



## 3D is popping up all over! ::

**We'll help you add a whole new dimension to your product development process**



A three dimensional virtual rendering is one of the fastest, most productive methods of visualizing a new or existing concept. You can easily view any design on any structure from any angle and environment. On-screen design exploration becomes amazingly fluid. "What-if" scenarios take hours, not days. Changes that impact size, shape, graphic, color and even material composition are readily apparent. Just as important, they're cost-effective to achieve.

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**Digital capture >> model >> texture >> map >> compose >> render >> animate!**

**Virtual Renderings go wherever your imagination takes you!**

They're Virtually Perfect!

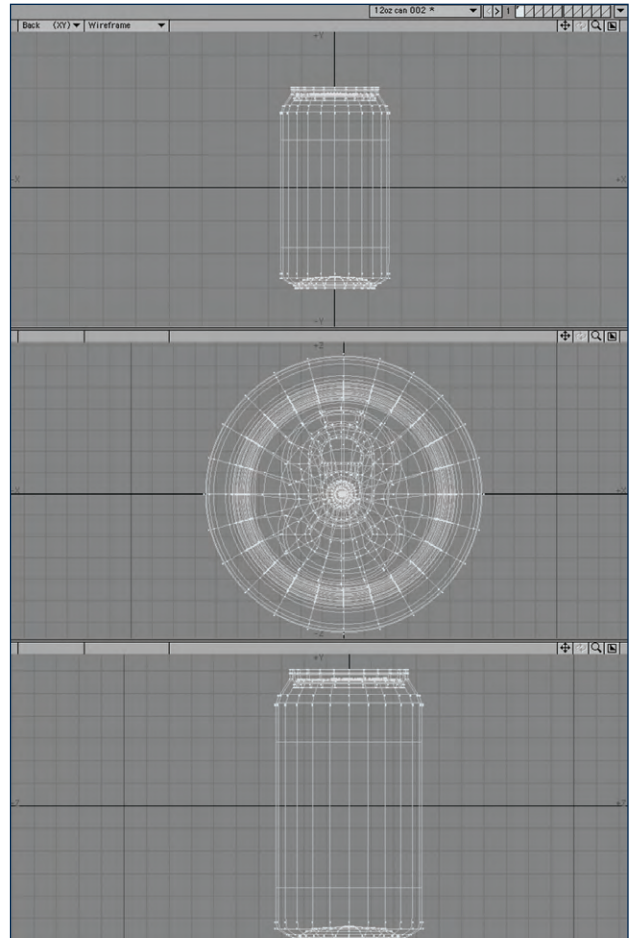
### **•• The Virtual Rendering Process**

Images can be created from CAD drawings, engineering schematics, bar napkin drawings, artwork, or even off-the-shelf production items. A wireframe structural model is then created, and material textures and properties, such as metallic, plastic, glass, etc, are applied. The branding graphics from your illustrator or photoshop files are then mapped onto the model.

The finished model is then placed into a scene for composition. Lighting, camera angle and reflections are set up, and low resolution test renders are done. After your approval, a high resolution final render is completed.

### **•• Why use a Virtual Rendering?**

Flexibility is the key. Camera angles, lighting, materials, textures, labels, mapping, environments, and resolution can all be manipulated to allow for experimentation. Virtual renderings can be used digitally for websites, screen based presentations, and even broadcast television commercials. High-resolution renders can be used for final print production in ads, brochures and other printed material—which means you can bypass traditional photography entirely. Virtual renderings can be animated to showcase product functionality, so they are commonly used for internal review of structural and graphic design, and in sales presentations.



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