CASE STUDY: StormwateRx, LLC



Challenge:	Working from engineering drawings, create a 3D model with transparent wall(s) that could show all the interior parts of the product; animate the complete filtration process from dirty water entering to clean water exiting; and create detail renderings and video of the final results.
Solution:	We built 3D models of each of StormwateRx's four product lines, as well as the optional add-on filtering components for each line. We created transparent walls and developed dynamic, realistic simulations of flowing water to demonstrate, step by step, how each part of the treatment process worked.

The models are now used throughout the company's website to better tell the hidden story inside their products.

How do you show what's going on inside a sealed container?

The photo is from an actual product installation. A clear demonstration of how the process inside works would be impossible to view.



Create an animated photo-real 3D model with a transparent wall

We built the model shown below with a transparent front wall, and animated it showing water entering the chamber at the left end of the box and then draining from many holes in the suspended pipe of the main chamber and filtering through the various layers of material below it.





As your product line grows and changes, so does your 3D model. Here, the Aquip model from the front page sits on the AquipPlus tray unit below it, along with its control box and optional filtering unit connected at right.



The Aquip and AquipPlus models demonstrate how water moves through different materials at different rates of flow, as shown in this frame from the animation.

CLARA

When installed, this chamber is entirely underground.

So we made two walls and the top surface of the model transparent. The Clara system needed to simulate an oil slick and various other types of industrial waste moving through the system, which we created and animated on the model.

Then we added a dynamic water simulation to show how each compartment plays a part in the final process.

Add text and graphics over the animation to complete your story. As the saying goes, "A picture is worth a thousand words." True, but a picture *and just a few words* creates the ultimate clarity for your message to be understood.

