Photorealistic 3D Product Visualisation

Overcome marketing challenges

The power of Computer 3D Modelling Technology to visualise your product

CHALLENGE #1
Too difficult to photograph in a white studio?

CHALLENGE #2
Need to show more stock or portray your product in a 'non-existing' retail environment?

CHALLENGE #3
Want to visualise a new patent?

CHALLENGE #4
Want to show-off on large-format prints but image 'jagging' and 'blurring' discourage your efforts?

CHALLENGE #5
Want to bring your new product to 'life'?

Advantages of photorealistic 3D product visualisation:

PORTRAY ANYTHING ON SCALE...
You can portray anything in professional and photorealistic quality, from your oversized engineered machine to your disproportional artificial grass and anything in between

ANY SIZE...
Any size visualization is possible. No pixelization as in photographed (raster) images. We model & create your product in a 3D world and render an image or video clip at the size you specify.

LONG TERM COST-EFFICIENCY...
with once-off 'model-&-create'-fee and once-off 'lighting-&-camera-setup'-fee per environment.
In plain, it becomes cheaper the more visualizations you do on one modeled product. For example, you already paid for your dust extraction machine's model and two visualizations of the exterior in image-format. But now you want to show the interior action with an animation. You will not have to pay a 'model-&-create'-fee again. You will only pay for the 'lighting-&-camera'-setup, rendering and composition where necessary! If the new render you require is for example again of the exterior but at a completely different angle the amount will decrease even more. In such a case the 'lighting-&-camera-setup'-fee will also fall away.

DECREASES EXPENDITURE RISK...
Convert 'leads' into deals and start selling before manufacturing has started.

Recent photorealistic 3D visualisations for trellis gates & security screen doors:

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CHALLENGES ADDRESSED
- Bringing the product to 'life'
- Too difficult to photograph in a white studio
- Visualising a new patent and convert 'leads' into transactions before manufacturing commences
- Large-format prints

COMPANY: Traxdor Cape
PATENT: Trellis Alarm Gate

LEGION guard

▲ Logo design
◀ 3D Logo animation & development
Logo design and -development to add context and personality to the product.
EXPERTISE USED: graphic design & 3D modeling

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▲ *Two meter high roll-up banners in a mall exhibition.*

◀ *The modeled 3-dimensional virtual lounge and gates were rendered into digital pictures and animations for use in brochures, an HD video and a website to demonstrate the security blueprint of the trellis gates.*

SUCCESS STORY: With a big screen TV that displayed his HD demonstration video, a 6m by 2.5m canvas (also by SWORD), real life examples and the brochure collection, the client did a booth at the Home Expo 2016 in Cape Town. He obtained 300 leads within a approximately 4 days of which 80 converted into transactions.
TO VIEW visit the website at http://www.traxdorcape.co.za/trellis-security-gates
EXPERTISE USED: 3D Modeling & Animation, Photography, Videography & Video Editing, Graphic Designing, Web design & -marketing

MANAGEMENT & DESIGN / EDITING: Liezl Pieters
Mobile: 079 499 5519
liezl@ sworddigital.art

SWORD digital art
www.sworddigital.art

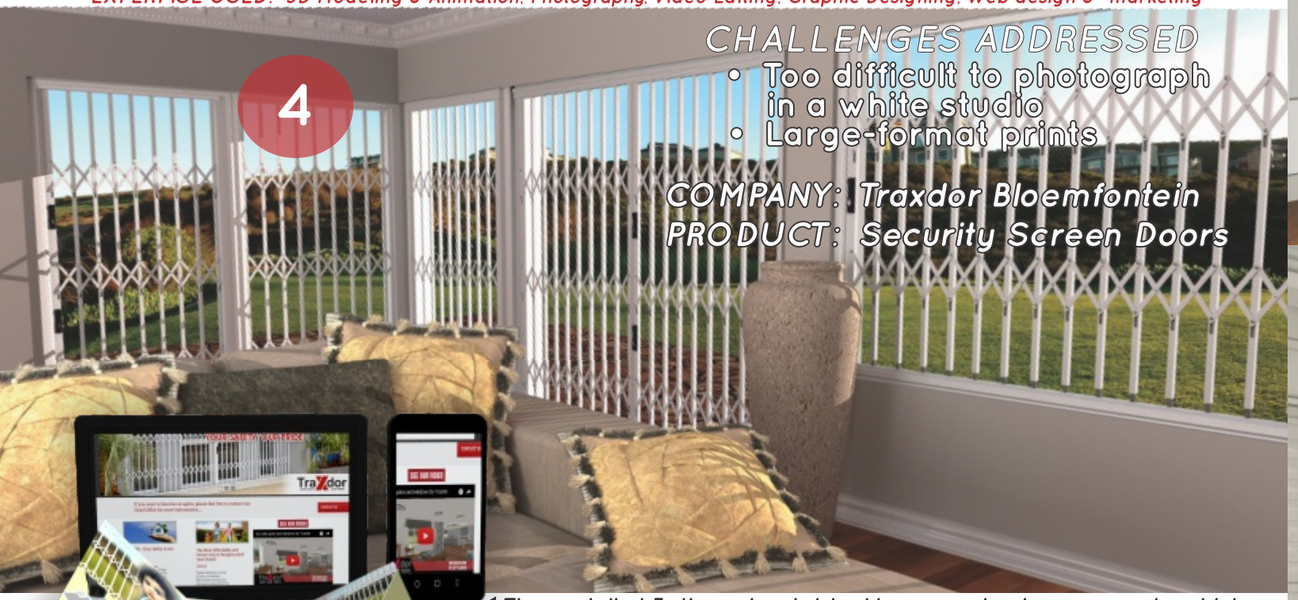
3D MODELLING & PHOTOGRAPHY: Barend Liebenberg
Mobile: 079 426 2987
barend@ sworddigital.art

▲ *Used on 2m high roll-up banners in a mall exhibition*

◀ *The modeled 3-dimensional virtual lounge and mesh doors were rendered into digital pictures and animations for use in brochures, an HD video and a web page to demonstrate the product's décor-friendly application and multi-folding options.*

CLIENT'S FEEDBACK: The client was pleased to inform us that he was swamped with orders once he started to market the product. *TO VIEW visit the website at http:www.traxdorcape.co.za/security-screen-doors*

EXPERTISE USED: 3D Modeling & Animation, Photography, Video Editing, Graphic Designing, Web design & -marketing



◀ *The modelled 3-dimensional virtual lounge and gates were rendered into digital pictures and animations for use in brochures and an HD video to demonstrate the security applications of their security gates in a house.*

CLIENT'S FEEDBACK: The Client thanked us for professional work, project dealing and he started using Sword Productions for all his designing.

TO VIEW visit the website at http://www.traxdor.co.za.

EXPERTISE USED: 3D Modelling & Animation, Photography, Videography & Editing and Graphic Designing.

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