CREATIVE EDGE SOFTWARE

Imagine. Create. Visualise. Produce.

IC3D Suite

IC3D Suite is the first real-time, all-in-one packaging design software that lets you generate live 3D digital mockups on-the-fly, including cartons, labels, flexibles, bottles, shrink wraps and in-store visualisation.

The world's first 3D real-time packaging design ideation application to combine multiple packaging disciplines in one product. Other software applications frustratingly separate design applications into cartons, flexibles, bottles or store visualisations. IC3D Suite encompasses all these and more, allowing these elements to be seamlessly combined in the same scene.

IC3D Suite is the first 3D packaging visualisation software to offer patented Smart Mesh which allows labels and artwork to be instantly slid over models without needing tedious UVW texture co-ordinate mapping. Quickly design and generate asymmetric 3D models such as perfume bottles, trigger sprays and molded containers using IC3D Suite's unique Shape Modeller feature.

Visualize fast, accurate shrink and shrink artwork corrections on single & multiple objects, so they will be ready for production. Once finished you can output hi-resolution images, 3D PDF's, generate proofs or print your models with leading 3D printers. Share your designs internally, with customers, by email, animated movies or with the free IC3D viewer to make collaboration quick and simple.

IC3D Suite for:

- **CPG Brands & Retailers** | "We need a tool that will let our team visualize packages in the most realistic ways and get to the shelves faster."
- **Brand Agencies** | "We need comps faster, rapid revisions and realistic client mockups for any environment while reducing outside costs and lead times for renders."
- **Packaging Designers** | "Virtual mockups let us bring more ideas to life faster. We can deliver more designs and justify our expense."
- **Engineers & Convertors** | "3D digital mockups let us see packages in multiple forms, troubleshoot problems and differentiate our value to clients."

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3D Model Creation - Shape Modeller

No matter what inspires you, bring it to life with IC3D Suite and the extensive IC3D Model and Template Libraries. If your vision doesn't have a template, use the IC3D Suite Shape Modeller feature and build it exactly as desired.

With Shape Modeller, designers and packaging engineers can create any type of asymmetrical packaging such as molded containers, perfume bottles, flexible bags, tins & trigger sprays. Then simply drag them into the scene and add artwork.

Real Time Cartons, Labels & Editing of Ai Art

Collaboration in IC3D Suite and Adobe Creative tools means you can work seamlessly and watch your vision take shape. Create labels or base artwork within IC3D Suite, and automatically display them in Illustrator so you can add artwork to the document and interactively slide them in real time on the model.

You can also drag and drop materials from the extensive materials library onto the model surface to create special effects like foil, metallic and more.

Shrink & Shrink Correction - FAST!

Applying a shrink-wrap foil on single or multiple items can be a difficult task. Due to IC3D Suite's accuracy and unprecedented speed, applying complex shrink-wraps can be accomplished in a matter of seconds.

Smart Shrink functionality quickly and accurately visualises how artwork and labels will distort when "Shrunk" onto 3D models using different shrink film products. Amazingly fast Shrink & Shrink Correction now takes minutes compared to existing processes which can take hours or even days.

On-the-fly 3D Environments, Lighting & Shadows

IC3D Suite supports Image Based Lighting and ultra hi-resolution HDRI environments which calculate accurate and realistic lighting effects on packaging, in-store and on shelves.

IC3D Suite also provides added realism by accentuating surface details and adding soft shadows using Ambient Occlusion. Complete studio lighting effects can be replicated by adding lights and controlling shadows, together with simple sliders to adjust shadow position, opacity, softness and fade.

Shelf Visualizer - Complex Scene Staging

All of the above easily comes together allowing for real -time staging of complex and dynamic scenes using cross discipline packaging types.

Shelf Visualizer can compare product revisions and competitors products on single shelves, gondolas, chiller and freezer displays. The results can be saved and exported as high resolution renders, 3D PDFs, print proofs, animated movies, viewed using our free 3D viewer or even printed on 3D printers.