

Project example - Visualisation

Visualisation of the product portfolio

Aim of the visualisation project

To stand out from the competition, modern websites require the use of key visuals. In addition to static arrangements of products, there is also the option of implementing concise image videos or interactive content on the website. These help the company to present their products in the best possible light and leave a lasting impression on visitors.

Procedure

Numerica GmbH & Co KG was provided with the corresponding CAD data for the visualisation of the product portfolio. Before this data could be processed with the rendering software (KeyShot), it had to be prepared using a CAD program (SpaceClaim Direct Modeller). This includes colouring surfaces, modelling phases and threads or blending surfaces. Subsequently, materials, lighting, cameras and animations were defined in KeyShot. Through close cooperation and brisk correspondence, the final content for the website was created in the course of online meetings.

Added value for the customer

Visualisations have enormous advantages over conventional product photography. Complex arrangements and scenes can be rendered reproducibly without much effort. KeyShot also offers the facility to create animations that would be very difficult or impossible to realise with conventional film techniques. After delivery of the content, ECI-D was provided with the KeyShot files for future changes.

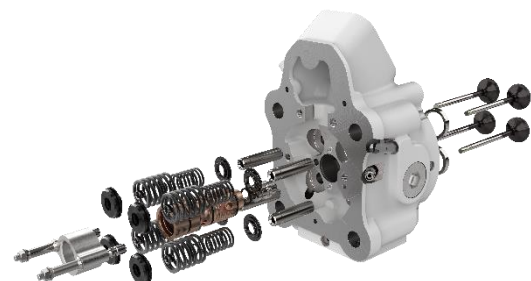
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Entire product portfolio



Development process: CAD model | rendering



Exploded view of a cylinder head