

foto:hoppe

das auge entscheidet

Industry Photography at its best !



Industry



Advertising



Architecture



Video



Aerial View



Editing



About us



Contact



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Why choose us ?

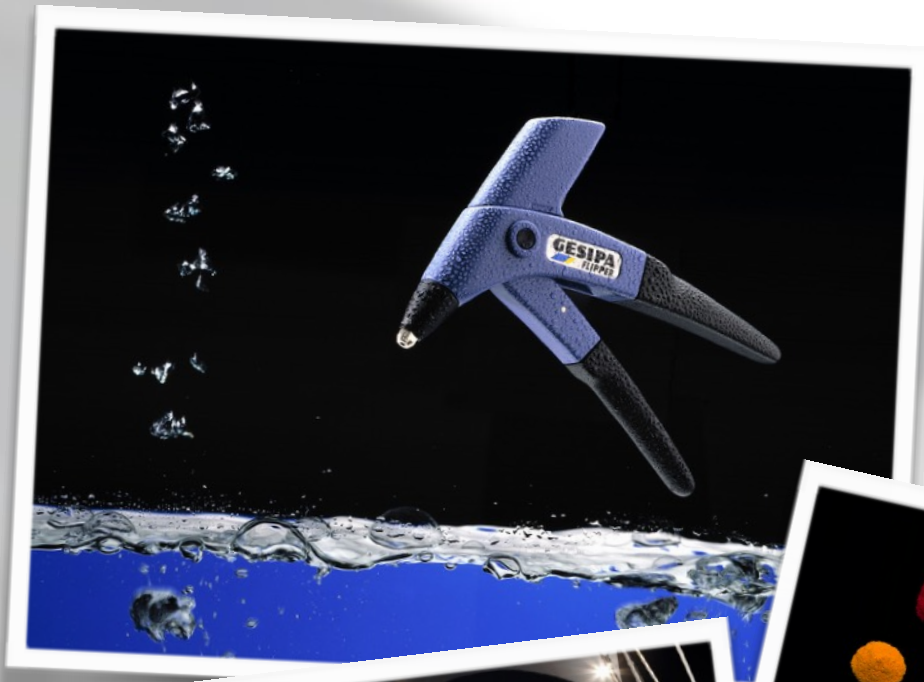
For over 30 years we have been a reliable partner in the field of industrial photography not only for large corporations, but also for advertising agencies and smaller companies and businesses.

No job too hard and no distance too far. Even if the journey to the place itself takes longer than the actual time on the job.

We create and carry out professional industrial and advertising shootings and deliver internationally.

Whether in our studio or on site: The combination of recording and postproduction result in peak performance for your company and your goals.

„Stress and close timelines make us only more creative by the way.“



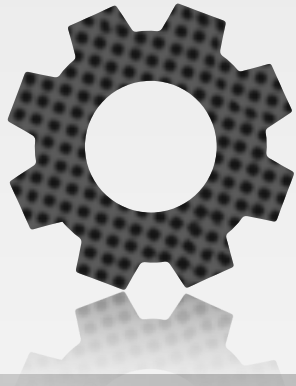


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Industry photography

Industrial photography is divided into three areas:

- In the artistic industry, with special lighting and effective retouching to make the object the star of the scene.
- Technical documentation as part of the traditional product photography. Individual product elements can be cut-out, composed and re-combined.
- Industrial coverage and documentation is always "on site". Image processing is mostly done with little modification and is often reduced to minor retouching only.

„You are certainly on the safe side with your choice in our performance, we know our trade and business by experience, by heart and mind. Often enough, we already know in advance what really matters before pressing the button.“

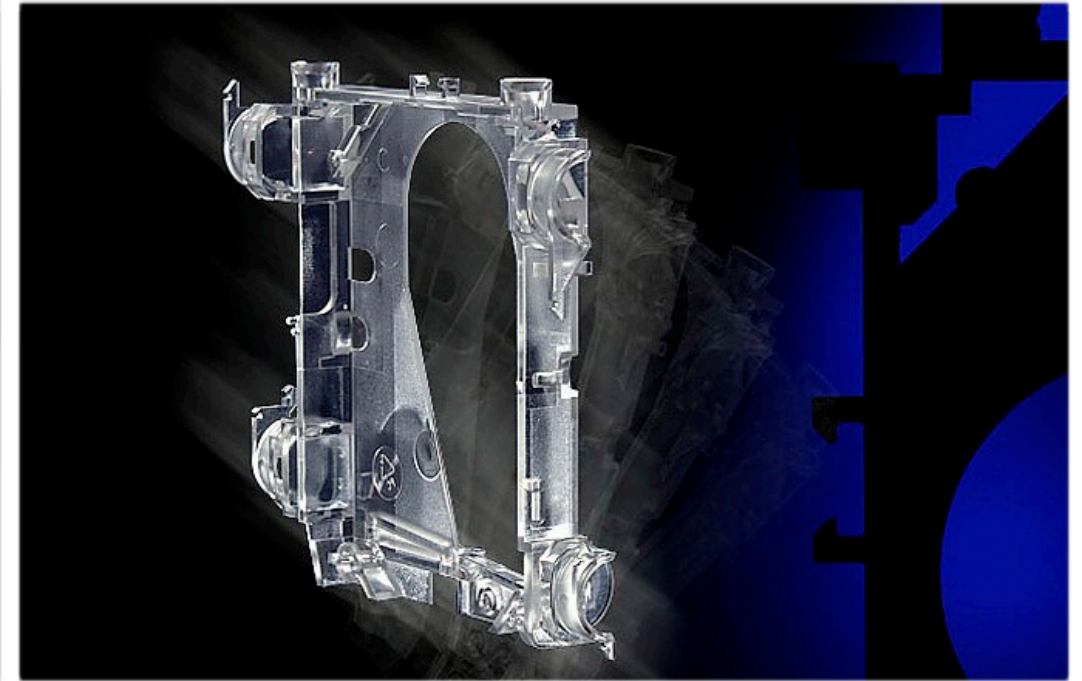
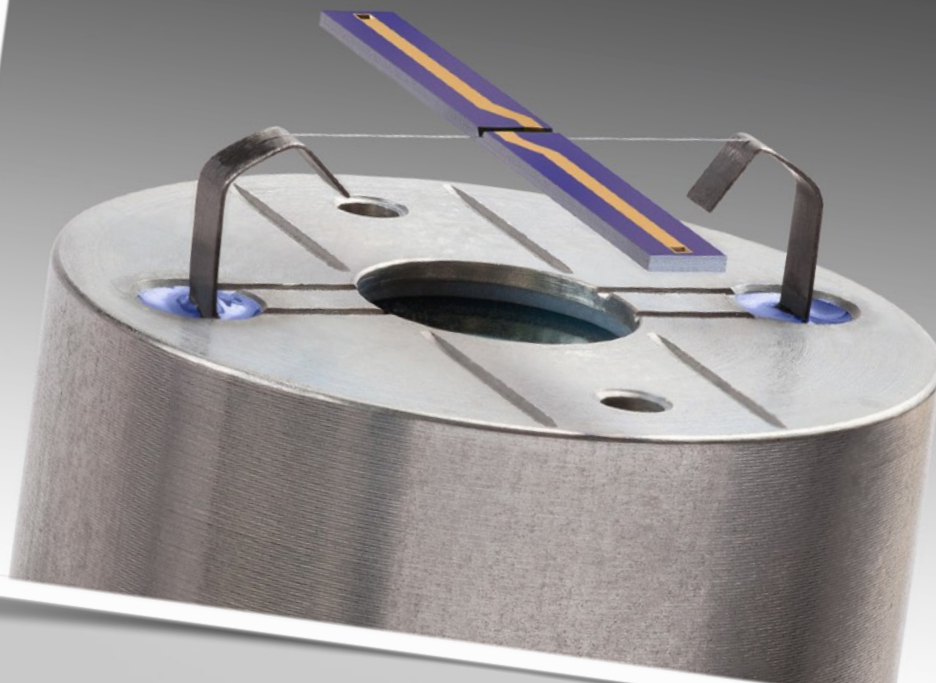


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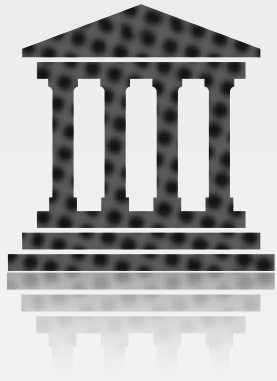


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Architectural photography / animated panorama pictures

As one of the first companies, in 2003, we created virtual HDR panoramas. We weren't surprised, but delighted, that top hotels from Sylt/Germany right to South Africa booked us for animated panoramas.

In connection with a coherent site-map, the location offers their guests the possibility to choose their accommodations from two different perspectives at the same time. The increasing bookings through a great USP for the hotels generated revenue substantially.

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Sometimes we take pictures of people, but that only happens every 50 years or so.



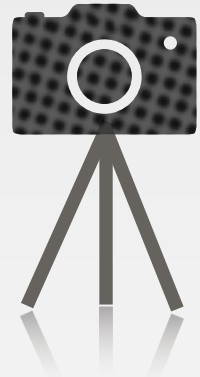


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Advertising photography

Some call it the "ultimate discipline", others just shake their heads. The fact is: advertising photography is exciting, fun and a nice additional change within our daily business.



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Videos

Our videography has been a part of our repertoire for many years. It expands professional photography and closes gaps, that can't be solved by photography.

Nowadays, video cameras offer much higher quality with less costs. We film in HD or 4K, according to the needs of our customers. The costs are manageable and post-production leaves nothing to be desired.

And if it is to become a blockbuster, we have the professionals for the job. From script to narration or Voice-over, every little detail remains under one roof.

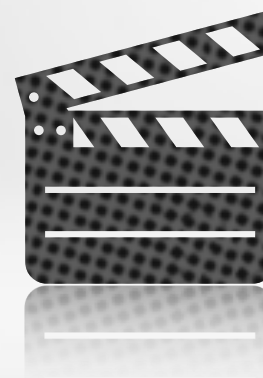




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Aerial photography

More than 30 years ago we took off with helicopters, these productions were then connected with great effort and high costs.

Today's drones, equipped with high-resolution cameras are not only significantly cheaper but enrich almost every shooting through breathtaking perspectives even from low heights.

Whether it is a single picture, a panorama view or a whole video: our drones fulfill each photo- & video production with unique and stunning recordings.

Additionally we hold all the necessary official licenses for aerial photo or video productions



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Before
Editing



After
Editing



Image editing

Since the beginning of Digital photography image editing has become a solid component to create high quality photos.

With over 30 years of professional experience we accompanied the transition from the b/w lab to digital imaging. But no one out our team grieves about those old times gone by.

Our creativity often begins after the actual recording, using all the well-known image processing programs like Photoshop which we “grew up” with and now using all its possibilities and functions to the maximum.

Being a beta tester from Adobe, we add with our experience and competence into the further development of Photoshop.

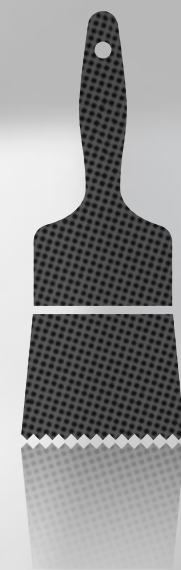
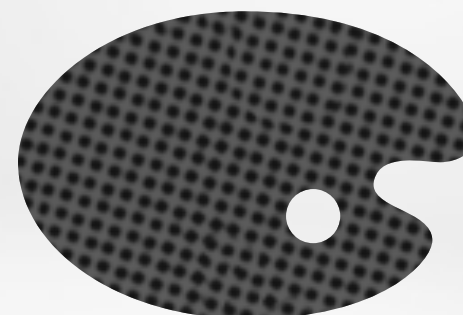
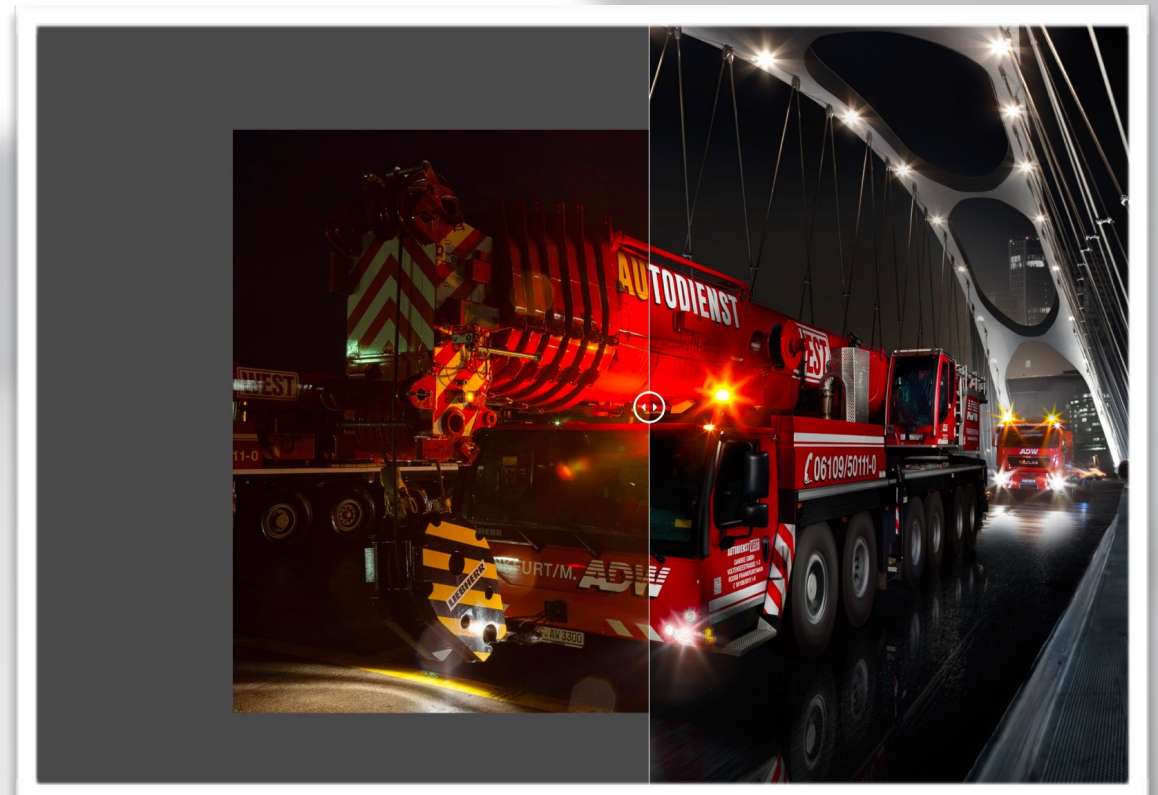


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CEO
RALPH HOPPE
PHOTOGRAPH & FILM



HEAD OF OFFICE
HENDRIK HOBBAHN
E-COMMERCE & IT



CONSULTANT
ALEXANDER KOCH
MEDIA CONSULTING



POSTPRODUCTION
CHRISTINE ESCHNER
IMAGE EDITING



IT SOLUTION
MARC PRADEL
WEBDESIGN



BACKOFFICE
DANIELA HOPPE
ACCOUNTING



DIR. OF PHOTOGRAPHY
SEBASTIAN MOISSL
FILM/GRAPHIC DESIGN



OPERATOR
JÖRG SAALFELD
AERIAL VIEW / PANORAMIC

About us

„Time is pressing, all eyes on us and the breath of the customer directly at the back of our neck. The project does not have to be closed within in a month or a week, or in three days, but right now!

That 's what we need, what we love, what makes us creative and successful !“
Ralph Hoppe - CEO

www.fotohoppe.de

Staffordstraße 60a - 63303 Dreieich - Phone +49 6103 88958 - Mobile +49 175 24 77 800 - Email: studio@fotohoppe.de

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STAFFORDSTR. 60A

63303 DREIEICH

PHONE +49 6103 88958

MOBILE +49 175 24 77 800

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WWW.FOTOHOPPE.DE

www.fotohoppe.de

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