

Product: Routeware SmartTruck™

Project Description: Routeware produces software and hardware for the waste management industry. For a series of brochures, they wanted images of their new SmartTruck hardware package shown installed in trucks, but couldn't find a customer's truck that was clean enough to photograph. So we created a 3D model with no engineering drawings—just reviewing on-line photos of actual trucks. They now have their own truck that can be rendered from any angle, interior and exterior.

Software: Autodesk® Maya®

3D Model: Interior and exterior of truck showing all relevant components in detail that comprised the SmartTruck™ product package

Timeframe: 25 hours for the complete scene



ROUTEWARE®
Smart Truck™



ROUTEWARE SMART TRUCK



Although the model has only been used for photographic renderings that demonstrate all of their package components, the model was built in grouped assemblies that allow for animation easily when the need for video clips arises, like to demonstrate lifting and unloading the dumpster.

Level of detail is limited only by budget and time constraints. On this model, the level of detail is more precise for the SmartTruck components than the rest of the truck.



Digital 3D modeling offers a significant breakthrough in both industrial design and product marketing. Designs can be rendered quickly, and before production begins, customers can be shown a photo realistic demo of the product and product features with full animation and 360° views, via brochures, ads and videos.