

AMAZON HOME SELECTION IMAGE GUIDE

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This document is intended to give you the guidance you need to create effective, accurate images of your product and maximize your business in the Home market segment.

Your images have a direct impact on a customer's purchasing decisions. They inspire customer confidence and boost sales. Amazon Home Selection has specific requirements for your imagery that are designed to help you communicate effectively with your customers.



MINIMUM REQUIREMENTS

Provide **no less than 4** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.

MAIN All components included, set up in the configuration of primary use, positioned at a 30 degree angle facing right.

PT01 All components included, set up in the configuration of primary use, positioned straight to camera.

PT02 Product configured to show function, interior view, or alternate use. If there is no additional function to be represented, this photo should show the back of the product, positioned straight to camera. PT02 example below shows the convertible function of the futon.

PT88 A detail image of the fabric or material taken from the product itself or from a fabric swatch. If your product has more than one texture or material, the PT88 variant can depict a combination of multiple swatches.



MAIN



PT01



PT02



PT88

*See Appendix 1 for more examples of the basic requirements for your product type and Appendix 2 for studio photography setup.

MINIMUM REQUIREMENTS

File Requirements

- Images must be in a JPEG, TIFF, PNG, or GIF file format.
 - JPG format is preferred
- Color profile must be sRGB.
- Image size must be a minimum of 2000 pixels and a maximum of 10,000 pixels per side.

Image Requirements

Examples on following page

- Use a pure white background of 255 RGB.
- Product should fill at least 85% of the frame.
- Do not crop into the product.
- Only show what is for sale in the product images, no props.
- Do not include multiple views of the same product in a single image. Upload additional single images for these views.
- Images cannot include text, graphics, or logos.
- Images must be of the actual product. Cannot be designs or sketches of the item.
- Color must accurately represent product with a neutral white balance overall.

MINIMUM REQUIREMENTS EXAMPLES



Background not pure white.

Product not filling frame.

Product is cropped.

Do not show props in MAIN.

Do not include text or graphics.

Product is not color balanced.

FILE NAMING

Each image that you intend to upload needs to have a specific file name assigned to it in order to ensure that it maps to our site properly. The file name is comprised of the *product identifier*, the *variant code*, and the image type suffix.

Example: B00431765.PT02.jpg

Product Identifier

Either the Amazon ASIN code or UPC/ EAN with no dashes, spaces or other punctuation.

Variant Code

A 4-character code that indicates the type of image you are uploading, e.g. MAIN image, additional image, angle shots, etc.

Valid variant codes are as below:

- MAIN image: **MAIN** The primary image of an ASIN is called the 'MAIN'. This MAIN image represents an item in the search results and browse pages. It is the first image the customer will see when they click into the detail page.
- Part shots: **PT(zero)1, PT02, PT03, PT04**, etc. PT images feature additional angles, configurations, features, accessories, or product details.
- Environmental images: **EV01, EV02**, etc.

Image Type Suffix

Denotes the type of image. Please note that JPEG, TIFF, PNG, or GIF images are accepted upon upload, but JPG is preferred.

FILE NAMING EXAMPLES



B00431765.MAIN.jpg



B00431765.PT01.jpg



B00431765.PT02.jpg



B00431765.PT03.jpg



B00431765.ENV1.jpg



275316331.MAIN.jpg



275316331.PT01.jpg



275316331.PT02.jpg



275316331.PT03.jpg



275316331.PT04.jpg

ADDITIONAL IMAGERY

Use additional product images to communicate more selling points and features of your products, to inform and interest customers, and reinforce your brand. Use variant codes PT03, PT04, PT05, & PT06. These images can:

- Show the product in an **environment**, variant codes EV01 & EV02
- Show the product **in use**
 - If props needed to show functionality only include in additional imagery
- Show **textures, or other details**
- Show alternate views
- Show additional functions



PT03



PT03



EV01



PT03



PT03

UPLOADING YOUR IMAGES

1. Check to ensure that your files are named appropriately.
2. Color profile sRGB is mandatory for all images.
2. Log in to your Vendor Central account.
3. Navigate to “image upload” and add your images using SKU/ASIN ID and image file name.
4. For bulk uploads follow these steps:
 - Ensure all image files are named correctly.
 - Create a zip file and copy image files to zip.
 - Click “image upload” and upload zip file.
5. For questions, contact us through Vendor Central.

Note: If the file name does not include a 4-character variant, the image will be treated as MAIN and will be uploaded as such. This could then accidentally overwrite an existing main image and negatively impact the customer experience.

AMAZON IMAGING SERVICES

If you are unable to provide images that will meet our baseline requirements, please work with your vendor manager to explore the imaging services we can offer, including:

Product Photography

- Amazon Studio Photography
- On Site/Mobile Imaging Services
- Lifestyle Imagery Shoots

Photo Editing

- Professional Retouching
- Color Authoring of Product Variations

Color Authoring is a cost-effective process that reduces the need to photograph multiple color variations of the same product. It is a photo manipulation that maintains the texture and detail of each product.

If you are interested in hearing more about these services, please contact our Product Imaging Services team at photography-services@amazon.com.

AMAZON HOME SELECTION IMAGE GUIDE | APPENDIX 1

Image Examples By Category

LIGHTING

Provide **at least 3 – 4** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.

MAIN All components included, light(s) on, and positioned either straight to camera or at a roughly 30 degree angle facing right whichever shows the features fully

- For Chandeliers and Pendants, shoot cropped in, not showing ceiling mount

PT01 All components included, light(s) off, and positioned the same as the MAIN

PT02 Only image if MAIN & PT01 are shown at the 30 degree angle. All components included, light(s) on or off, and positioned straight to camera.

- For Chandeliers and Pendants, shoot at the same angle as MAIN show ceiling mount

PT88 A detail image of the fabric or material taken from the product itself or from a material swatch.



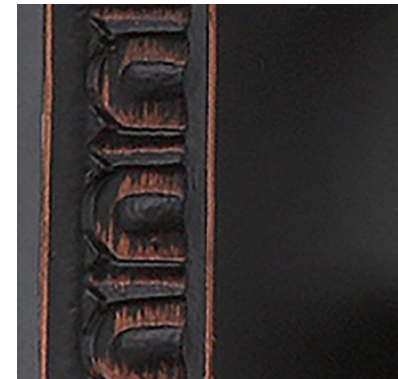
MAIN



PT01



PT02



PT88

LIGHTING EXAMPLES



MAIN



PT01



PT88



MAIN



PT01



PT88

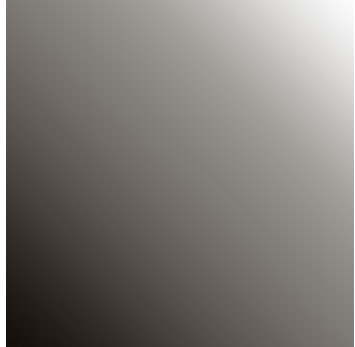
LIGHTING EXAMPLES



MAIN



PT01



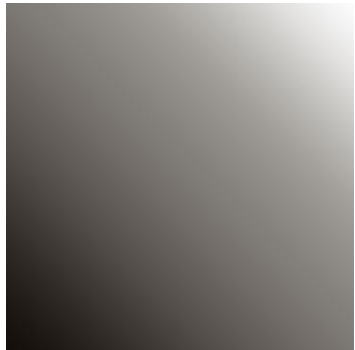
PT88



MAIN



PT01



PT88

LIGHTING EXAMPLES



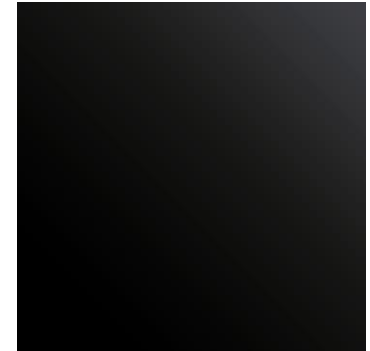
MAIN



PT01



PT02



PT88



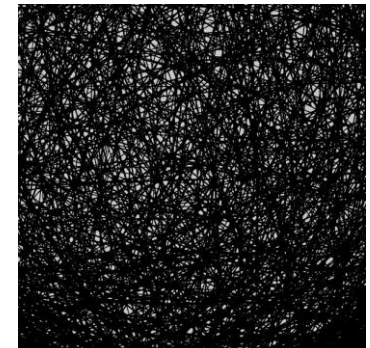
MAIN



PT01



PT02



PT88

LIGHTING EXAMPLES



MAIN



PT01



PT02



PT88



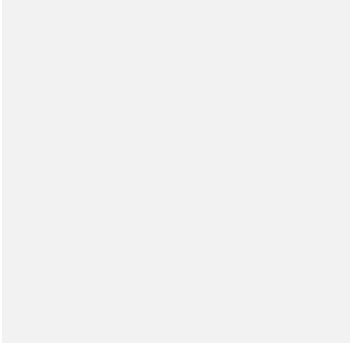
MAIN



PT01



PT02



PT88

BEDROOM FURNITURE

Provide **at least 4** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.

MAIN All components included, set up in the configuration of primary use, positioned at a roughly 30 degree angle facing right.

PT01 All components included, set up in the configuration of primary use, positioned straight to camera.

PT02 Product configured to show function, interior view, or alternate use. If there is no additional function to be represented, this photo should show the back of the product, positioned straight to camera.

PT88 A detail image of the fabric or material taken from the product itself or from a material swatch.



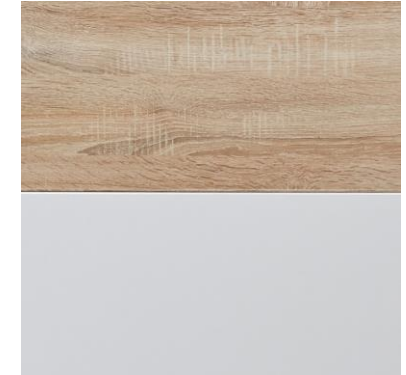
MAIN



PT01



PT02



PT88

BEDROOM FURNITURE EXAMPLES



MAIN



PT01



PT02



PT88



MAIN



PT01



PT02



PT88

BEDROOM FURNITURE EXAMPLES



MAIN



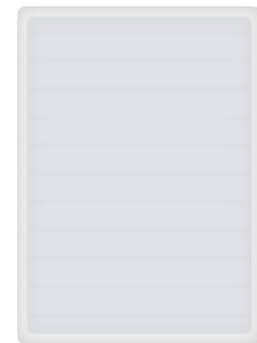
PT01



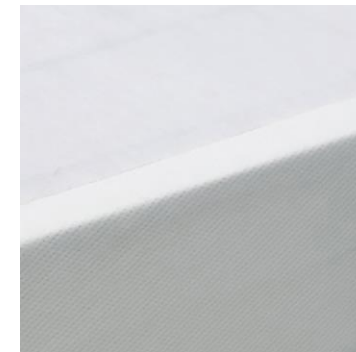
PT88



MAIN



PT01



PT88

BEDROOM FURNITURE EXAMPLES



MAIN



PT01



PT02



PT88



MAIN



PT01



PT02



PT88

BEDROOM FURNITURE EXAMPLES



MAIN



PT01



PT02



PT88



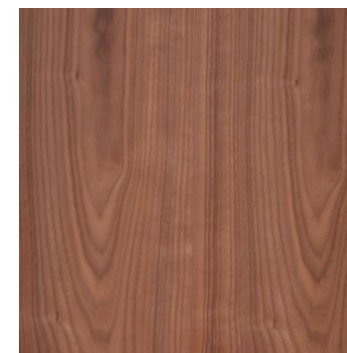
MAIN



PT01



PT02



PT88

CHILDREN'S FURNITURE

Provide **at least 4** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.

MAIN All components included, set up in the configuration of primary use, positioned at a roughly 30 degree angle facing right.

PT01 All components included, set up in the configuration of primary use, positioned straight to camera.

PT02 Product configured to show function, interior view, or alternate use. If there is no additional function to be represented, this photo should show the back of the product, positioned straight to camera.

PT88 A detail image of the fabric or material taken from the product itself or from a material swatch.



MAIN



PT01



PT02



PT88

CHILDREN'S FURNITURE EXAMPLES



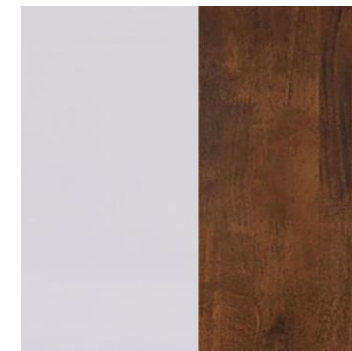
MAIN



PT01



PT02



PT88



MAIN



PT01



PT02



PT88

CHILDREN'S FURNITURE EXAMPLES



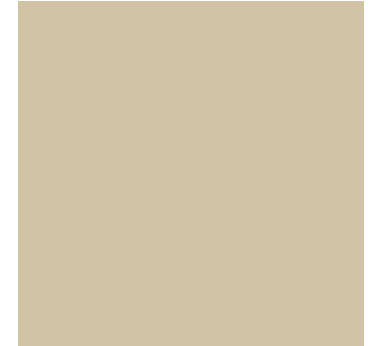
MAIN



PT01



PT02



PT88



MAIN



PT01



PT02



PT88

LIVING ROOM FURNITURE

Provide **at least 4** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.

MAIN All components included, set up in the configuration of primary use, positioned at a roughly 30 degree angle facing right.

PT01 All components included, set up in the configuration of primary use, positioned straight to camera.

PT02 Product configured to show function, interior view, or alternate use. If there is no additional function to be represented, this photo should show the back of the product, positioned straight to camera.

- **Exception:** If width of item is more beneficial to customer than the back, show of the side of the item in the PT02 (Example: Console Table)

PT88 A detail image of the fabric or material taken from the product itself or from a material swatch.



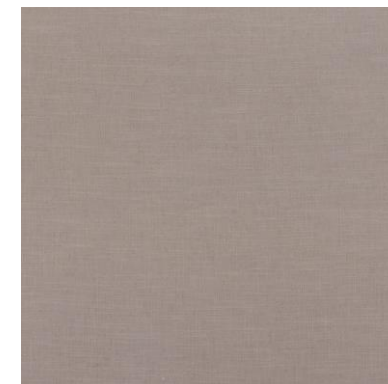
MAIN



PT01



PT02



PT88

LIVING ROOM FURNITURE EXAMPLES



MAIN



PT01



PT02



PT88



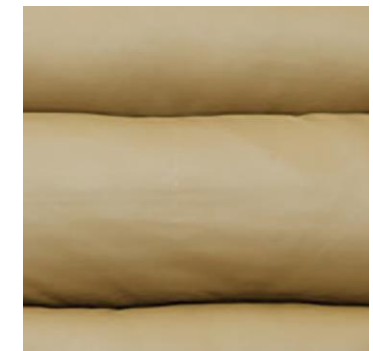
MAIN



PT01



PT02



PT88

LIVING ROOM FURNITURE EXAMPLES



MAIN



PT01



PT02



PT88



MAIN



PT01



PT02



PT88

LIVING ROOM FURNITURE EXAMPLES



MAIN



PT01



PT02



PT88



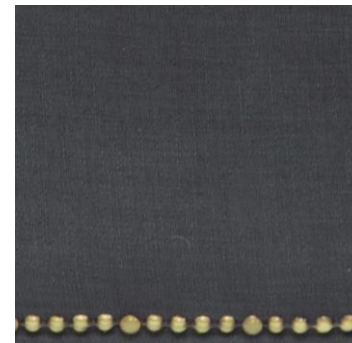
MAIN



PT01



PT02



PT88

LIVING ROOM FURNITURE EXAMPLES



MAIN



PT01



PT02



PT88



MAIN



PT01



PT02



PT88

LIVING ROOM FURNITURE EXAMPLES



MAIN



PT01



PT02



PT88



MAIN



PT01



PT02



PT88

LIVING ROOM FURNITURE EXAMPLES



MAIN



PT01



PT02



PT88



MAIN



PT01



PT02



PT88

LIVING ROOM FURNITURE EXAMPLES



MAIN



PT01



PT02



PT88



MAIN



PT01



PT02



PT88

LIVING ROOM FURNITURE EXAMPLES



MAIN



PT01



PT02



PT88



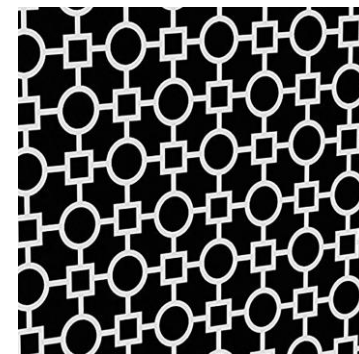
MAIN



PT01



PT02



PT88

LIVING ROOM FURNITURE EXAMPLES



MAIN



PT01



PT02



PT88



MAIN



PT01



PT02



PT88

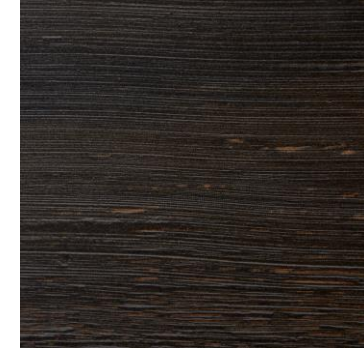
LIVING ROOM FURNITURE EXAMPLES



MAIN



PT01



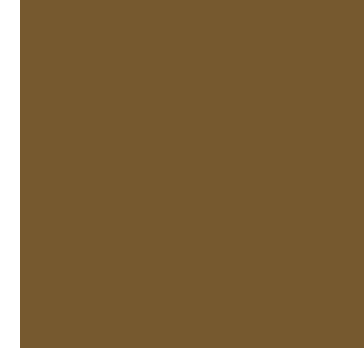
PT88



MAIN



PT01



PT88

OFFICE FURNITURE

Provide **at least 4** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.

MAIN All components included, set up in the configuration of primary use, positioned at a roughly 30 degree angle facing right.

PT01 All components included, set up in the configuration of primary use, positioned straight to camera.

PT02 Product configured to show function, interior view, or alternate use. If there is no additional function to be represented, this photo should show the back of the product, positioned straight to camera.

PT88 A detail image of the fabric or material taken from the product itself or from a material swatch.



MAIN



PT01



PT02



PT88

OFFICE FURNITURE EXAMPLES



MAIN



PT01



PT02



PT88



MAIN



PT01



PT02



PT88

KITCHEN & DINING ROOM FURNITURE

Provide **at least 4** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.

MAIN All components included, set up in the configuration of primary use, positioned at a roughly 30 degree angle facing right.

PT01 All components included, set up in the configuration of primary use, positioned straight to camera.

PT02 Product configured to show function, interior view, or alternate use. If there is no additional function to be represented, this photo should show the back of the product, positioned straight to camera.

- **Exception:** If width of item is more beneficial to customer than the back, show the side of the item in the PT02 (Example: Console Table)

PT88 A detail image of the fabric or material taken from the product itself or from a material swatch.



MAIN



PT01



PT02



PT88

KITCHEN & DINING ROOM FURNITURE EXAMPLES



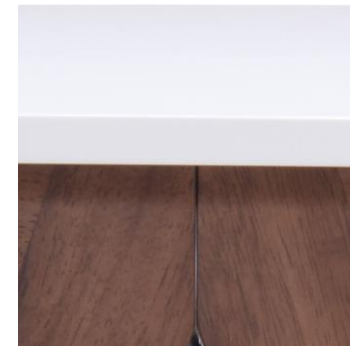
MAIN



PT01



PT02



PT88



MAIN



PT01



PT02



PT88

KITCHEN & DINING ROOM FURNITURE EXAMPLES



MAIN



PT01



PT02



PT88



MAIN



PT01



PT02



PT88

KITCHEN & DINING ROOM FURNITURE EXAMPLES



MAIN



PT01



PT02



PT88



MAIN



PT01



PT02



PT88

OUTDOOR FURNITURE

Provide **at least 4** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.

MAIN All components included, set up in the configuration of primary use, positioned at a roughly 30 degree angle facing right.

PT01 All components included, set up in the configuration of primary use, positioned straight to camera.

PT02 Product configured to show function, interior view, or alternate use. If there is no additional function to be represented, this photo should show the back of the product, positioned straight to camera.

PT88 A detail image of the fabric or material taken from the product itself or from a material swatch.



MAIN



PT01



PT02



PT88

OUTDOOR FURNITURE EXAMPLES



MAIN



PT01



PT02



PT88



MAIN



PT01



PT02



PT88

OUTDOOR FURNITURE EXAMPLES



MAIN



PT01



PT02



PT88



MAIN



PT01



PT02



PT88

OUTDOOR FURNITURE EXAMPLES



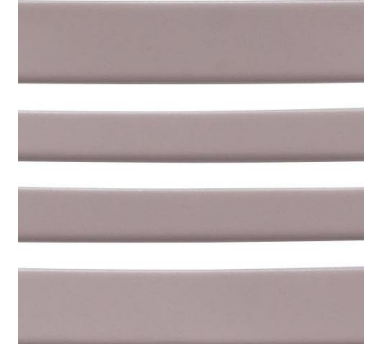
MAIN



PT01



PT02



PT88



MAIN



PT01



PT02

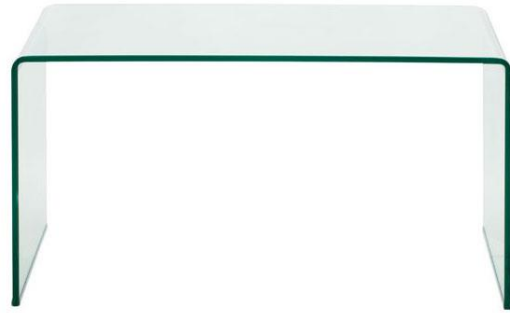


PT88

OUTDOOR FURNITURE EXAMPLES



MAIN



PT01



PT02



PT88



MAIN



PT01



PT02



PT88

OUTDOOR FURNITURE EXAMPLES



MAIN



PT01



PT02



PT88



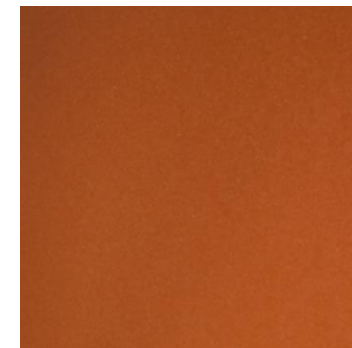
MAIN



PT01



PT02



PT88

OUTDOOR FURNITURE EXAMPLES



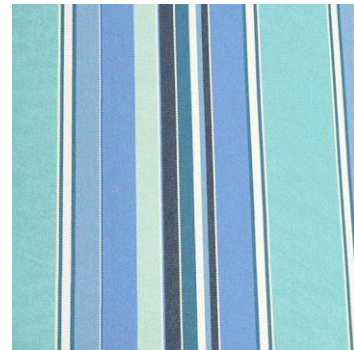
MAIN



PT88



MAIN



PT88



MAIN



PT01



PT88

DÉCOR

Provide **at least 3** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.

MAIN All components included, set up in the configuration of primary use, positioned either straight to camera or at a roughly 30 degree angle facing right whichever shows the features fully.

PT01 All components included, set up in the configuration of primary use, positioned either straight to camera or at a roughly 30 degree angle facing right whichever was not shown in the MAIN image.

EV01 Show the item in an environment when available.

PT88 A detail image of the fabric or material taken from the product itself or from a material swatch.



MAIN



PT01



EV01



PT88

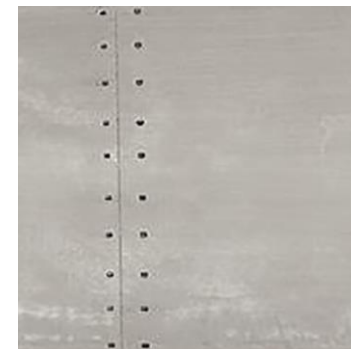
DÉCOR EXAMPLES



MAIN



PT01



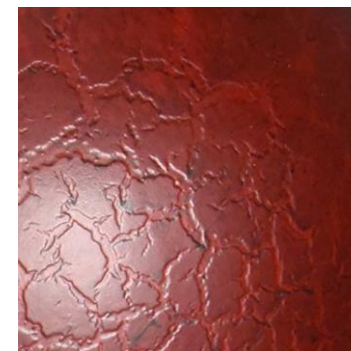
PT88



MAIN



PT01



PT88

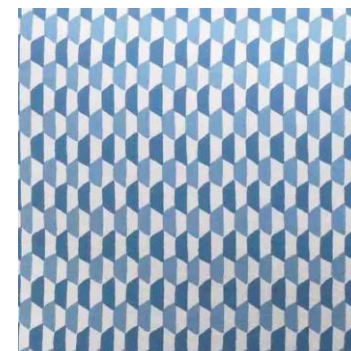
DÉCOR EXAMPLES



MAIN



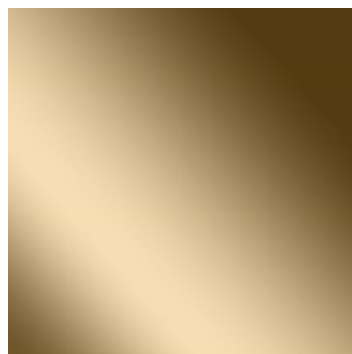
PT01



PT88



MAIN



PT88



MAIN



PT88

RUGS

Provide **at least 3 – 4** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.

MAIN Positioned straight to camera, shot overhead, showing entire product.

PT01 Positioned at a roughly 30 degree angle facing right, showing entire product.

EV01 Show the item in an environment when available.

PT88 A detail image of the fabric or material taken from the product itself or from a fabric swatch.



MAIN



PT01



EV01



PT88

ARTWORK

Provide **at least 2** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.

MAIN All components included, set up in the configuration of primary use, positioned straight to camera.

PT01 All components included, set up in the configuration of primary use, positioned at a roughly 30 degree angle facing right.

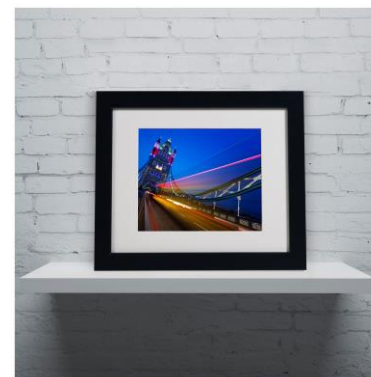
EV01 Show the item in an environment when available.



MAIN



PT01



EV01

ARTWORK EXAMPLES



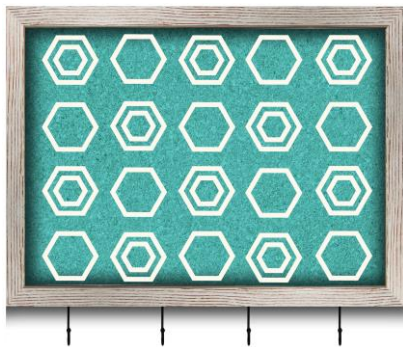
MAIN



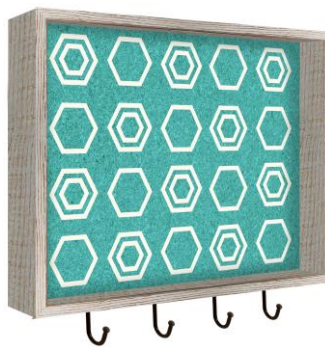
PT01



EVO1



MAIN



PT01



EVO1

MIRRORS

Provide **at least 3** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.

MAIN All components included, set up in the configuration of primary use, positioned straight to camera with gradient on mirrored surface(s).

PT01 All components included, set up in the configuration of primary use, positioned at a roughly 30 degree angle facing right with gradient on mirrored surface(s).

EV01 Show the item in an environment when available.

PT88 A detail image of the fabric or material taken from the product itself or from a material swatch.



MAIN



PT01



EV01



PT88

MIRRORS EXAMPLES



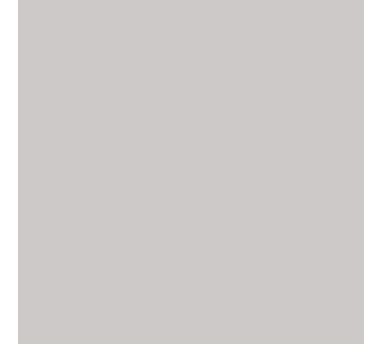
MAIN



PT01



EV01



PT88



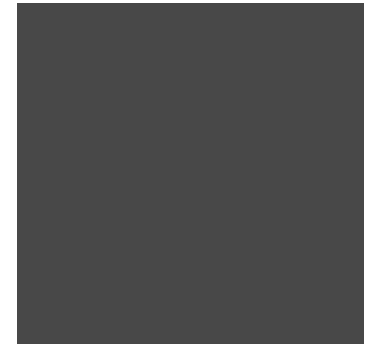
MAIN



PT01



EV01



PT88

BEDDING

Provide **at least 2** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.

MAIN Folded neatly or fully filled and positioned either straight to camera or at a roughly 30 degree angle facing right depending on the type of product being shown.

PT01 Include an image of the back or details on the product when available.

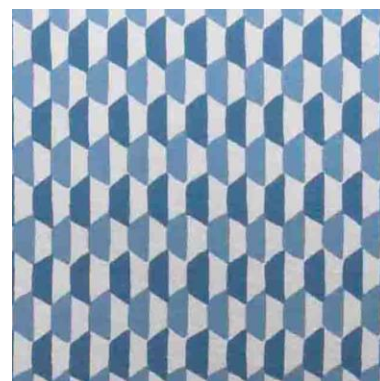
PT88 A detail image of the fabric or material taken from the product itself or from a material swatch.



MAIN



PT01



PT88

BEDDING EXAMPLES : SHAMS



MAIN



PT01



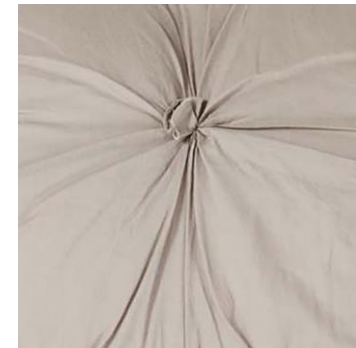
PT88



MAIN



PT01



PT88

BEDDING EXAMPLES : COMFORTER/DUVET, SETS, & THROWS



MAIN



PT88



MAIN



PT88



MAIN



PT88



MAIN



PT88

BEDDING EXAMPLES : SHEETS, SETS, PILLOWCASES, & BED SKIRT



MAIN



PT88



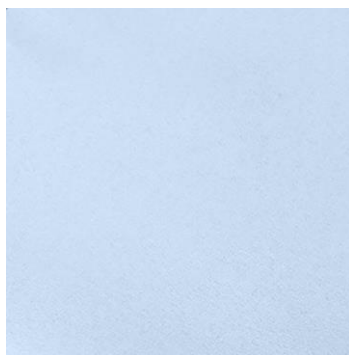
MAIN



PT88



MAIN



PT88



MAIN



PT88

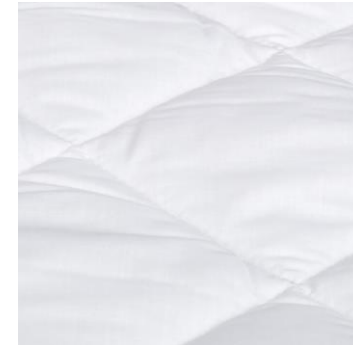
BEDDING EXAMPLES : MATTRESS TOP, PILLOW & DUVET INSERTS



MAIN



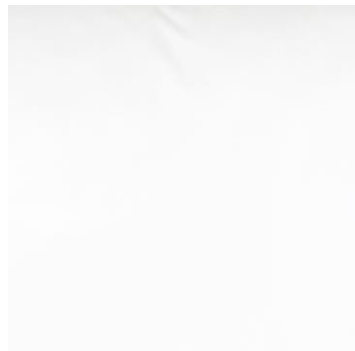
PT01



PT88



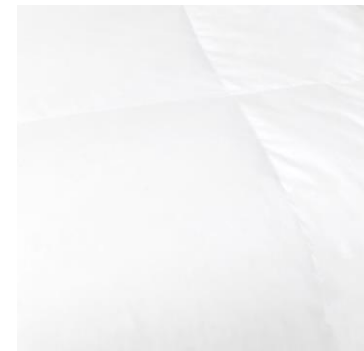
MAIN



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MAIN



PT88

BATH

Provide **at least 2** informative images that demonstrate the features of your product and present your customer with the maximum details to make an informed buying decision.

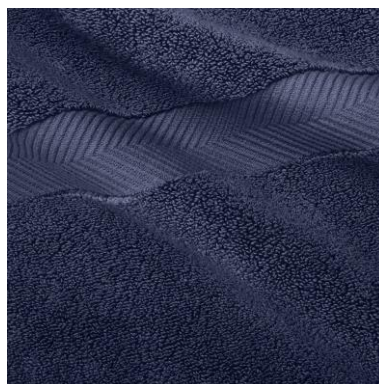
MAIN Folded neatly or fully filled and positioned either straight to camera or at a roughly 30 degree angle facing right depending on the type of product being shown.

PT01 Include an image of the back or details on the product when available.

PT88 A detail image of the fabric or material taken from the product itself or from a material swatch.



MAIN



PT01

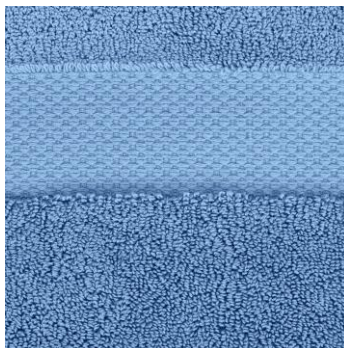


PT88

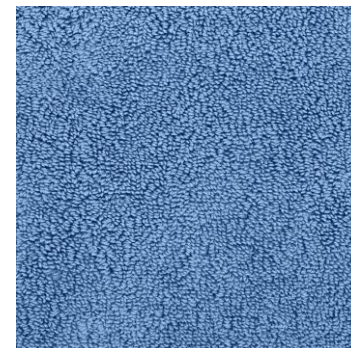
BATH EXAMPLES : SINGLE TOWELS & TOWEL SETS



MAIN



PT01



PT88



MAIN

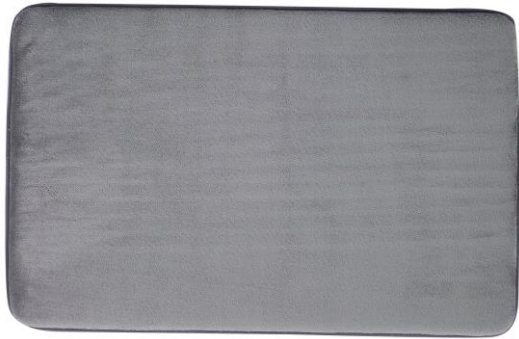


PT01



PT88

BATH EXAMPLES : BATH MAT & SHOWER CURTAIN



MAIN



PT01



PT88



MAIN



PT01



PT88

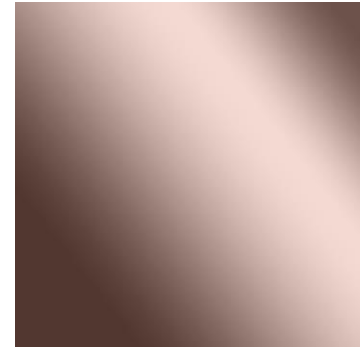
BATH EXAMPLES : SHOWER LINER & ACCESSORIES



MAIN



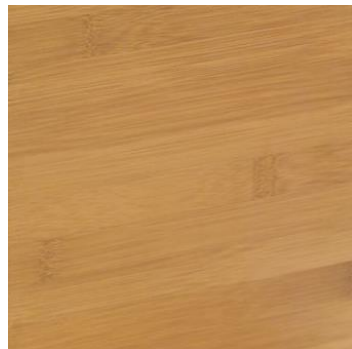
MAIN



PT88



MAIN



PT88



MAIN



PT88

AMAZON HOME SELECTION IMAGE GUIDE | APPENDIX 2

Basic Studio Setup for Furniture Photography

BASIC SETUP

Stage

A cove with a width of about 10m (32' 10") painted white.

Lighting

A large **overhead light** or sail should provide soft top lighting. Illustration shows one of 4m x 1.5m (13' 1.5" x 4' 11").

Some **background lights** to create a clean white (RGB255) behind the furniture.

The **front lighting** is determined by the type of furniture. Light can come from soft boxes, large diffusion scrims or direct lighting of fresnel type. Or even in a combination of all those.

Camera Stand

Use studio stand for camera to adjust height quickly and consistently.

Camera and Lens

A DSLR is sufficient. A focal length of 90mm or longer is preferred.



DISTANCE AND PERSPECTIVE

Distance

In order to keep a natural perspective on the furniture, use a slight telephoto lens of about 90mm. This will force a distance of approximately 5-6m (16-20') on a small sofa.

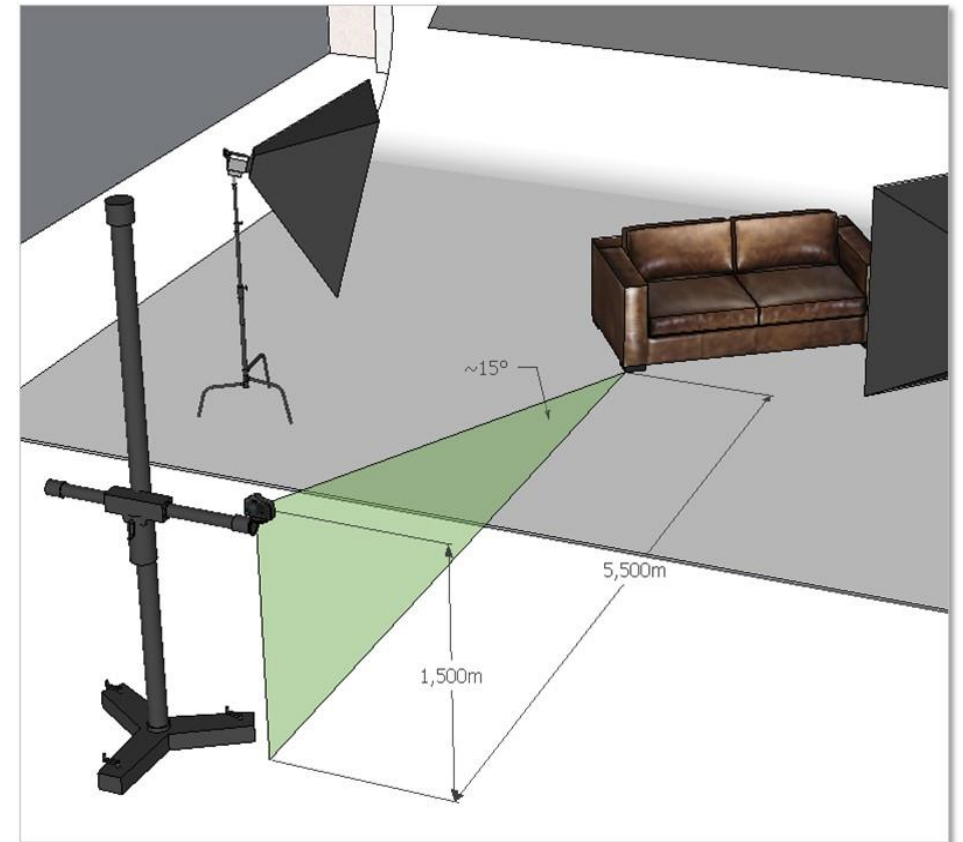
Height of Camera

The height of the camera will vary on the type of furniture that is being imaged. A rough guidance would be to reach an angle of approximately 15° within the lines from camera to bottom edge of furniture and the floor.

Perspective

With the 15° rule the perspective on the seating plane can be consistent whether it is a sofa or a chair.

If you keep your position but zoom in for smaller items you will also be able to uphold consistent angles at the bottom.



AMAZON HOME SELECTION IMAGE GUIDE | APPENDIX 3

Basic Studio Setup for Mirror Photography

BASIC SETUP

Background

Depending on design of mirror either mounted on a wall or freely suspended would be the best approach. If suspended, create a clean white background. Standing mirrors should be on a white floor.

Lighting

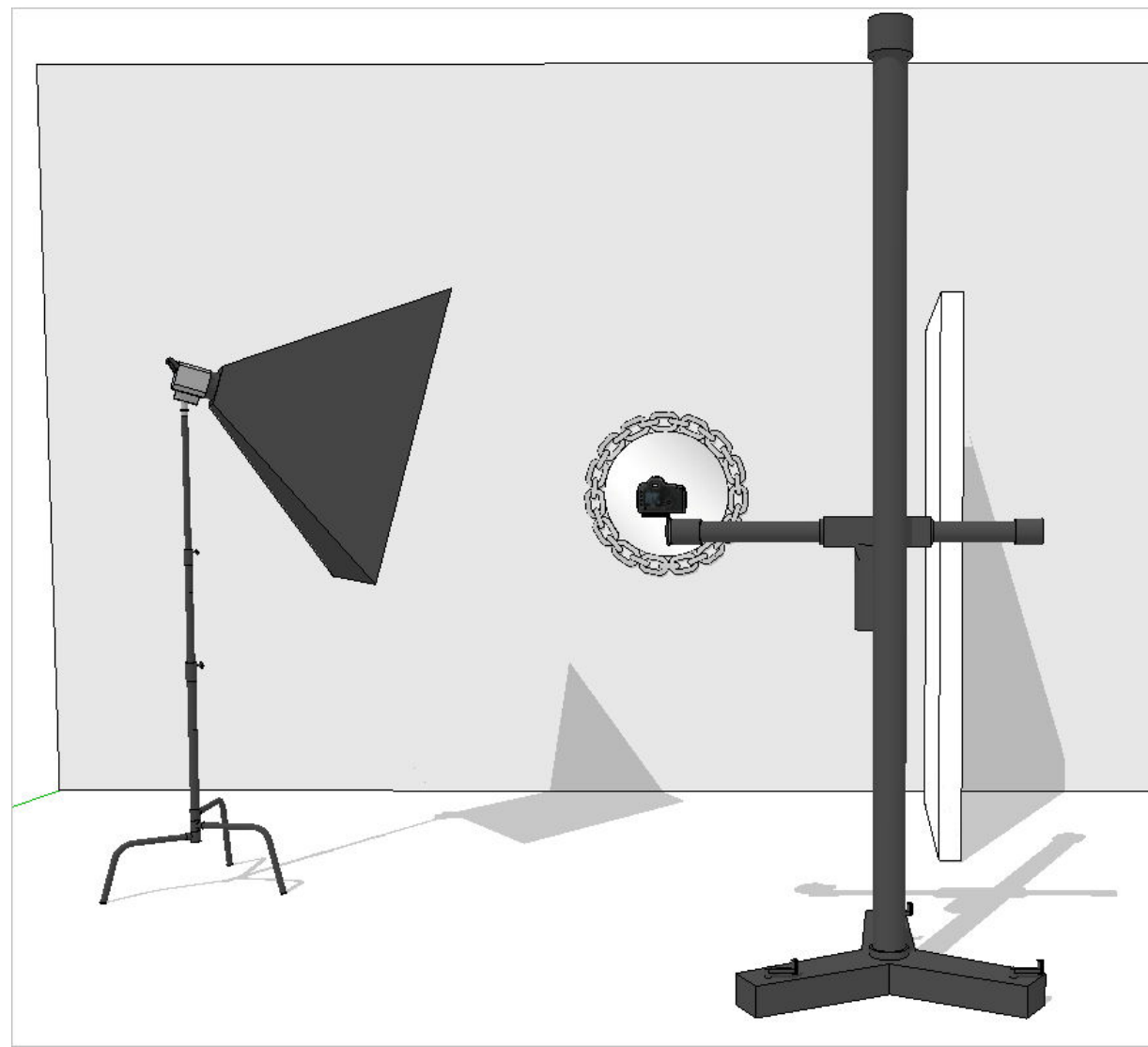
No specifics other than to bring out all detail of the product.

Camera Stand

Use studio stand for camera to adjust height quickly and consistently.

Camera and Lens

A DSLR is sufficient. A focal length of 90mm or longer is preferred. Best would be a tilt/shift lens.



PERSPECTIVES

Straight on Main Variant

The main variant would require a straight-on view of the mirror. Consequently it carries the dilemma that the camera or other parts of the studio are visible in the mirror. Retouch work will be needed for all mirrors.

Angled Variant

The angled view would allow to create a gradient reflection in the mirror by placing a translucent surface next to it and lighting it from behind.

Additional Considerations

Mirrors can have intricate designs, sometimes consisting of a multitude of smaller mirrors. Therefore the more light you bring into those the easier it will be to retouch.

