

Orangemonkie is the company that democratized high-quality 360° images for everyone from ecommerce sellers to students, makers, bakers, hobbyists, jewelers, toy collectors, and amateurs who are just really into photography.

## THE FOLDIO SERIES

Orangemonkie's first big success was the Foldio, the first portable, foldable photo studio. It raised \$171,000 on Kickstarter from nearly 4,000 backers in late 2013. On the back of this success, they launched the larger Foldio2, which raised \$541,991, and then the Foldio360, an affordable turntable that pairs with your smartphone and lets you make a 360° image of products in about 40 seconds, raising \$571,960.

With three successful products in its Foldio series and \$1.3 million Kickstarter sales, the four-year-old company is set to big (very big!) with its latest crowdfunding campaign for the Foldio3.

## THE HUGELY COMPACT FOLDIO3

Based on a proven design that's been improved over several iterations with feedback from customers, the Foldio3 is 2.5 times larger than the Foldio2. This gives it nearly 8 cubic feet of interior volume, allowing it to accommodate objects up to two feet high, two feet wide and 22 inches deep. Despite all this space, the Foldio 3 is still a highly portable photo studio, folding down to just 2 2/3 inches thick.

Previous customers praised the Foldio2's easy assembly, so the team worked hard to maintain the same level of convenience, despite the larger size. Like its forebearers, the Foldio3 uses magnets to hold the structure together at central points on the sides.

Inside of the Foldio3 is an upgraded triple strip LED. This helps to eliminate shadows and is more efficient than the LEDs on earlier versions. Photographers can also order dimmable Halo Bar lights that can be positioned anywhere inside or in front of the Foldio3. These lights help eliminate shadows and can be used without the overhead LEDs to achieve different effects. The Halo Bars are magnetic, so they can even attach to the side of the studio, keeping them hidden from the camera's view and making them more flexible.

**The Foldio3, along with the Foldio360 and Halo Bars will be available on Kickstarter, beginning on May 24.**



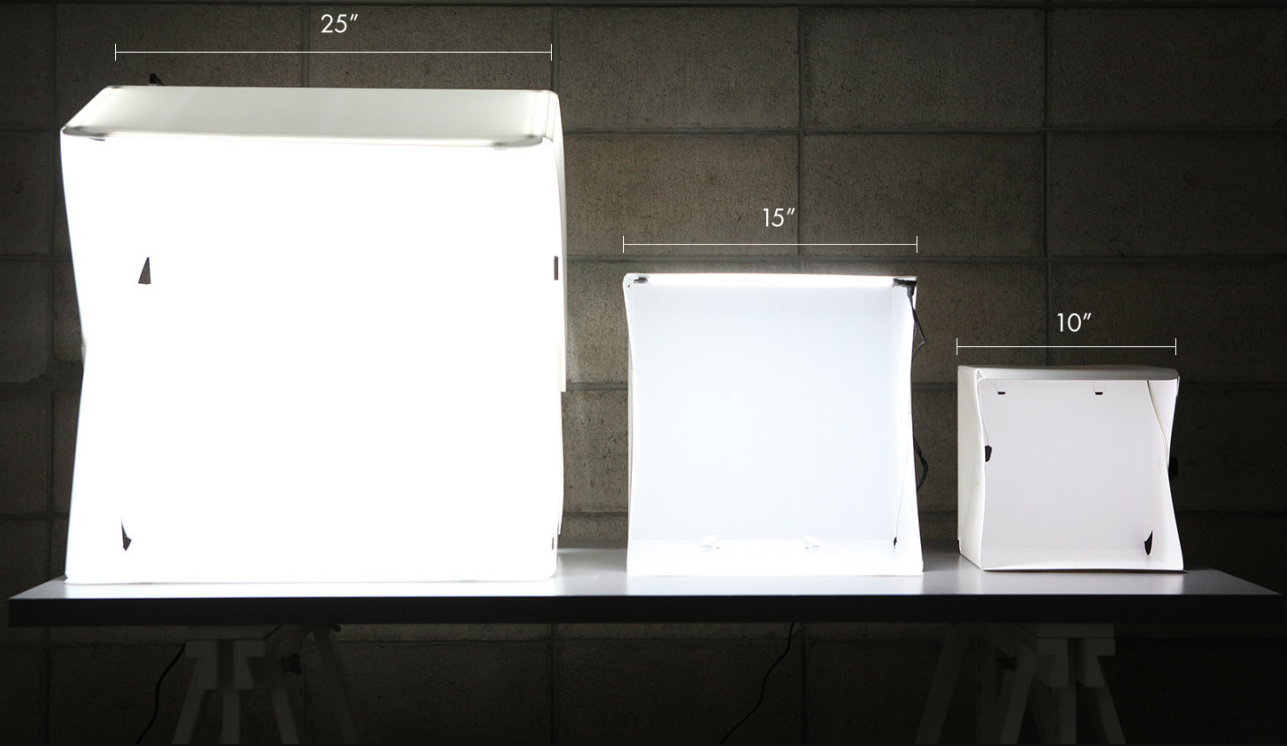
## AN E-COMMERCE OPPORTUNITY

There are more than 40 million B2C ecommerce sellers worldwide, according to Orangemonkie's estimates. Nearly half are in fashion, toys and hobbies, putting them squarely in Orangemonkie's target market. The company's 360° online photo software, Spinzam, is compatible with major ecommerce platforms including WooCommerce Magento, Shopify and Opencart. The company sees their product category as a \$1 billion opportunity.

## A PRODUCT BORN OF NECESSITY

The Foldio team, led by CEO SG Mun and co-founders Andrew Park (CMO) and Justin Cho (US CEO), began making products for Kickstarter but didn't have a good way to take pictures of their creations. Renting out a studio or professional lighting just to take a few quick shots was too expensive and time consuming. That's how the idea for the original Foldio was born. The team has grown to support increased sales and R&D needs, and the company has offices in Seoul and San Diego.





## SPECS

### FOLDIO3

- All-in one portable studio
- Size (opened): 25" x 25" x 22" (62.5 x 64 x 55 cm)
- Size (folded): 25" x 15" x 2.6" (62.5 x 39 x 6.5 cm)
- Material: White color plastic sheet
- Device: Smart phone / Tablet PC / DSLR & Compact camera

### LED STRIP & HALO-BAR

- Triple LED strips [0.6W / 96 chips] , Daylight 5700k, white
- Brightness control with dimmer devices
- Dual HALO-BAR(option)
- Attachable magnet structure
- 0.5W / 24 chips
- Brightness control with dimmer devices

### ADAPTER KIT

- Input: 100-240Vac 50/60Hz
- Output: 19V / 60W
- Cable length: 8.2ft / 2.5m

## CONTACT

**David Kim**

General Manager, Orangemonkie Korea

david.kim@orangemonkie.com

+82-10-9816-3221

[www.orangemonkie.com](http://www.orangemonkie.com)