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# **Partner Newsletter Version 1 – Feature Focused**

**Subject Line Suggestion:**  
Meet MotionCam-3D Color (Blue) – The New Benchmark in 3D Vision

**Header:**  
**Exciting Developments in the World of 3D Vision**  
Photoneo has just launched its most advanced 3D camera yet – **MotionCam-3D Color (Blue)**.

**Body:**  
This next-generation device redefines what’s possible in 3D scanning. With a **50% boost in performance**, MotionCam-3D Color (Blue) is engineered for ultra-fast, ultra-precise scanning—even on moving or challenging surfaces.

🔹 **25% better reconstruction** of transparent and reflective objects — now 97% of logistics items are pickable  
🔹 **In-motion scanning** at speeds up to 40 m/s (144 km/h) — no need to stop your production line  
🔹 **Long-range scanning** — higher resolution with greater clarity, faster  
🔹 **AI-ready RGB point clouds** — unlock inspection, analytics, and digital twin applications  
🔹 **Performs in direct sunlight & extreme heat** — accurate results even on glowing hot metal surfaces (over 1200°C)   
🔹 **Simultaneous red & blue laser scanning** — interference-free and cycle-time friendly  
🔹 **One-click Autonomous Maintenance** — no downtime, no recalibration, no markers

Applications include **bin picking**, **depalletization**, **dynamic inspection**, and **real-time digital twinning** — even under extreme conditions.

**Explore More:**

* 🎥 [**Watch the Launch Video**](https://ai.photoneo.com/motioncam-3d-blue-launch-webinar)
* 📄 [**Download Product Leaflet**](https://ai.photoneo.com/motioncam-3d-color-blue-leaflet-download)
* 📆 **[Book a Demo](https://ai.photoneo.com/get-product-demo" \t "_new)**
* 🔗 [**Visit Product Page**](https://ai.photoneo.com/best-3d-camera)

# **Partner Newsletter Version 2 – General Use**

**Subject Line:**  
📣 Just Launched: MotionCam-3D Color (Blue) – A New Chapter in 3D Vision

**Header:**  
We’re excited to bring you the **latest innovation from Photoneo** — the **MotionCam-3D Color (Blue)**.

**Body:**  
This next-gen 3D camera delivers **50% faster scanning**, even on **transparent or reflective objects** — and it’s built to capture **high-fidelity RGB data** even while in motion.

With real-time scanning up to **144 km/h**, **97% pickability**, and **autonomous maintenance**, your customers can unlock new levels of efficiency for:

* Bin picking and depalletization
* Motion inspection and robotic guidance
* Quality control in extreme environments
* Digital twinning for smart automation

🎥 Watch the video, 📄 download the leaflet, or 📆 book a live demo — all in one place:  
👉 [Visit Product Page](https://ai.photoneo.com/best-3d-camera)

# **Partner Newsletter Version 3 – Sales-Focused**

**Subject Line:**  
Boost Sales with the New MotionCam-3D Color (Blue)

**Header:**  
Give your customers the edge in automation with **Photoneo’s most powerful 3D camera yet**.

**Body:**  
The new **MotionCam-3D Color (Blue)** is a game-changer for customers in **logistics, manufacturing, and automotive**— especially those struggling with:

* Difficult-to-scan items like shrink wrap, glass, or dark surfaces
* Dynamic environments where objects are in motion
* Harsh conditions like direct sunlight or hot metals
* Demands for faster cycle times and zero downtime

**Use this launch to drive conversations and upgrade existing projects.**

📥 [Get the product leaflet](https://ai.photoneo.com/motioncam-3d-color-blue-leaflet-download)  
🎥 [Show the launch video](https://ai.photoneo.com/motioncam-3d-blue-launch-webinar)  
📆 [Offer a demo](https://ai.photoneo.com/get-product-demo) — and accelerate your sales cycle

👉 [Explore the full toolkit](https://ai.photoneo.com/best-3d-camera)

# **Partner Newsletter Version 4 – Technical/Integrator-Focused**

**Subject Line:**  
MotionCam-3D Color (Blue): Built for Integrators, Ready for AI

**Header:**  
Integrate faster. Perform better. Maintain less.

**Body:**  
The **MotionCam-3D Color (Blue)** is the only industrial 3D vision solution that offers:

* **High-speed 3D scanning** at up to 20 fps
* **Real-time color point clouds** ready for AI & inspection
* **Simultaneous red & blue laser operation** with no interference
* **One-click autonomous maintenance** — no manual maintenenace needed
* **Plug & play GigE Vision 2.1 support** for seamless integration

This is **true 3D scanning for moving scenes** — optimized for robotics, vision systems, and high-throughput environments.

Get the tools you need:  
📄 [Product brochure](https://ai.photoneo.com/motioncam-3d-color-blue-leaflet-download)  
🎥 [Launch video](https://ai.photoneo.com/motioncam-3d-blue-launch-webinar)  
📆 [Live demo sign-up](https://ai.photoneo.com/get-product-demo)