

IC3D Suite Solution Partner
in the Nordic and Baltic countries

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creativeedge
SOFTWARE



Ideas.
Accelerated.

ic3D

Digital packaging mockups
at the speed of imagination.

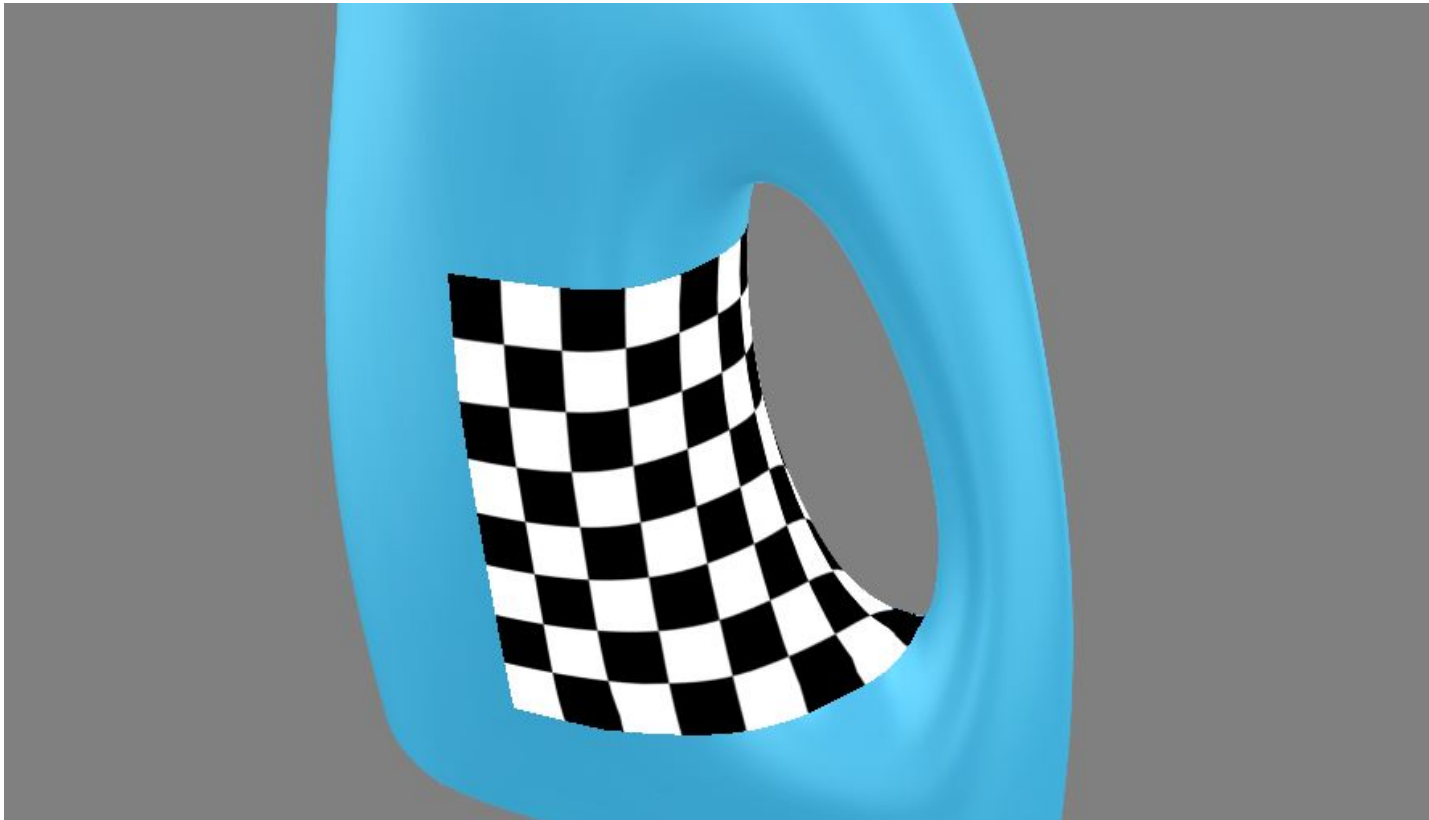
iC3D Overview

Key Features

- Smart Wrap – Real-Time label sliding technology
- Shape modeller, Bag modeller
- Shrink & Shrink Correction
- Light Editor, Shadows, Ambient Occlusion
- Image Based Lighting
- Shelf Visualiser
- Opsis – cloud share

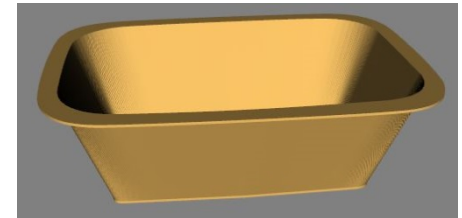
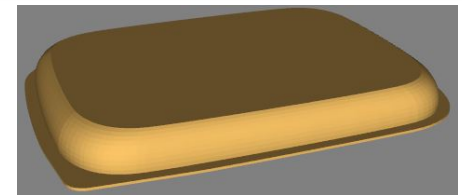
Smart Wrap (Real Time)

- **UVW** (3 dimensional co-ordinate mapping) explained -



Smart Wrap (CES patented process) is a method of achieving sliding & wrapping of labels & artwork onto complex 3D models instantly, without the user having to create time consuming UVW maps in 3rd Party software. This allows designers to achieve the accurate positioning of artwork onto any 3D Model within seconds rather than hours.

3D Shape Modeller



Must Have Feature!

Customers asked us to solve their 3D modelling problems – assymetric bottles, bags, containers.

How to avoid paying for expensive, time-consuming outsourcing of 3D Models?

How to make it simple and quick using their existing in-house design resources

We delivered, here it is – iC3D Shape Modeller !

Bag Modeller



Must Have Feature – Bag Modeller!

Customers wanted to produce customised bags designed around the shape of the contents.
How to easily create bags of dog food, fertiliser, biscuits or drinks sachets with realistic fill & “slump”
We delivered! New Template called Bag Modeller giving total design flexibility around bag content!

Shrink Film Market

The shrink film market for beverage multipacks is estimated to be worth **\$2.53 billion** by 2020, according to [MarketsandMarkets](#).

Of all industries, the beverage industry accounts for the **highest demand** for shrink film packaging.

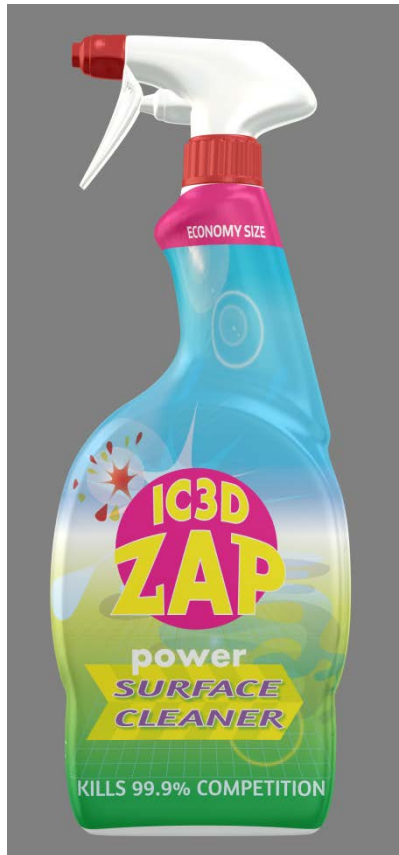
Packaging designers, know how challenging designing shrink sleeve packaging is.

Artwork becomes distorted when the film shrinks around the product.

Most cases requiring a painstaking process of trial and error to get it right.

Shrink & Shrink Correction (very, very fast)

- Single and multiple shrinks explained -



Smart Shrink is a new method of quickly and accurately visualising how artwork and labels will distort when “Shrunk” onto 3D models using various shrink film products.

This allows brands, agencies, designers and production companies to collaborate and achieve accurate artwork visualisation on single and multiple 3D Models. Amazingly fast Shrink & Shrink undistort of artwork now takes minutes instead of “other” competitor processes which take hours or days.

Shrink Timing Comparisons

Molson Coors/Carling



Competitor - 6 hours
iC3D - 12 minutes !

Sun Branding/Unilever



Competitor - 6/8 hours & innacurate
iC3D – 3 minutes accurate !

Shadows, shading, reflections



Must Have Feature – Soft Shadows, Shading, Ambient Occlusion Lighting!

Customers asked us to solve their Photo-Realism needs.

Real Time soft shadows, shading and ambient occlusion lighting effects but using simple sliders.

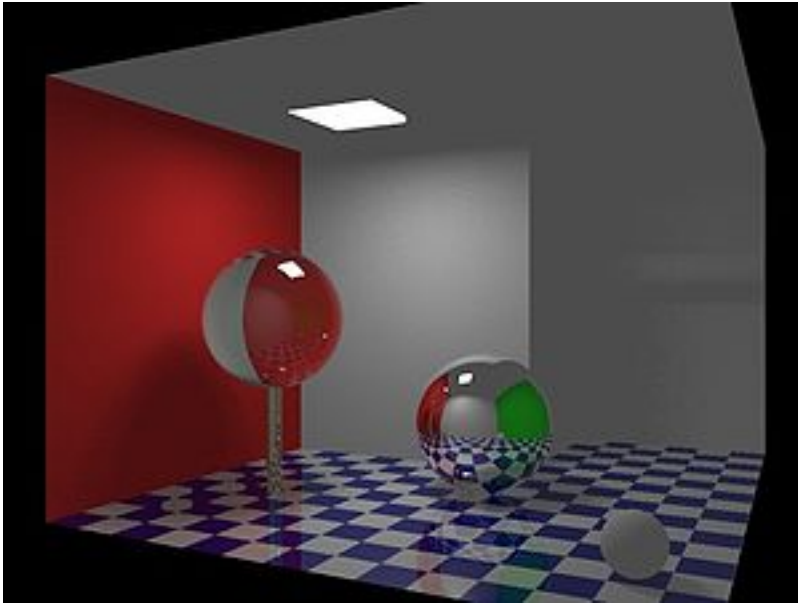
We delivered! One of many new photo-realism improvements – Shadows, Shading, AO Lighting!



Lighting Effects

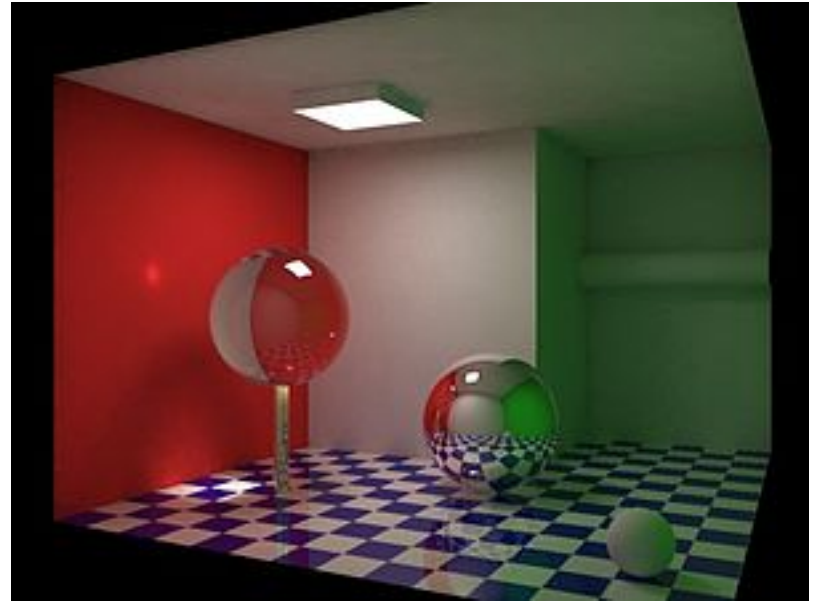
- IBL (Image Based Lighting) / Environments explained -

Our competitors don't support IBL



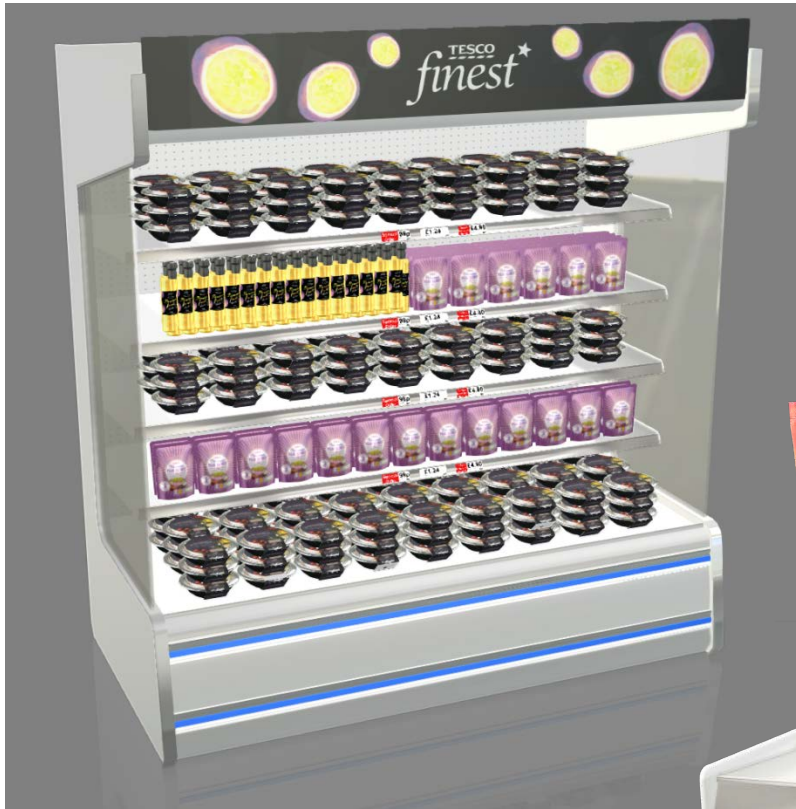
Rendering without global illumination. Areas that lie outside of the ceiling lamp's direct light lack definition. For example, the lamp's housing appears completely uniform. Without the ambient light added into the render, it would appear uniformly black.

IC3D Suite – supports IBL



Rendering with global illumination. Light is reflected by surfaces, and coloured light transfers from one surface to another. Notice how colour from the red wall and green wall (not visible) reflects onto other surfaces in the scene. Also notable are highlights projected onto the red wall from light passing through the glass sphere.

Shelf Visualizer



Must Have Feature – Shelf Visualizer!

Customers asked us to help them visualize their finished products on shelves, in chillers & freezers
They wanted to compare new product revisions, the competition and previous product ranges.
Customers

We delivered! The most cost effective way of visualising products in store – Shelf Visualizer!

What's New in iC3D?

Drupa launch of v4 !

- **Light Map Editor**

Re-creates studio lighting, editable highlights and shadows.

Use in combination with Environments/Image Based Lighting

- **Dynamic Backgrounds**

Real-time merging of 2D photo images with 3D designs

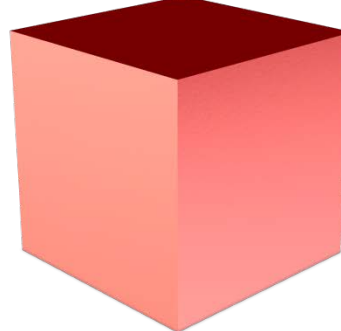
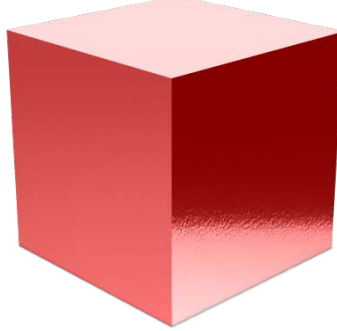
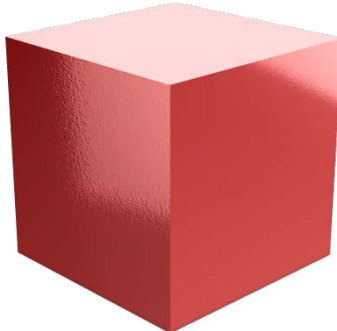
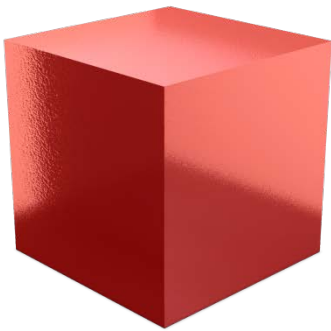
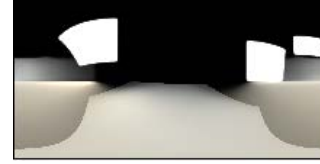
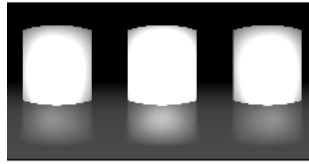
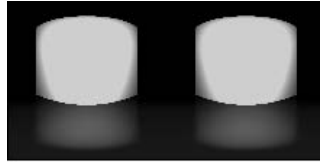
- **Perspective Control**

Matches 3D model perspective to 2D photo backgrounds

- **Ray Tracing**

Accurately simulates effects of light on virtual objects for photorealistic, ultra-high-resolution, accurate photo studio effects

Light Map Editor – NEW!



Must Have Feature – No Photo Studio Required!

Customers asked us to solve their Photo-Realism needs.

Easy ways to create and edit lighting using simple sliders to position lights and store settings digitally.

We delivered! One of many new photo-realism improvements – Light Map Editor!



iC3D Dynamic Backgrounds – NEW!



iC3D Dynamic Backgrounds:



iC3D Dynamic Backgrounds & Perspective:



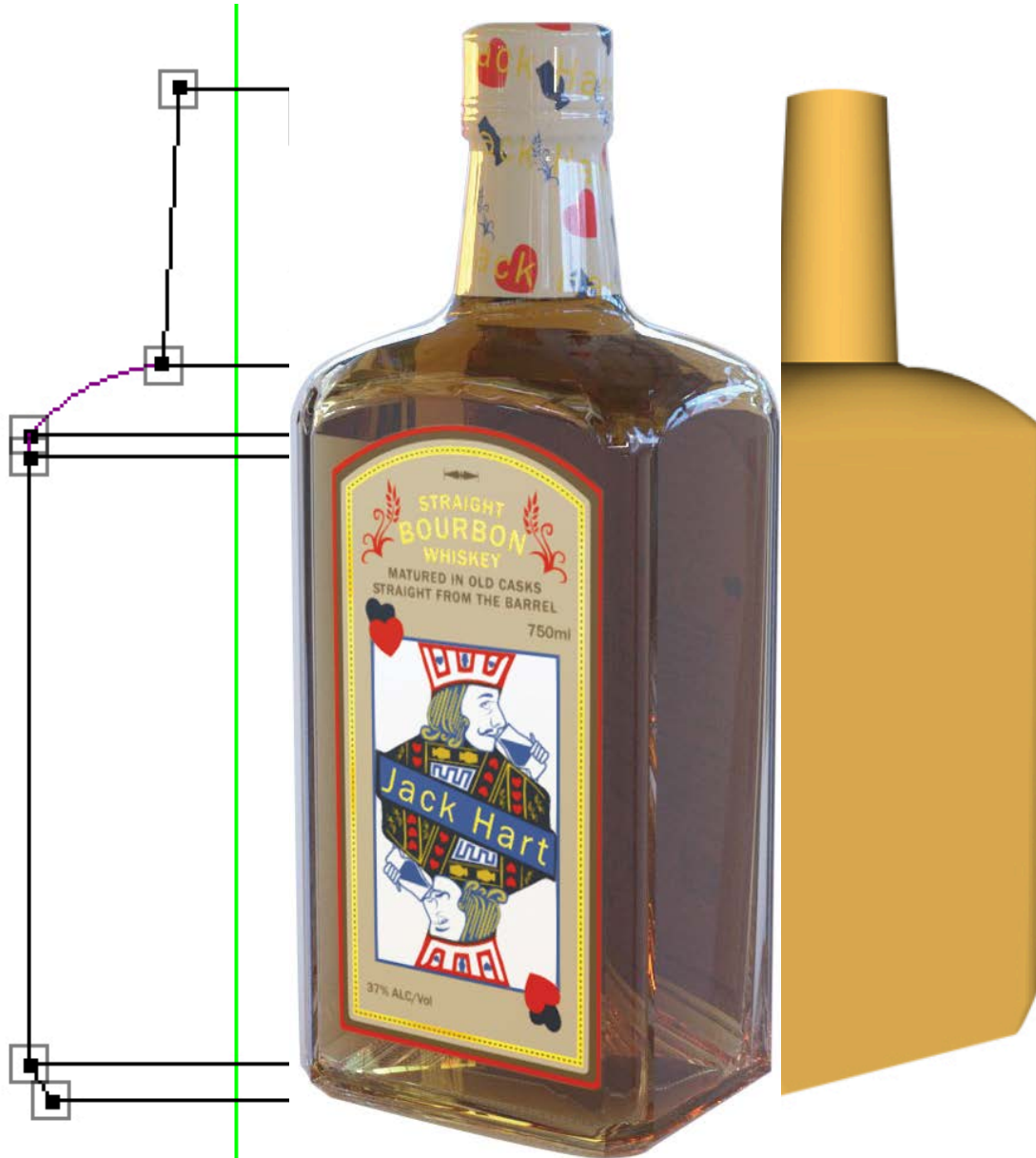
iC3D Dynamic Backgrounds & Perspective:



iC3D Dynamic Backgrounds: **Movie**



Ray Tracing – NEW !



Ray Tracing



Ray Tracing - Movie



Beautiful Photo-realistic Images



Beautiful Photo-realistic Images



Thanks for listening – Questions?

opsis – 3D Cloud Share

Click on the iC3D opsis link below to
see and share new Ray Traced content

[iC3D Gin Variants](#)

Must Have Feature – opsis !

Customers said they wanted to be able to share 3D content – but unlike 3D PDF, it needed to be accurate
Accurate colours, materials, reflections, transparency, lighting, shadows, environment effects.
100 x iC3D models can be uploaded, stored and shared at any one time for FREE!
We delivered! The most cost effective way of visualising 3D products singly and in store – opsis!



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