

Pop-Up Light Box Studio Now a Kickstarter Staff Pick

Aaron Johnson August 04, 2015



SHOTBOX Pop-Up Light Box Studio a Kickstarter Staff Pick

After a relatively slow start, the SHOTBOX Pop-Up Light Studio Kickstarter campaign has exceeded expectations raising over \$42K of their \$50K goal.

(Newswire.net -- August 4, 2015) Utah -- The SHOTBOX is a collapsible tabletop photo light studio that uses high-powered LEDs and light diffusion strips

to create a perfectly lit “micro-studio” environment for product photography.

When asked how he came up with the idea, Aaron Johnson, the project creator said “I wanted to create a product that lets you take really great pictures without a \$5,000 camera or scanner.” It seems that idea is beginning to resonate with the online community – as articles by Cult of Mac and other online publications have driven traffic to the campaign page. The concept has taken shape as smart phone cameras continue to improve and develop.

As one of the original inventors of the Cricut Electronic Cutter, Johnson’s 20+ year entrepreneurial career has always centered around self-funded creative projects. He’s turning to Kickstarter as a way to both fund his newest idea – and reach a broader audience than he would have been able to reach in traditional online retail.

“I’ve brought quite a few products to market through traditional channels and I’m excited to see what we can do on Kickstarter. It seems like a great community for vetting ideas and figuring out what people really want.” said Johnson.

The SHOTBOX has many different uses including object photography for sellers on eBay, Etsy, Amazon and Pinterest. It also tackles document and photo digitization including solutions for glare spots and curved surfaces. The SHOTBOX has been demonstrated at a wide range of conventions and conferences including family history, blogging, education and crafts. They will be demonstrating at an upcoming Comic Con in Salt Lake City.

The SHOTBOX can be found on Kickstarter by following this link: <http://kck.st/1O9bIA2> and will need to raise \$50,000 by August 28th to fund.

For more information or to schedule an interview with the project creators please email Aaron Johnson at aaron@shotbox.me.

Visit www.shotbox.me and www.shotwithshotbox.com for more information and examples.

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Source: <http://newswire.net/newsroom/pr/00089813-shotbox-kickstarter-staff-pick.html>