3DEXPERIENCE®

CG STILL IMAGES
SMART IMAGE PRODUCTION FOR HIGH VISUAL IMPACT

STUNNING STILL IMAGES TO CAPTURE AUDIENCE IMAGINATION

Still image production captures the essence of what a brand and product stands for in a single moment. Irrespective of its power to captivate audiences, traditional photography is expensive and creative options are limited; products may not be available or cannot be shown in scenarios that best capture target audience attention. CG Still Images expand the creative possibilities of image production by letting companies showcase their brand and products in any conceivable way. Using CAD data the perfect visualization of a product can be created – replacing the prior need for the physical product to be available. Customers can create scenes that capture the imagination of their target audiences for any scenario.

Creating a better virtual product

Pre-sales and promotional activities are a core part of marketing strategies. Products or product variants are often not available early enough to be promoted effectively using still images prior to product launch. If a physical prototype is available the logistical costs of incorporating it into a photoshoot are prohibitive. Added to this is the risk to product secrecy, which is often too high for companies to accept.

The creation of lifelike virtual products, that are showcased as they will be sold, overcomes these problems. CG Still Images enable marketing teams to create pre-launch campaign material when they need it by building lifelike products and scenes using Computer-Generated Imagery (CGI). This increases awareness amongst customers and helps maximize sale pre-orders.

Overcoming traditional constraints

Traditional photography is constrained by location restrictions – limiting the type of product scenes that can be created. Incorporating computer-generated elements within traditional photography scenes expands a company's creative possibilities. Scenes can also be created that are entirely computer-generated. Using CG Images, our award-winning team works with you to develop the right type of still imagery that resonates with your audiences.

Producing the right content for your needs

At 3DEXCITE we understand that each customer and their photography needs are different. With CG Still Images each production starts with a creative concept. Customers either supply that to us or we develop it for them as part of our Creative Concepts & Storyboarding solution. We assign a dedicated project manager and a creative supervisor for each project. This helps us ensure that your communication objectives are met and your creative vision is realized.

Expanding possibilities with CGI

CGI goes beyond the physical limits of photography and enables us to present product features and associated benefits in fantastic new ways. Using CG Still Images, we can manipulate certain scene elements to deliver the exact look and feel that your audience expects. CGI lets us enhance the storytelling component of still imagery scenes to deliver emotional impact difficult to achieve with standard photography – leveraging CAD geometry and finished 3D scenes to accelerate CGI or print production.

Complete images or image components can be used in a wide variety of material across different communication channels. Examples include: advertisements, brochures, and PR content. Its striking visual appearance makes CGI ideal for online channels for use in: web pages, banners, and social media.

The value of CGI in the sales process

Computer-generated products eliminate the need for physical products to be available for image creation – dramatically reducing Point-of-Sale or web configurator production costs. CGI is also used to highlight particular product features, depict a product use case scenario, and deliver the overall brand experience – all important elements within configurator image layer sets that encourage customers to buy.

Speed, quality, and stories to remember

CG Still Images offer a wide range of consulting services that help guide our clients to tell the right stories for a specific target group. Our full service approach is tailored to your creative, brand, and innovation needs. It includes: creative storyboarding, photographer selection, location scouting, organization of the actual shooting, image post production, and localized delivery of the final still images.

Benefits

- Accelerate go-to-market campaigns and early digital product launches even before the product is built
- Reduce the production costs of expensive physical prototypes – there is no need to have those on location
- Productions are custom-designed based on time and budget
- Efficient creation of visual assets from CAD data created in the earlier stages of the product lifecycle
- Consistent storytelling across multiple channels made possible with the flexible reuse and adaptation of content that covers the full product: range, complexity, and customization options

Our 3DEXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the **3D**EXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes in all industries in more than 140 countries. For more information, visit **www.3ds.com**.

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DASSAULT SYSTEMES | The **3D**EXPERIENCE® Company

Americas
Dassault Systèmes
175 Wyman Street
Waltham, Massachusetts
02451-1223
USA

Europe/Middle East/Africa
Dassault Systèmes
10, rue Marcel Dassault
CS 40501
78946 Vélizy-Villacoublay Cedex
France

Asia-Pacific
Dassault Systèmes K.K.
ThinkPark Tower
2-1-1 Osaki, Shinagawa-ku,
Tokyo 141-6020
Japan