

From construction directly to Marketing

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3D-CAD systems are the base for computer generated imagery (CGI) - photorealistic pictures of products, that are generated by a special software; even if the product doesn't exist yet.

A skilful hand-drawn sketch with a pencil has undoubtedly its very own charm. But product visualisations or pictures for Sales and Marketing can't be produced in this variance and diversity. Also the classic product photography is coming under pressure because of the advantages of CGIs. Nevertheless, photo studios and photographers won't be eliminated in future, because where CAD data are missing, CGIs can't be generated.

In addition, CGI is a good method to adapt the visualisation of a product to different target groups. In order to create different scenes of the product in different surroundings, no sets at different locations need to be assembled and dismantled. One and the same product can be put in different environments with the digital solution. For example, a car can be placed in front of skyscrapers for urbanites or in a mountain scenery for nature lovers. In reality, the car wasn't even close to these settings.

CGI is also beneficial when products don't yet exist and can't be produced „just now“. On basis of CAD data they can be visualised anyhow. This allows production of brochures and promotional literature already before series manufacturing of a production or in case a plant was assembled at an inaccessible location.

How does one get a nice CGI product visualisation out of a rough CAD picture? There are just a few clicks necessary for the export of a CAD data file. In practice at Infastaub, the Marketing department receives the CAD data in a STEP format from construction. The file is then imported into the special software „keyshot“.

Requested materials, colours and textures are allocated to the components, so that they receive a realistic surface. Special light sources and backgrounds are added, a point of view is chosen and the virtual cameras are positioned - that's it. The rest is done by the computer - the so-called rendering. Of course, this all is also work, but time and effort is substantially less than for classic product photography.

The marketing-technical clou about it: The visualisations generated with keyshot can be used by different media channels. For example, the technical documentation can resort to the visualisations because of the flexible presentation options and the rendered single components are found in the webshop.

CGI offers manifold possibilities to put products in scene. The only thing that could set limits is the own imaginative power what can be realised with CGI. Infestaub for example has printed canvasses with them and newly fitted out the hallways with the pictures.



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