



3DEXPERIENCE®

CG MOVIES

STAND OUT WITH HIGH-END,
COMPUTER-GENERATED MOVIE PRODUCTIONS



COMPUTER- GENERATED IMAGERY FOR EXCEPTIONAL BRAND EXPERIENCES

In a consumer environment where content is king, companies are under increasing pressure to deliver quality video material that resonates with target audiences. Computer-Generated Imagery (CGI) provides the most striking visual way to engage with audiences, but it can be creatively and technically difficult to produce. The CG Movies solution provides the complete set of creative and technical skills necessary to deliver high-impact, CG movie material that creates memorable brand and product experiences for customers that leaves them wanting more.

Overcoming the hurdles of traditional video

Standard (non-CGI) video production for high-end, experiential products like vehicles is expensive. Product secrecy or unavailability of prototypes, along with location restrictions, makes filming difficult. Cost restrictions limit the type of physical scenes you can use for your products forcing you to compromise on creative options. Traditional shooting constraints are overcome by using 3D product models to create virtual products and then building these into CG scenes. This approach lets you focus on delivering the best creative product video experience for your audiences.

Limitless possibilities with CGI

CGI productions provide a limitless amount of creative freedom to highlight product benefits to consumers and convey to them the emotional experience of using products. This is in contrast with standard video production which can only physically depict what is shown. With CG Movies and the power of CGI there are no limits to imagination and creativity.

Partially or fully computer-generated scenes

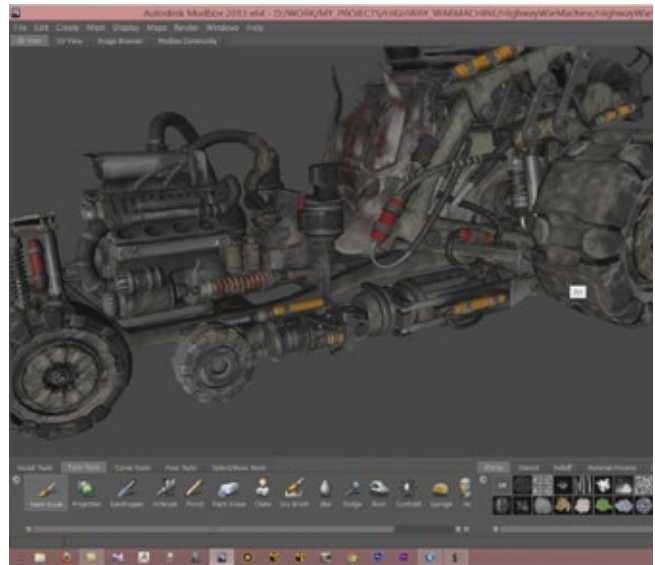
Productions can be either partially or fully computer-generated. Partially computer-generated productions make use of real video material within the scene, and are usually used to highlight a specific product benefit. With full CG material all elements of a movie are virtual; every scene frame is custom designed to deliver an amazing CGI experience that resonates with target audiences.

Producing the right content for your needs

Every customer and project is different. For every project we assign a dedicated project manager and a creative supervisor. This helps ensure that the creative idea behind your campaign is fully understood and the production scope is tailor-made for the given time and budget.

Accelerated and more flexible content production

Using CG Movies, virtual products are created when you need them. They can be easily adapted to the needs of increasingly fragmented geographic markets or for use in a variety of different communication channels. We produce content for: management or design presentations, viral movies, technical and training movies, showroom teasers, product launch videos, television, cinema commercials, online highlights, and stereoscopic movies.



3DEXCITE customers benefit from leveraging existing CAD geometry and finished 3D scenes created by 3DEXCITE to accelerate their video and CGI productions; the process is faster and more effective when compared to using other production teams.

With the Creative Concepts & Storyboards solution, our award-winning creative teams work to define the CGI content creative path that best suits your needs, and create content that delivers outstanding brand and product experiences for your audiences.

Benefits

- Unrestricted creative freedom to present products in fresh new ways
- Eliminates the need for expensive physical product prototypes on location – lowering production costs and accelerating time to market
- Cost-efficient production of movie sequences with a dedicated project manager and creative supervisor
- 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 3DEXPERIENCE® 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.

