

PHOTO GUIDE

Have you ever searched for a machine online? If so, you already understand the challenges buyers face when trying to determine if a machine is a good purchase for their shop. Clear, detailed photos and videos help move machines quickly and avoid a lengthier question-and-answer process about machine quality and specs.

This guide is designed to help you, the seller, attract buyers by showing them the quality and maintenance of the equipment. The time you invest in this process can have a direct impact on the sale of your machine!

General tips for great machine tool photos:

- **Use a camera.** Cell phones usually take poor images that make it hard for a potential buyer to view details.
- **Turn on the flash.**
- Change the camera settings to **capture a large image**. This setting might be called *image size*, or you may have an option for *high def* or *high res*, depending on your camera.
- If your camera has options about *image quality*, choose the option for *fine*, *high quality*, or *best*.
- You may see image size options when downloading or attaching pictures to an email. **Always choose *Original Size***. Note that MTB has options on sending images to us that may be too large to email.

To advertise equipment in the best possible way, photos must meet Machine Tool Bids listing requirements:

- Machinery should be well-lit, under bright, clear lighting
- Machinery must be cleaned and clear of any collected dust or debris
- Machinery should be clear of any papers, cleaning supplies or other materials
- No items blocking the machine: Move tables, saw horses, and trash cans out of frame before snapping photos
- Keep operators/employees out of the picture to keep machine as focal point
- Machine model should be clearly visible in at least one photo

TAKE PHOTOS OF THE FOLLOWING, AS THEY APPLY:

See examples of each photo on next pages.

- | | |
|---|---------------------------------|
| 1. Front – Doors Open, Straight Forward | 9. Tooling |
| 2. Front – Doors Closed, Straight Forward | 10. Serial Plate |
| 3. Front – Right Angle, About 30 Degree Angle | 11. Spec Plate |
| 4. Front – Left Angle, About 30 Degree Angle | 12. Table |
| 5. Inside (Spindle, Chuck, etc.) | 13. Electrical |
| 6. Control (Buttons and Screen) | 14. Accessories – Bar Feed |
| 7. Side | 15. Accessories – Chip Conveyor |
| 8. Back | 16. Accessories – Pallet |

GOOD Quality Photo



1. Front – Doors Open



2. Front – Doors Closed



3. Front – Right Angle



4. Front – Left Angle



POOR Quality Photo



Camera was dirty and/or operator's finger blocking lens, making the image blurry.



Lighting is too dark, and machine has items blocking the view.



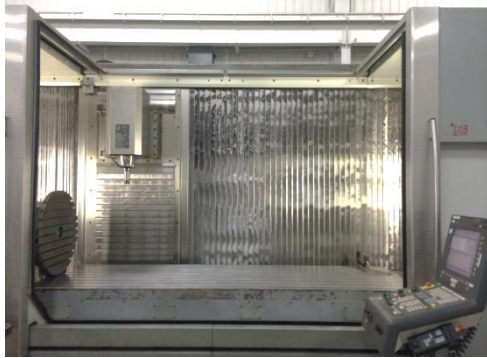
Lighting is too dark, making it difficult to see detail.



Please keep workers out of these photos, so that attention stays on the equipment.



5. Inside



Remove chips, debris and liquid markings.
Polish machine before snapping photos.



6. Control (Buttons and Screen)



Too dark, too far away. Display is turned off.



7. Side



Left photo shows same machine in bright light, after it was cleaned and surrounding clutter removed. Right photo is framed or cropped so that you cannot see whole machine.



8. Back



If you sell the machine, you will have to move all of this stuff anyway. Go ahead and move it before you take the picture.



9. Tooling



This image attempts to show tooling and machine in the same photo. You can't see details of either very well.



10. Serial Plate and/or Spec Plate

MANUFACTURER	NAKAMURA-TOME PRECISION IND. CO., LTD. JAPAN		
TYPE OF MACHINE	Super NTMX		
SERIAL NO.	[REDACTED]		
ELECTR. DIAGRAM	40200180		
NET WEIGHT	14000	kg	
PHASE	3		
FREQUENCY	50/60	Hz	
VOLTAGE	AC 200/220	V	
FULL LOAD	201/183	A	
MAIN BREAKER	250	A	
BREAKING CAPACITY	50	kA	
TRANS RATING	69.6	kVA	
CONTROL VOLTAGE	DC24	V	

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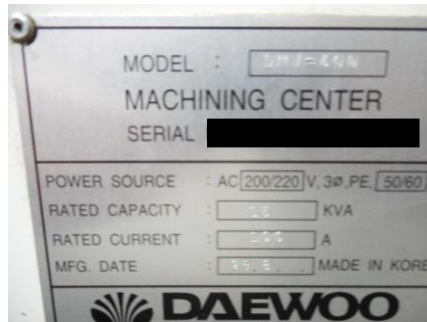


Plate is out of focus and illegible.
Does not show whole plate.



11. Table/Bed/Ways



Table has not been cleaned and in poor lighting. View is blocked by parts/clutter.



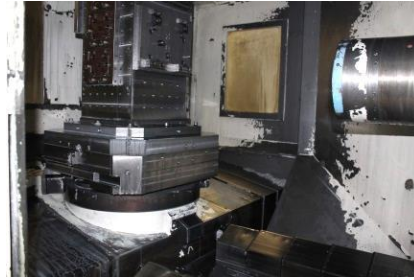
12. Electrical



Electrical cabinet should be open to view details.



13. Accessories – Pallet



Poor lighting and too far to view details.



14. Accessories – Chip Conveyor



Chip conveyor only in partial view. Photos of the full unit and/or belt (left) show buyers adequate details of this in-demand accessory, making it a valuable part of your machinery package.



15. Accessories – Bar Feed



While good to show the bar feed brand in the photo, most buyers will be interested in the full shot of the bar feed as well as quality. It's best to snap a couple photos with the unit open and closed, and with most or all of the unit in the frame.

VIDEO GUIDE

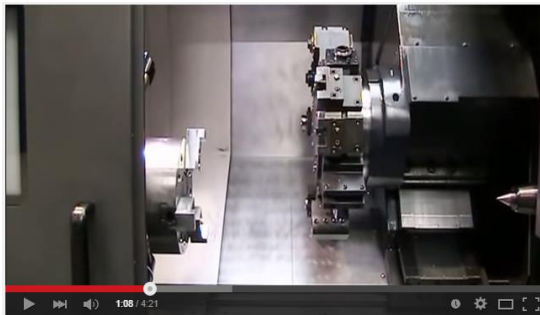
The below video footage is particularly helpful to buyers, and will be dependent on the machine and options. Note that you can send multiple clips, and we will combine them into one video:

- Tool change/turret change
- Extreme rapids on all axes
- Spindle cycle (ramp up to full RPM and back to zero)
- Through spindle coolant
- Tailstock demonstration
- Control on
- Wide shot of machine

For an example of good quality video footage, please [CLICK HERE](#).

General tips for Videos:

- If you need to record video on a cell phone, turn the phone horizontally or sideways
- Capturing sounds of machines running or operators discussing the parts/process is helpful to buyers
- Turn down any background music or non-related employee chatter, which can be a distraction



This video was filmed with the phone or camera held horizontally.



This video was filmed with the phone or camera held vertically. It is hard to see!