



## How Do You Show a Process That Can't be Photographed?

Dr. Richard Schmidt, President of The GasGun, Inc., had a major challenge. He created a new product designed to more effectively extract oil and gas from wells. Inserting the Gas Gun® in a well and detonating it creates fissures in the surrounding rock, producing greater quantities and pressures of output.

But, how could he show the process and product attributes easily? We proposed the creation of a 3D model to produce a photo-realistic rendering, combined with illustration and phototextures. Now, at a glance, potential customers can see an in-use image through the cutaway/section view.



*"Our small company sells a unique explosive product that is lowered deep into oil and gas wells to fracture the reservoir rock and increase production. We needed professional help to display this technology graphically in a trade booth and promotional literature."*

*"Linea Forma enthusiastically took on the challenge and worked with us to produce several outstanding graphics that convey the information to the customer in an eye-catching and easy to understand fashion. They took the time to understand the technical concept and offered numerous suggestions on ways to present the material. We have received a great many compliments from our customers."*

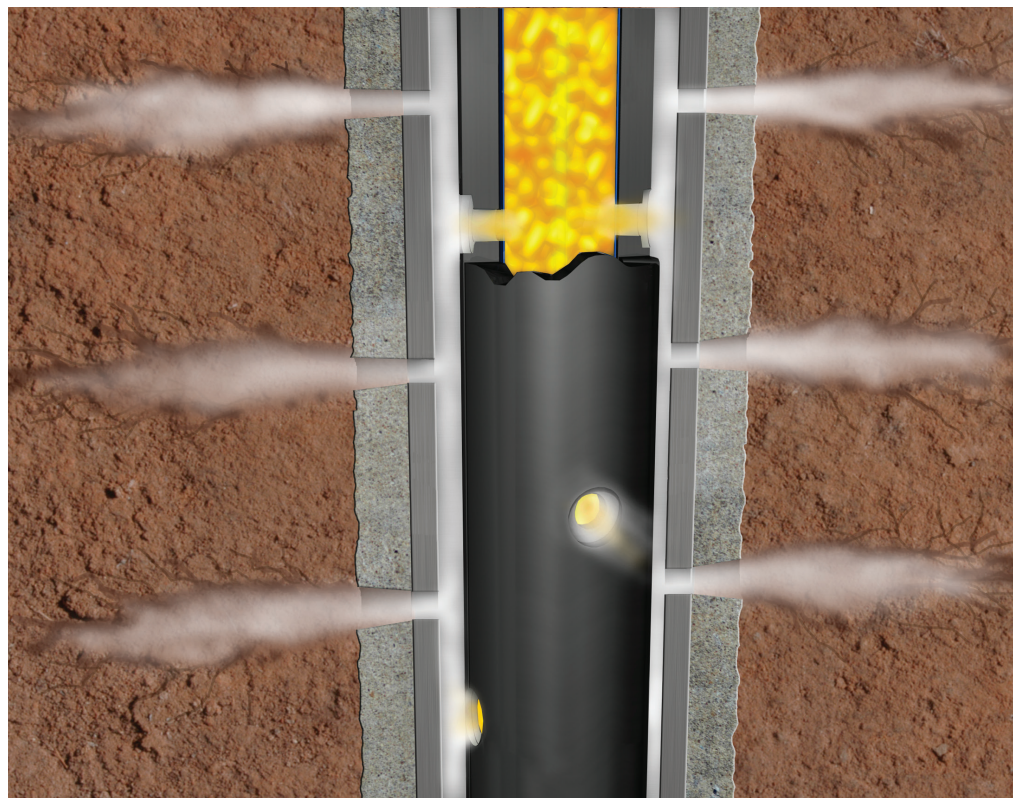
*"They even helped create a new logo for our company that is professional, artistic, meaningful, and yet simple in design. In short, Linea Forma Design helped give our little company a professional big-company image."*

Dr. Richard Schmidt  
President, The GasGun, Inc.

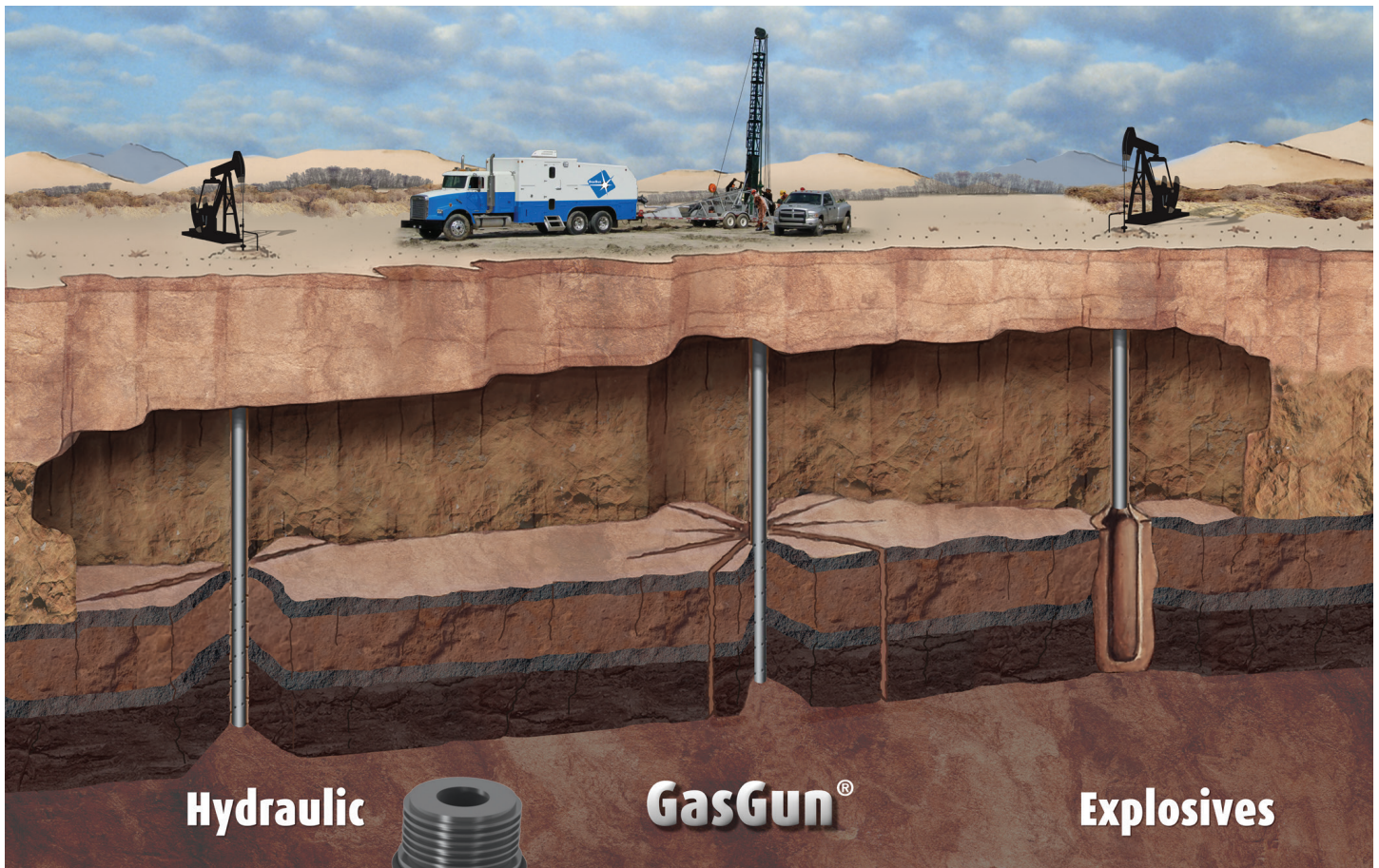
### The Explosion

Since this process occurs at the bottom of a well, a photograph of the explosion was out of the question.

Here, the process is clearly revealed and made understandable.







The next year led to this 3D model, created to condense the entire story into a single iconic image tied to their logo. It is used for advertising, a presentation folder, brochure and trade show art.



A year after the cutaway model on the front page was built, we made this environmental cutaway illustration of the entire production scene, which was used as the backdrop for their trade show display.



But ultimately, the story shown at the top needed to be told using an animated movie of the entire process in action, right down into the oil well. So the following year, we built them an oil drilling scene. The picture above is a frame from the eight minute movie, complete with an explosion.

See the whole movie on our website, [www.lineaforma.com](http://www.lineaforma.com).

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Let us present your vision better than words alone can.**