses
- Better Product Compliance
- Make Platform Trustworthy & Safe for the Users

Why work with Lumina Datamatics?

- Experts in the ecommerce domain
- Pre-defined precision processes to ensure consistent quality of output
- Automated tools and workflows for faster turnaround
- Experience of working with Fortune 500 Clients
- Offshore Delivery Centres for faster turnaround at optimized cost

Lumina Datamatics eCommerce offerings



Content Services

Taxonomy Services | Classification | Product Content | Item Setup | Content Audit



Analytical Solutions

Pricing Intelligence | Assortment Analysis | Seller Analysis | Dynamic Pricing



Rich Media

Image Processing | 2D-3D Rendering | Video Rendering | 360 Degree | Model Shots with Skin Tone

Lumina Datamatics is a strategic partner to global publishers and ecommerce retailers, providing content, analytics, and technology solutions. We assist global marketers and merchandisers to leverage the power of content, analytics solutions, and technology, to tell their brand stories and gain a competitive edge to drive growth. Lumina Datamatics's expert solutions are a combination of its various in-house platforms, partnerships with global technologies, and more than 2800 professionals spread across Germany, India, the US. This global footprint services our customers across four continents, Americas, Asia, Australia, and Europe. Visit luminadatamatics.com.