

**DO YOUR
CUSTOMERS
GET IT?**

lined/**FORMA**
design

WHAT IS “IT”?

“It” is something different for everyone. You have a product or a process to sell. How do you ensure your customers fully visualize your concept?

For you, it might be:

- Your product has hidden components/processes that you want your customer to understand.
- You have a critical time frame to show a new product in a catalog or trade show and you haven't gone into production yet.
- You have too many variations of your product to cost-effectively build every individual sample.
- You design products “on spec” and need to present them visually.

Whatever your product, 3D art can be used to demonstrate hidden features and processes, to represent the actual product even before it is in production, to demonstrate options and modifications to existing products, or to explore completely new design concepts and products.

3D modeling and rendering can save your company time, energy and expense. Photo-realistic models can be rendered in any color or texture, from any angle, in different environments and with any lighting settings, and can be used over and over again, any time the need arises.

This infinite variety is what we create.

Linea Forma Design



Bugatti Veyron model created from engineering drawings of the actual car.

DO YOUR CUSTOMERS UNDERSTAND HOW TO USE YOUR PRODUCTS?

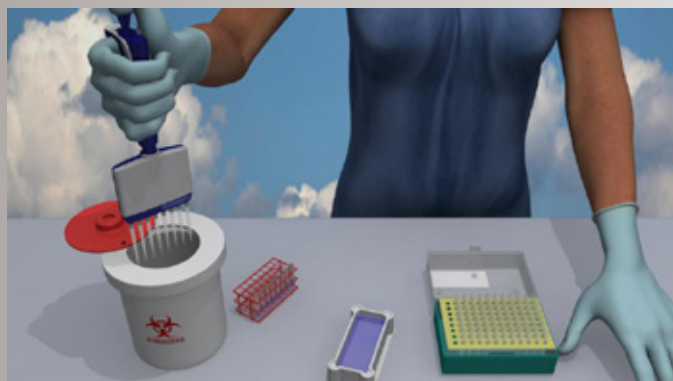
This is where 3D really shines. Using 3D models combined with animation, we can illustrate any process focusing on only the important features and eliminating the unnecessary visuals.

We can easily edit animations to make changes to products or other content. And the same 3D models can be utilized in other marketing materials.



Frames from an animation demonstrating the flow control of a blood sample delivery tool.

Frames from an animation demonstrating pipet tip mounting and ejection on one and eight channel pipettors—different products and colors are easily swapped out in creating the animation variations.







CAN YOUR CLIENTS **VISUALIZE** YOUR CONCEPT?

Environments are complicated. Color, texture, light, proportion, scale . . . these are difficult to visualize with only swatches and samples.

Why not show your clients exactly what the environment you envision looks like? A 3D rendering provides a photorealistic preview of your concept, and a model can be easily modified to fit changes to your design.



Model with transparent wall

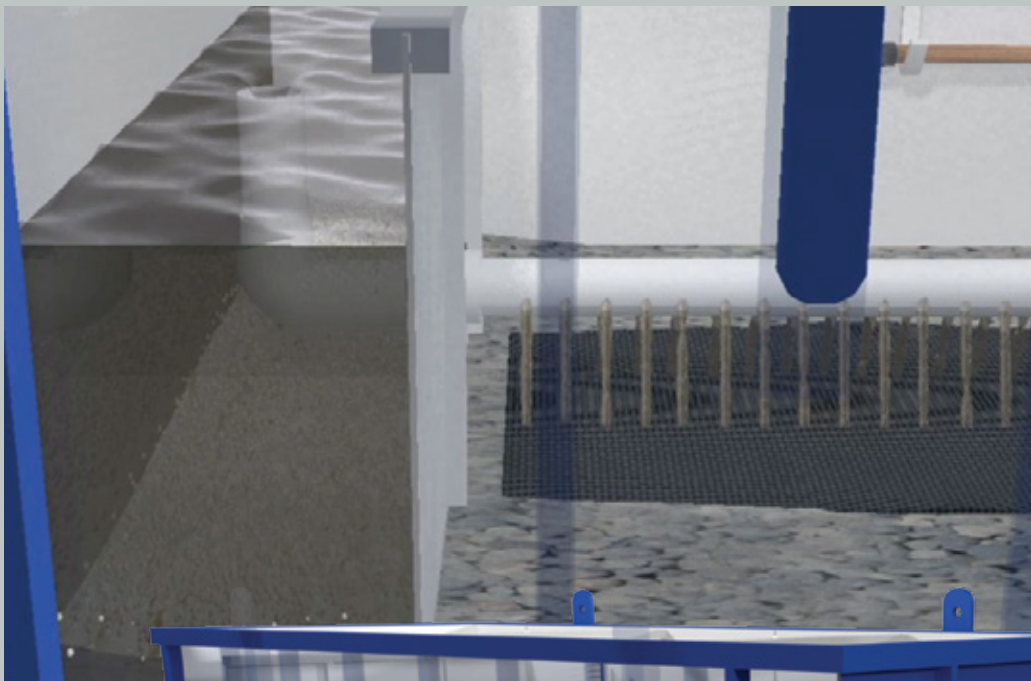


Image from fluid animation of the model above

Above model with component options added



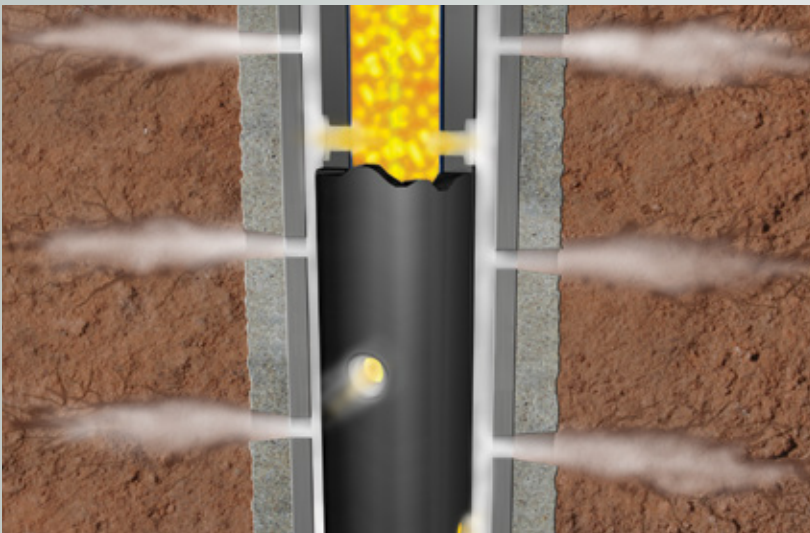
HOW DO YOU SHOW WHAT'S GOING ON INSIDE?

Often, features you are selling can't be seen. So, how do you tell your product's story?

Reveal hidden product features in a 3D model utilizing transparent or cutaway walls, and combine with animation to demonstrate a process.



Above ground scene from product animation



Underground scene from product animation showing process cutaway



Product cutaway

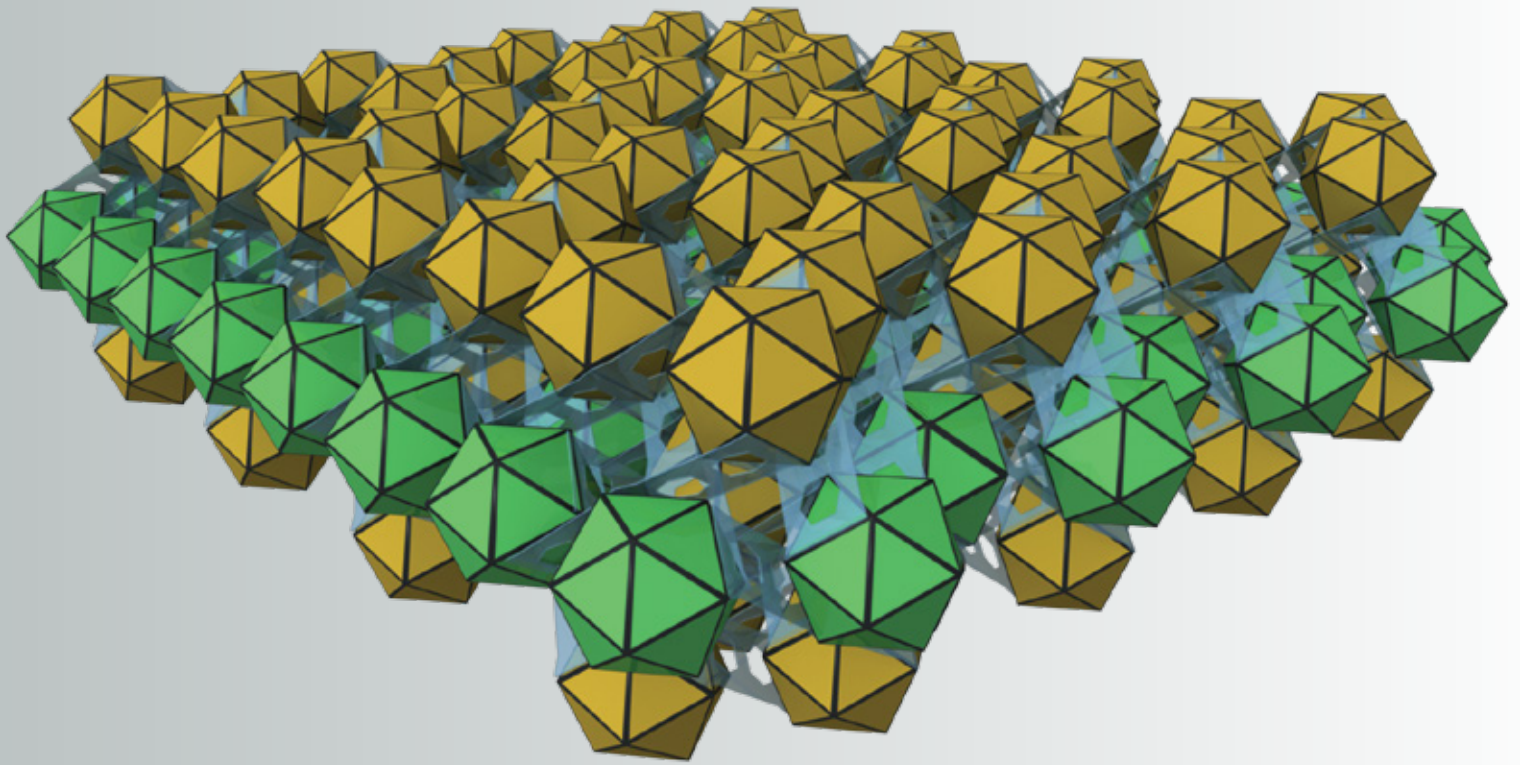


HOW DO YOU SHOW A PRODUCT THAT DOESN'T EXIST YET?

Many times, promotion gets ahead of production or even prototyping. But, wouldn't you like to give your customers more than an engineering drawing to envision the product?

3D models and renderings can be utilized in brochures, catalogs, web, trade show collateral, and advertising, as well as integrated into interactive design and animation.





Every model on these two pages was created before the actual product went into production.





3D MODELS VERSUS PHOTOGRAPHY

Photography provides images of the real world. But these images are limited in how they can be modified and updated without a new photo session. Utilizing 3D models with photography provides a fully flexible format for your product presentation.

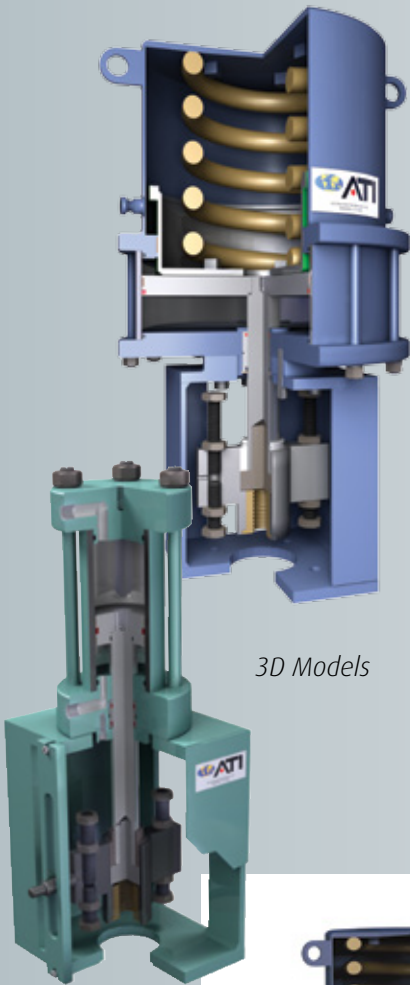
As an example, in 1983, Linea Forma designed and developed **The Rhino**, a yard tractor for Southern Pacific Railroad. For its 30th anniversary, we modeled the original truck using 3D software. The red truck is a 3D model added to the original brochure photo above.



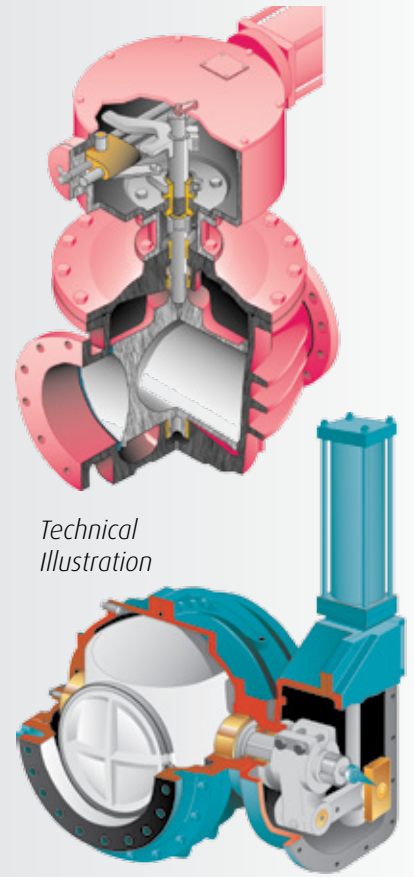
3D MODELS VERSUS ILLUSTRATION

Technical illustration, as seen in the two images on the right, works well to show one view of a product. But, if you want to view another side or angle, that means creating another illustration.

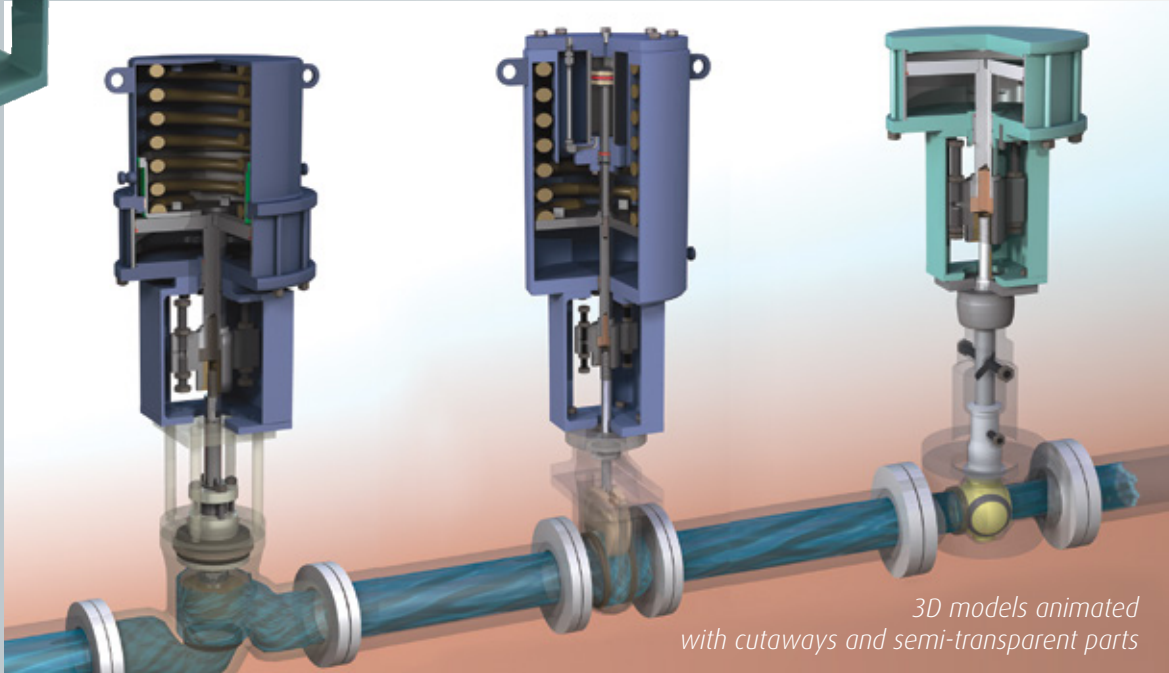
The 3D models on the left, on the other hand, can be rendered from any angle, with any lighting and can easily be modified or integrated into an animated scene as shown below.



3D Models



*Technical
Illustration*



*3D models animated
with cutaways and semi-transparent parts*

YOU CAN GET IT HERE

With 3D modeling, rendering and animation,
Linea Forma Design creates magical visual solutions.

Contact us now for more information on how we can
provide a clear, consistent, and cost-effective solution for you.

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