ibruk

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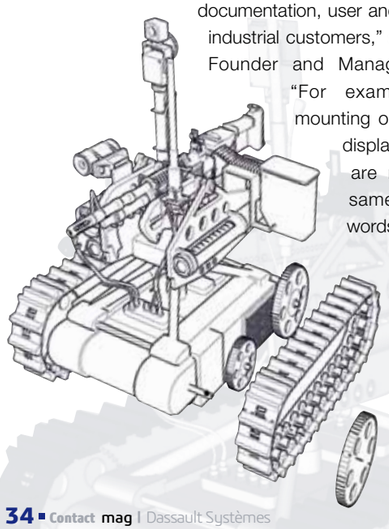
At a time when paper-based manuals still abound, ibruk offers its customers a pioneering approach to documentation using advanced visualization and animation tools to create its documentation. Creating product documentation with 3DVIA Composer enables ibruk's users to better understand procedures that take longer to assimilate using conventional text-based media.

# Great products deserve great manuals

Not long ago, product manuals and other product information documents were stored in reams of binders. This created the potential for confusion and lost time when information on a specific part or assembly was required. Today, with the explosion of digital media, product and user documentation is rapidly evolving to a paperless model.

## DOCUMENTATION PIONEER

Norwegian company ibruk is one of the leading companies in this burgeoning yet niche field. "Our goal is to be an end-to-end supplier of digital documentation, user and training manuals for our industrial customers," says Stein Tore Johnsen, Founder and Managing Director of ibruk. "For example, digital animated mounting or dismantling procedures displayed directly on a screen are more effective than the same procedures put into words on paper."



ibruk started as a paper-based product and user documentation provider. However, with the rapid spread of digital tools, Johnsen recognized an opportunity to expand the company's capabilities and shift to delivering content in electronic formats. One of the key tools developed to serve this purpose is the Interactive Content Library (ICL). Based on Dassault Systèmes 3DVIA Composer, ICL users are able to leverage the 3DVIA Composer Player to visualize procedural sequences on their computers. The ICL offers three-dimensional exploded views of machinery as well as animated sequences of component, spare part and installation procedures. It shows how elements fit together and makes it easy to rotate parts, zoom in on a specific area, and vizualize from any perspective or angle. Users also have the ability to print and email screen shots.

"Think of repairing your car and having a three-dimensional on-screen view of replacement and maintenance procedures for every system," continues Johnsen. "This is what we offer with our ICL system."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>
> **Stein Tore Johnsen**
> *Founder and Managing Director, ibruk*

ICL users can display typical work-related maintenance sequences while they are on-site, performing a task, or in the classroom. "Using our 3DVIA Composer-based ICL system translates into considerable advantages. Navigating or identifying components and spare parts in a product has never been easier," says Johnsen.

## FROM DAYS TO MINUTES TO CREATE A SEQUENCE

3DVIA Composer reuses digital product data, including three-dimensional designs and bills of material (BOM) information to create product documentation. Based on a lightweight, open and XML-based architecture, 3DVIA Composer enables non-technical users to create three-dimensional technical illustrations and animations using existing digital product data without the need for rework or prior modification. "With our previous system, an assembly sequence would sometimes take a couple of days to develop. With 3DVIA Composer we have reduced this to a couple of minutes," states Johnsen. "In addition, if engineering changes are implemented to a design, they are instantly reflected in the documentation."

ibruk is currently working on a Wikipedia-inspired user-generated encyclopedia for the oil and gas industry, complete with course material, three-dimensional models, and animation sequences for BP and Statoil. "And with tools like 3DVIA Composer, it would be easy to do this for other industries as well," concludes Johnsen.

**For more information: www.ibruk.no**

## Add a new dimension to your product communications

**Today's product developers are cutting costs, saving time, and growing their competitive advantage with 3DVIA Composer, the next generation of 3D content authoring software. A flexible and easy-to-use desktop content creation system, 3DVIA Composer streamlines the creation of 3D product documentation, technical illustrations, animated maintenance instructions, interactive product visualizations, and marketing communications.**

**Based on a lightweight, open XML-based architecture, 3DVIA Composer allows non technical users to create associative 2D and 3D product deliverables directly from CAD data. By leveraging existing product designs, 3DVIA Composer helps improve the communication of technical product details, and enables manufacturers to engage their customers more meaningfully. Using 3DVIA Composer, product deliverables can be initiated earlier and kept up to date automatically, helping to lower costs and improve time to market.**

**By illustrating products in 3D, you can provide customers with clear, easily understandable documentation that vastly improves their ability to consume and retain information. Creating intelligent views, animations, 2D line art, and high resolution raster images with 3DVIA Composer permits complex products or procedures to be communicated visually and comprehensively, reducing the ambiguity commonly associated with text-based material.**

**Easy to learn and intuitive to use, 3DVIA Composer is an ideal complement to Microsoft® Office®, PDF, and HTML content-delivery tools that you are already familiar with. Even if you are inexperienced with CAD applications you can quickly begin generating high quality illustrations and interactive 3D animations to support technical product communications.**

**www.3dviacomposer.com**
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